

10-Day Product Launch Formula

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Days: Friday thru Sunday (10 days total)

Overview:

Your Anticipation Phase should include some kind of wait list, whether you asked them to sign up to get early access/discount on the up-sell (traditional “wait list”) or you created and launched a related freebie that is now acting as the wait list for your program.

This wait list is where all your warmest leads are, being that they have shown that they want and need the product/service you are providing. They should be rewarded and acknowledged with early access, and *either* (~20%) discounted access OR exclusive bonus(es).

Prelaunch

To wait list only: 4 days (Friday to Monday)

Remember, when your wait list people opted-in originally, they were delivered additional information in the first follow-up message. In that message, you either delivered the freebie and/or just talked about what they can expect next from you. You included in this “lay of the land” follow-up, that because they have shown interested and are on the exclusive inner circle list, that they will be getting access to your new program early and/or at a discount. You told them to watch their inbox on X date for an exclusive invite from you. They’ll have 4 days to grab their spot before you open up the public on Y date.

The prelaunch is 4 days, and includes emails to your wait list ONLY. No public-facing content on social media, your blog, etc—in that space, you are still teasing out the PUBLIC launch date (and if you decide to do a webinar—optional—you’d do it on that Tuesday (first day of public launch) and so you’d be *publicly* shuffling people into that webinar via social media, for example)—one CTA at a time. Meaning while you are emailing your wait list to BUY the program (Friday thru Monday), you are publicly promoting the webinar for Tuesday, and trying to get as many people in that as possible, because come Tuesday (day 1 public launch), you will no longer be asking people to join the webinar, but instead be selling the program.

Friday: Email wait list with subject line: “[Private Invite] XYZ is open now for you only”
Announce program in first paragraph, state the discount or bonuses they’re getting, give the deadline to sign up (Monday at midnight).
Share story and/or insight, teach something
Sign off with another CTA to purchase at the discount/for bonus and deadline to join
5am EST

Saturday: Off

Sunday: Email with normal but sticky subject line to increase chance of opening
Content: stories/insights/teach, guiding people in the direction of thinking that purchasing your program is a natural progression
End with a meaty paragraph about the program and CTA with deadline info
10am EST

Monday: 1-2 emails depending on results up until that point

Subject line for email #1: “Last Day for 20% off – Program name”
First paragraph reminder about program closing tonight
Story about someone you helped or a testimonial with some teaching around it, and/or share the exact deliverables in the email itself – show people just how much value they’re getting, reiterate the awesome curriculum
Sell again at the end with scarcity and urgency and exclusivity language
10am EST

Optional second email on Monday – Subject line: “Early bird discount goes away in a couple hours”
Straight-up sell/prompt to purchase, with a quick reminder about discount and deliverables
4pm EST

Public Launch

6 days: Tuesday to Sunday

Tuesday: Day #1 PUBLIC

Change out BUY NOW button to public price and change copy on sales page to reflect new deadlines and new price point, lack of bonuses, etc.

Optional webinar: Maybe you have a webinar planned for that day/night (noon EST and 7-9pm EST are best times)

You will sell on the webinar: 40 mins of content, then take your time selling. Optional bonus(es) for those who take fast action and/or those who purchase by midnight that night – see webinar tutorials for more info

Email: Whole list including wait list (just maybe Exclude your program list if you created one for the for-pay program so wait listers who already bought don’t get marketing emails)
Subject line: Announce program opening

Sell at beginning + deadline (Sunday X date at midnight)

Teach/share

Sell at end + deadline

9am EST

Blog content: New, sticky, epic blog with lots of CTAs to get the program

Social media:

- Change out FB cover photo (which was previously a CTA to join the wait list or get the related freebie) – on both professional and personal pages
- Pin post to top of FB biz page – URL directly to sales page – paint the picture, give context (why should someone need this? Why did you create it? Etc.) – keep pinned post up rest of week
- FB Live announcing program and related teaching content, edit after to send to sales page
- IG URL change out and post CTA – Announcing the program, I'd do one 1-min video of you talking about the program + another just image post later (companion content with CTA to link in bio) – remember, people are scrolling, so the image should stand out and not have too much text if any on it (text = marketing, for many)
- Tweet out program and maybe do a related tweetathon with key word hashtagged
- Blog – share on FB later in the day with intriguing pre-frame
- Pin blog, tweet blog, etc.
- Using the hashtag all over the place
- When it comes to social media, especially FB, the more the better since people aren't seeing much – try all different kinds of media: URLs, uploaded video, FB Live, images, text-only

Wednesday: Day #2 PUBLIC

Email: No email except to email out webinar replay to those who signed up

Social media:

- 2-3 relevant posts on FB – again, it's okay to be super prolific here, personal and business pages, using a variety of media types
- 1-2 Companion content posts to IG = teach/story + sell (videos and/or photos)
- Ongoing IG stories with relevant content to the product
- Tweet out program and maybe do a related tweetathon with key word hashtagged
- FB Live teaching something, CTA to program, edit after to send to sales page
- Hashtag(s)

