

# *Engaged* & PROFITABLE GROUPS

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M6L04

## Elements of a Successful Launch

Okay, the elements of a successful launch, the things that you want to be aware of, get ready for and have within your launch in order for it to be a success, in order to make sure you've got everything in your power all done for your launch...

### *Training*

First, we have **training**. So usually you have a three-part training, whether it's a Facebook live, pre-recorded videos or webinars, and we're going to discuss this in more detail, of the different types of launches, but you're going to have something that you are going to teach them. This could also be a challenge. So, think about what it is that they need to learn from you or know in order to make the decision of whether or not your product is for them. So, for Facebook groups, I need to tell people why they're a value to entrepreneurs. I need to tell people why Facebook is dedicating so much time to them. And maybe stats, so maybe there's stats that you need to put up and let people know, too. We're going to talk more about this later, but just think about what kind of training you will offer during your launch.

### *Cover Images*

Okay. Here's what I don't see people use very often and I think it is such an easy thing to do that really gets attention. So every time you change your Facebook cover image, Facebook notifies the people in your group. And when you rename your group, Facebook notifies the people in the group. And when you change the description, Facebook notifies the people in your group.

The reason being, if you're a changing part of your group and your group members are, let's say their reputation's on the line for being part of this group, they want people to know that you've changed it and that it does still reflect who you are. So, that's why Facebook then goes and tells people that you've changed your cover image, that you've changed the name of your group, that you've changed the description, etc, because they want to make sure that their users are comfortable with whatever it is that you change. So let's use this to our advantage by **changing out the cover images during our launch.**

So you could do this to announce activities in your group. You can use this to announce the events of the day in your group. You could use this to announce that your launch is coming up. And I'll be talking about how you could use this through different parts of the launch as well. So consider changing your cover image up.

## *Posts*

Okay, posts. So we're definitely going to use posts in our launch because we're going to use them to announce any activities or events that we have coming up. You have a Facebook live, you have a coffee date, whatever it might be, and we're going to use them to announce deadlines, whether that's deadlines for bonuses or the closed cart option as well.

## *Facebook Lives*

All right. Facebook lives. I love taking one of the launch types and then injecting a bunch of Facebook lives in it. So that could be Q and A's, it could be hot seats, you can teach your webinars through the Facebook lives, and you could be doing regular teaching as well. The Facebook lives are great to inject into your launch. So we're going to talk about how we're going to do that to get more eyeballs into our launch, get more people, more engagement. Facebook lives are great for engagement, but it also allows you to connect with your audience in a different way.

Some people like to read, some people like to listen and watch and view you, and this gives them that opportunity to learn from the different styles. It also gives you the opportunity to show them that you care, that you're an expert in this and that you truly want to help them. It's really, really hard to fake caring and authority and how you feel about helping people in a video, and that's why I love Facebook lives. It really helps you kind of get that across.

## *Events*

Okay. Events. So, in your group, you're going to create events for everything that you put out in your group. So that could be for Q and A's, it could be for hot seat coaching that you're doing, maybe you're doing an audit, and watch parties. I personally love watch parties because you could take a Facebook live that you've done already or a video that you've uploaded and do a watch party. And what this allows you to do is show people your video while you're just sitting back and engaging with people as they watch your video. So you're answering questions, you're saying hello, you're greeting them.

It's a very different experience being on a Facebook live than being on a watch party for your Facebook live. In your Facebook live, you're concentrating on putting out the content and also trying to engage with people; whereas in your watch party, you're just engaging with people and it's a ton of fun.

You're going to have engagement posts. So these are posts that are purposely there to drive up your group, to increase engagement in your group. So Facebook shows more of your posts in the people in your group. So it'll show it in the newsfeed, it'll show it in the group feed, and it'll notify them via notifications that you've got new posts running up, especially those really high engagement posts.

You probably have noticed that Facebook is showing you posts from groups that you may have not been in recently, but they've got a high engagement post, so they want to show you because it could be something important. So, we'll use that.

## *Case Studies*

Case studies. Okay, so these are student or client case studies that you've either worked with, they've been through your course, they've been through your coaching, they've been through your membership, and we're going to talk about and interview them. So you can interview them, either pre-recorded or live, and the questions you ask are, "Where were you before ABC happened? What were the obstacles or challenges you faced during that time? How did you overcome these challenges and where are you now?"

This is not... "Janet is fantastic because she's cool and she cares." This is, "Tell us your story. So, where were you before?" And the reason why we want to do that is we want to show people that it is possible to go from A to B. It's possible where, no matter what your circumstance is in A, that person, that Jim was in spot A, he was suffering from whatever it was previously, worked with you, and now he's gone through it.

And the more case studies you can get that cover different scenarios that people could be in, the better. Because what you'll get in your launch is, "Oh, I know this worked for so-and-so, but they already had A, B and C going for them." "Oh, I know this worked for this person, but they have money." "I know it worked for this person, but they have a husband to support them." Whatever it might be. We want to show people the differences of people who have come through and transformed on the other side with your help

## *Emails*

Okay, emails. Emails are very important for your launch as well, and you really should put out an email every day letting people know what's going on in your launch, especially during open cart. If you don't have an email going out during open cart, every day of open cart, if there's one day that doesn't have an email going out, you will see sales drop that day. And I'd rather you put out an email and let them know you're going to be going live in the group for a Q and A even if you don't know what you're going to talk about, I'd rather you do that than have no email go out at all.

And with those emails during open cart, you're going to talk about the launch or talk about the event that's happening that day. And then the, "By the way, we're closing cart on X day at this time at this time zone," so that they know. Always have an email back to either the group or training if this is before open cart, or the sales page when cart is open.

## *Bonuses*

Bonuses. I always recommend having two bonuses. An opening day bonus, so if they buy on the first day that cart is open, they get that bonus. Why this is helpful is if they're sort of on the fence or they know they're going to sign up, but they're like, "Oh, I'll just sign up later in the week," what happens? They'll forget, they'll get distracted, whatever.

If you want to just make it easy for them and say, "I know you're already considering buying this. Here's a bonus if you buy today. And now you don't have to think about, the rest of the launch, you don't have to worry about remembering by Thursday when we close cart, you can just get it done with and you get this bonus. Only the people who sign up today get this bonus." And then you can have a last day bonus, and the last day bonus really goes out to everyone. Whether they bought the last day, the first day, the third day, you name it.

This bonus, I would love for it to be something that makes it really easy for them to implement. Maybe it's something they've been asking for that you didn't think about and you didn't add to your course or membership, but now you can add it.

Okay. And that's it. So, those are the elements of a successful launch, and we'll get into more launches in my next few videos.