



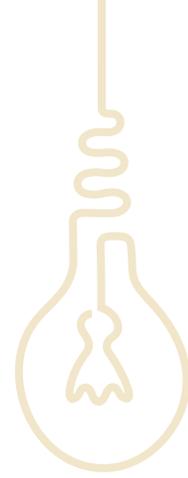
LIGHTEN YOUR LAUNCH

≡ BLUEPRINT ≡

Reduce the overwhelm,
get clear on your tech stack
without overspending,
and get all your pieces done
before you hit "go" on
your next launch

What's Inside.....

1. **Plan your offer (start with the end in mind)**
2. **Choose and create your lead magnet**
3. **Organize your tech stack**
 1. Page builder
 2. Email Service Provider (ESP) with automation capability
 3. Checkout & Cart system
4. **Map out your funnel: The Plan**
 1. Opt in page, Thank you page
 2. Email sequence for the opt in
 3. Challenge Registration page, Thank you page
 4. Email sequence for Challenge (Days 1-5 + Nitty Gritty details for getting started)
 5. Webinar Registration page, Thank you page
 6. Email sequence for Webinar
 7. Sales page + checkout integration, Thank You page
 8. Sales email sequence (cart open to cart close emails every day)
 9. Triggers (tags) & automation in your email system
5. **Launch it!**
 1. Shot across the bow – message your entire list – if interested, [click here](#)
 2. Send runway emails that create demand and desire for your challenge (and ultimately your offer)
 3. Send daily emails, go Live in your group
 4. Webinar on final day
 5. Book calls!



1. PLAN YOUR OFFER: Start with the end in mind

Making an offer absolutely irresistible requires the knowledge and commitment of your target market, and your deep understanding of your ideal client's needs, wants and desires.

Once you're clear on those, it's time to address them with your **offer**.

Now, quick distinction here. Your Program or Course IS NOT your offer. Your Offer is how you'll present and make the case for your program or course.

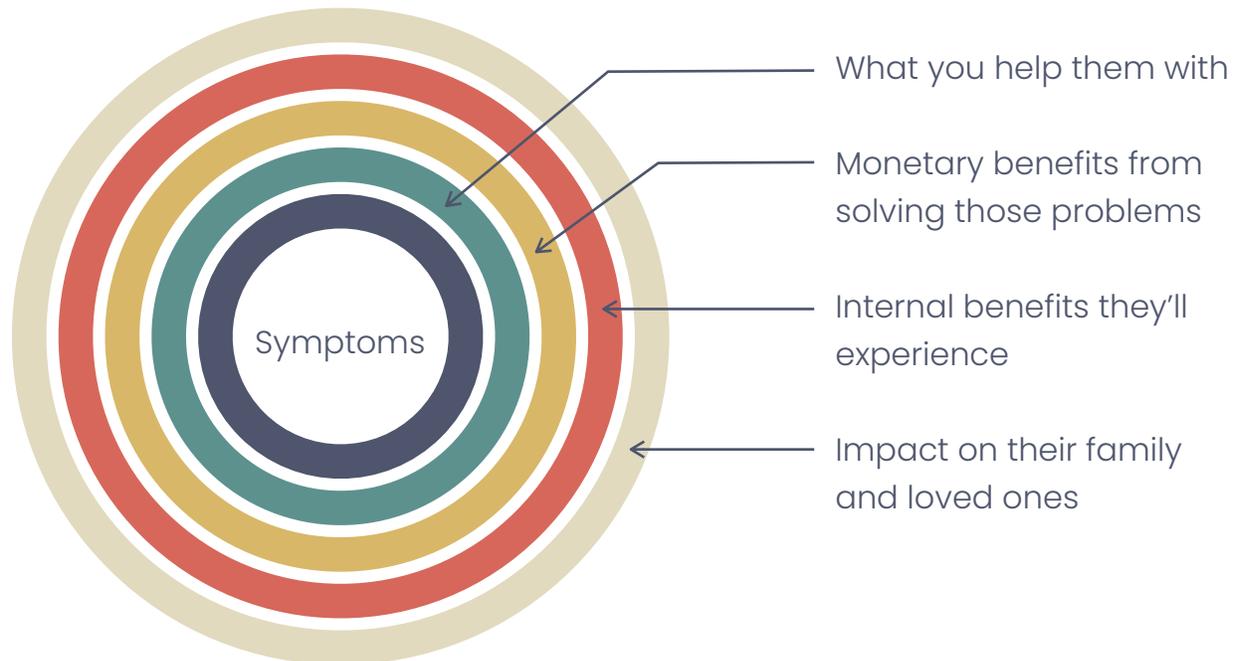
Answer these FOUR questions to help craft your offer:

1. Who NEEDS this?
2. What is your BIG PROBLEM on the top of their minds?
3. What is your BIG PROMISE for transformation? How will the transformation impact their lives? What's the RIPPLE EFFECT of your work?
4. What's your PRICE?



