

# *Engaged* & PROFITABLE GROUPS

with Sandra De Freitas

M6L10

## Post-Launch

Okay, now that your launch is done, what do you do? In fact, I need you to review this before you actually close cart because there's a couple of things in here you want to look at. So just before the launch ends, be sure to tell them that you're not going to be as active. This will help you transition from being very active in your free group to now being active in your paid group, so you don't feel that stress of "how am I going to keep the free group going?" Let them know that you'll be in the other group serving the new people that have purchased and bought. You will come into this group from time to time. The group will remain open, but just that you're going to switch gears and move to the paid group to help and serve them as promised.

### *Engagement Posts*

So you can keep an engaged post going weekly to keep engagement going. So schedule these out. You've got a list that I have given you and you've got a lesson with more engaged posts in there. But definitely schedule them out to go out and this could be a question. This could be a poll. This could be any of those engagement posts as well. This will keep engagement, keep it going. You don't want to increase engagement and then just walk away because it's going to be harder to ramp up and get engagement going again. So even if your launch is not for another three to four months, I highly encourage you to do this.

### *Cover Photos*

Change up the Facebook cover photo to join the waitlist. So now that the cart is closed, you've changed the cover photo a number of times, we are now going to change the cover photo to say "Sorry, registration is closed. If you've missed out and you'd like to join us, you can join the waitlist over at, and then have the link to the waitlist." What that will do is anyone who missed out or didn't sign up by midnight will now join the waitlist and you can always use this waitlist later to promote when you're going to offer this again.

## *Sales Page*

Okay, now you're going to edit your sales page to remove all the buy now buttons and add the waitlist option. In fact, what you could do before you even close cart is copy your sales page and get this waitlist option available now so that when midnight comes, you could just do a switch on your site from one page to the other or copy and paste. Or you can remove the page entirely and add a summary of the offer, so a short form of what your membership or course or whatever is about, and the waitlist. You can even say we're opening again in, (I wouldn't say a month or a date specifically) but like "spring of 2021", whatever it might be that you're going to open.

Just don't say a specific day because here's the thing, life happens and what happens if something happens and you can't do that date anymore? What if you get a big contract or you get an offer to go to Hawaii at that time? You're not going to turn it down. So don't put in a specific day, but put in the times if you know that you're going to be doing that.

## *House Keeping*

Next, remove any announcements that are no longer relevant. Anytime you change the cover image, you might want to remove those. They don't need to be in there. They don't really serve a purpose unless someone's asked a really hot question in them, you can remove them. So any announcements, these are the images removed, but then also go into announcements and just remove announcements in your Facebook group that are no longer relevant.

All right. Good job. Thanks everyone.