Thursday: Day #3 PUBLIC

Email: Whole list including wait list (Exclude your program list)

Subject line: something curiosity piquing

Optional: announce exclusive 1-day bonus (Wed-Thur tend to be the slowest days)

Teach/share/vulnerability is key

Sell at end + deadline

10am EST

Social media:

- 2-3 relevant posts on FB – prolific AF, personal and business pages, using a variety of media types
- Reshare an old, edited blog that historically got a lot of organic traction, CTAs throughout for the program
- 1-2 Companion content posts to IG = teach/story + sell (vids or photos)
- Ongoing IG stories with relevant content to the product
- Hashtags AF

Friday: Day #4 PUBLIC LAUNCH

Email: Whole list including wait list (Exclude your program list)

Subject line: Refer to a testimonial of yours, e.g. “The one switch my client made that changed everything” or “This one simple switch was all it took” or “how Susan lost 30 lbs doing things simpler” etc etc. Refer to a story of someone you worked with (and if you don’t have someone, use yourself as a testimonial – this email is all about RESULTS)

Include any other relevant screen shots you have, as testimonials, within the email

Teach/share/story

Sell at end + deadline – tell me how the content of your program can get the same results for them

1pm EST

Social media:

- 2-3 relevant posts on FB – prolific AF, personal and business pages, using a variety of media types
- FB Live teaching something, CTA to program, edit after to send to sales page
- 1-2 Companion content posts to IG = teach/story + sell (vids or photos)
- Ongoing IG stories with relevant content to the product, IG live?
- Hashtags AF

Saturday: Day #5 PUBLIC LAUNCH

Email: Whole list including wait list (Exclude your program list)

Subject line: “Up for a quick chat?” or some similar CTA to prompt/tell people you are going to be on FB LIVE later that day (I recommend around 3pm EST)

Preface the FB Live announcement using social proof – “I’ve been getting a lot of questions about XYZ program and though I have answered many of them HERE (send to sales page URL with FAQs), I am jumping on FB Live today on my business page (URL hyperlinked) to open the floor for questions and go over some more details about the program if you are still on the fence,” etc etc. – hyperlink + deadline for program
6am EST

Social media:

- 2-3 relevant posts on FB – prolific AF, personal and business pages, using a variety of media types
- FB Live Q&A – if no one on, or no questions, just have some ready to go, that you can answer and then talk about the program more (deliverables, expected outcomes, who for/not for, talk them through the content on your sales page)
- Optional old, edited blog that got a lot of traction and/or people have massive opinions about (polarizing) = shareable, with CTAs throughout the blog
- 1-2 Companion content posts to IG = teach/story + sell (vids or photos)
- Ongoing IG stories with relevant content to the product, IG live

Sunday: Day #6 PUBLIC LAUNCH (last day)

Email: 2 emails to whole list

- 1) Subject line: Answering your questions about XYZ program (+ last chance)

This will be an FAQ email – literally have all the FAQs listed and answered in the email
6am EST

- 2) Subject line: XYZ closes in a couple hours – you in?

This will be a straight-up reminder/prompt email, very little teaching, buuuuut if you already have some feedback coming in for the program (maybe you’ve been tagged on social by people already interacting with your program, for example), you’ll want to include screen shots of those who are already off and running. You can even include a section like, “This is awesome – some early feedback!” and then post the screenshots. Social proof is huge here, as it is the last chance we want to get those people on the fence to commit by eliciting some FOMO ;)

Social media:

- 2-3 relevant posts on FB:
 - Last day announcement post with URL
 - FB Live with teaching + prompts and deadline info

- Share any parts of the program that shows the value: BTS of the membership site using Screenflow, for example, or even a graphic with the Table of Contents, or a list of the whole curriculum, or even share one of the best parts of the program
- Pull out all the stops, be unapologetic about your service. Use: social proof, urgency, scarcity, exclusivity language AF
- 1-2 Companion content posts to IG: 1) “LAST DAY” at top of description – you can always delete or edit these posts later. These will mostly be straight up sales posts with prompts for people to buy because it’s the last day
- Ongoing IG stories with reminder about deadline + telling why it’s an important program, etc.

Cart closes at midnight, put up wait list for next round of program

FB ads: OPTIONAL but recommended

Run during public launch only

Two option – can do both or just #1

- 1) FB ad to relevant, sticky, epic blog that has CTAs to get program throughout
- 2) FB directly to sales page

To see what you need for FB ads, please refer to the 10-Day Freebie Promo Blitz Campaign PDF in BOY portal

After-launch considerations:

- What lessons?
- What worked, what did not?
- What can I do better next time?
- Share insights to the BOY FB group for all to learn
- Now let me deliver amazing value and service to those who purchased
- Be grateful AF
- How can I treat myself for all my hard work?
- When’s the next launch and what does that Anticipation Phase look like? Dates, etc?