Often Coaches and Course Creators get stuck on how to price their program or coaching services. Once you understand your Big Promise (and the potential transformation waiting for them) you'll be able to value the transformation via your pricing. Be sure to give the Ripple Effect some thought as you value the transformation you're offering.

Your Ripple Effect



YOUR TURN:

Use this page to plan out some of the details in your irresistible offer. What is it? How does it help? WHO does it help? How much does it cost? Are there different price tiers?

WHAT'S THE BIG PROBLEM?

Describe your avatar's problem in detail.

WHAT'S THE SOLUTION THEY WANT

Describe what they want instead.

YOUR IRRESISTIBLE OFFER

Describe your offer in detail.

WHAT'S IT WORTH?

What's the pricing structure for your offer?

HOT TIP for Your Offer Copy

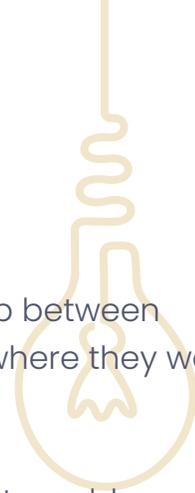


Ask yourself: What OBJECTIONS will come up for them (why might they not take action right now?)

For each objection you identified, start writing emails, video content and challenge/webinar content so that you can overcome these with your copy!

2. CHOOSE & CREATE YOUR LEAD MAGNET

Now that you're clear on your offer, it's time to identify the gap between where your ideal clients are now (inside their problem), and where they want to be (as a result of the transformation).



What is a great free gift you can offer to your ideal clients that would ultimately create demand and desire for the offer you've just crafted?

What does your ideal client avatar need to **know, do, or overcome** before they would be ready to sign up with you?

If you can help them overcome an obstacle or correct a common mistake now, then they're more likely to assume you have the solution to their problem (and they'd be more willing to pay for it.)

You'll want to choose a lead magnet that helps them immediately (delivers a quick win), is aligned with your final offer at the end of the funnel, and is something you feel comfortable creating.

Keep in mind that people are getting pretty savvy to marketing tactics. A basic single page checklist likely won't convert as well as a more meaty, detailed ebook or blueprint. You want to **make sure you're delivering real value, and that it's something your audience would be attracted to.**

YOUR TURN:

What's your freebie called?

What's your ideal client's *current* obstacle? What's the next step they need?

What do they need to believe before they can make this transformation?

How does this deliver a quick win for your lead?

How does your freebie create demand for your paid offer?

3. ORGANIZE YOUR TECH STACK

Listen, when you're making six figures, THEN we can talk about the complicated and expensive software solutions. But, for now, let's keep it simple.

All you **really need** are landing pages, forms to collect emails, a way to deliver a free gift (email marketing system), and a way to collect payment.

ONLINE PAGE BUILDER

This doesn't need to be complicated and can probably be created using your existing website. We recommend WordPress, but really any builder will work.

EMAIL MARKETING SYSTEM (EMS)

This is different from your gmail account. This special software allows for mass emailing without the worry of becoming blacklisted. (FYI: DO NOT USE YOUR PERSONAL EMAIL) In an ideal world, your EMS will also allow you to add tags and create automated sequences.

CART & PAYMENT SYSTEM

None of this means anything if you can't take a payment online. This is a MUST. Some payment gateways also allow for taking payments OFFLINE as well. Flexibility is king!

