

M6L07

Founders or Beta Launch

Founders Launch

So a founders launch means that there is no product yet, so you have an idea, you don't want to wait and launch it months from now, you want to know if it's viable now. So you are going to go out and test it out in the world. So you're going to ask, here's what I'm offering, here is the lowest possible rate you can get for it, do you want to come and design it with me and I will launch it by whatever date? Give yourself a couple months. It's a great way to test out whether your idea has weight, and you can put it out there and not ask for people to register, but really the only way that you're going to know if it's a viable idea is asking people to sign up. And we're going to make that fair by giving them a really low rate

Beta Launch

Now, your beta launch is where you have a product that you're launching for the first time, so they also get a lowest possible rate, it doesn't necessarily have to be as low as maybe you would do a founders launch you don't know what you would have priced it at, because you're not doing a founders launch, you're doing a beta launch. But they help you improve the product, so they don't help you design it from the beginning or review what your idea is, like in founders launch; instead, they're taking your idea and they're tweaking it right from the start. You might have a meeting or an R&D team in terms of founders launch, but in a beta launch you have the idea, you've already created the product, and now you're putting it out there and you're saying to them, "Hey, if you sign up now, you'll get the lowest possible rate and you'll help me improve the product as we go".

So both of these are used for only brand new offers. You can't use this for something that you've already launched. So any courses or memberships that you already have, you cannot use this, because it would not be fair or truthful. You're not giving them the lowest founders rate because they're not founders. So these are attractive because of the low rates, and I found on the online world, sometimes people want to see other people go first so that they know whether or not it was good, and then they'll buy in the next launch. But at a lower rate, people are more likely to dip their toe and get in there.

The Method

These are easy to get started and people do not expect it to have everything polished and ready, so that's fantastic. So here's that post that I created when I was ready to put out my beta launch to get people into my membership. That was on Facebook. Now, I also did a bunch of lives and everything in my group as well, but here's your checklist for a founders betas launch.

You're going to set a deadline for your offer. So you're going to put it out there and then you're going to give it no more than a week. Some people have given 24 hours. I think that's a really short amount of time, a lot of pressure on you. I would probably give it a little bit. That's for a founders launch. I would either say, "You have the next four or five days or until we reach 20 people or 10 people". Give it some kind of scarcity. For a beta launch, my first beta launch, I opened up in my membership on a Thursday and then I waited till Monday to open up publicly. I wanted to give my members the opportunity to sign up and then they gave me ideas. They asked me for two bonuses. So I then used those bonuses that they came up with, and when I launched publicly I told people about those bonuses.

So next thing you're going to do after you set your deadline offer **is post in your group and your profile what you are thinking of creating.** So for beta it would be like, "I'm thinking of creating a mastermind group. We would meet this many times. The outcome would be this, we'd be focused on this, it's for this, who's interested? If you are, message me." Why you want them to message you is you can have that private conversation, but also if nobody says that they want this and you've asked them to post in the comments, no one's going to want to go first, because they're going to feel like, well, if no one else wanted this, why do I think I want this?

Okay, next, **for founders, you're going to post in your group, in your profile, what your founders offer is,** just like the one I showed you just now. You're going to go live in your group and announce the offer and then every day post in your group about your offer, reminding them of the deadline. So not that first day when you announce it, but all the other days. And then go with the flow, right? If people ask you for a bonus and you can offer it, go for it.

So good luck with the founders launch. It is a lot of fun. You could definitely insert Facebook lives and emails and all the other essentials I talked about in an earlier lesson of a launch. Go get them.