YOUR TURN:

What are your traffic sources? (check all that apply)

- Facebook
- Google
- Organic posts
- LinkedIn
- other

How can you deliver mass emails? (circle your email service provider)

- MailChimp
- ActiveCampaign
- Kajabi
- Kartra
- Convert Kit
- other

Where can you create landing & sales pages? (circle your page builder)

- WordPress
- Kartra
- Kajabi
- Click Funnels
- Lead Pages
- other

How can someone pay you? (circle your cart system and payment gateway)

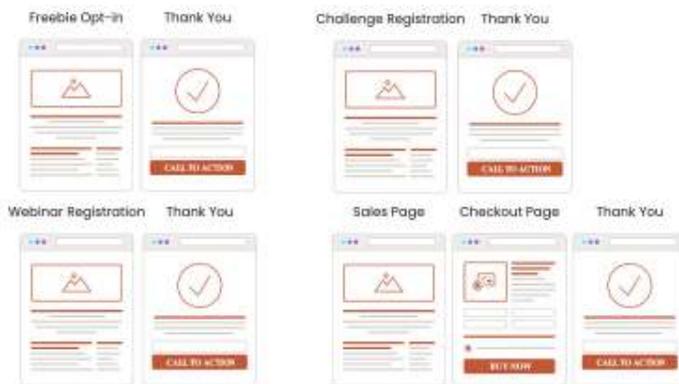
- Stripe
- Thrivecart
- Square
- Other

4. Map Out Your Funnel

For starters, let's just figure out everything we're going to need to build.

Your ready-to-launch funnel will contain about **8 or 9 pages**:

1. Freebie Opt-In and Thank You page
2. Challenge Registration and Thank You page
3. Webinar Registration and Thank You page
4. Sales Page and Thank You page (depending on your cart system, you may also have a "Checkout" page)



Next up, you'll have **27-35 emails**:

1. Freebie Welcome and nurture sequence (7-8 emails)



2. Challenge Registration Welcome and Delivery sequence (8-9 emails)



3. Webinar Registration and Reminder sequence (3-4 emails)



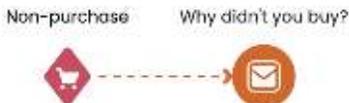
4. Cart-open/Cart-close sales sequence (7-9 emails)



5. New Member Welcome sequence (1-3 emails)



6. Non-purchase Follow-up sequence (1-2 emails)



YOUR TURN:

Now that you know what needs to get done...

What do you feel comfortable doing, and what do you need help with?

I feel comfortable: (circle)

Building Pages
Writing all the emails

I need to hire for: (circle)

Building Pages
Writing all the emails

5. SET UP YOUR EMAIL MARKETING SYSTEM TO COLLECT & SEGMENT LEADS



Whether you're hiring someone to do this stuff for you or you're a DIY master, it's time to set up your systems so that your leads are organized and you can automate your emails.

In this section, we're talking TAGS -- these are useful when you want to segment your list of participants later on, as well as triggering automations and sequences.

Don't forget to test everything!! (No, really, *several times!*)

Send the links to a few friends and have them go through the whole process (if possible). You want to know that the tags are working, that new leads show up in your email software, and that the user experience is intuitive and expected. If your friend signs up and gets all your emails at once, that would be unexpected and indicates something isn't working right.

YOUR TURN:

List out the tags you want to assign to a lead that will segment them appropriately.

1. When someone grabs my freebie, I want this tag _____
2. When someone registers for my challenge, I want this tag _____
3. When someone registers for my webinar, I want this tag _____
4. When someone buys my program, I want this tag _____

Bonus points:

1. When someone **doesn't** attend my webinar, I want this tag _____
2. When someone **doesn't** buy my program, I want this tag _____
3. When someone joins my Facebook group, I want this tag _____

6. LAUNCH IT!

If everything tested well, you're good to go!

Start telling the world! Tackle each of those traffic avenues. Sing it loud and sing it proud!

- Share on your personal page
- Share on your business page
- Post on social media all over
- Be sure to link the registration page on your personal profile. This is a great way to use your banner image.
- Find groups that contain your ideal clients and, if they allow promotion, share it there too!

In other words, share it with the world any way you can!

Use your existing email list:

- Message your entire list about your upcoming Challenge — “If interested, click here”
- Send runway emails that create demand and desire for your challenge (and ultimately your offer)
- During Launch Week, send daily emails, go Live in your group, host a webinar and make your offer!

YOUR TURN:

Go share the link to your freebie on all your marketing channels and start building the audience who wants your upcoming Challenge!

Want more support? Join us in the [Lighten Your Launch FB group](#) and check out our [Lighten Your Launch podcast](#) — new episodes drop every Monday!

