

THE 6 FIGURE LAUNCH MACHINE

DAY 3

Create Your 5 Day Experience

Build the lead machine that sells for you.

Workbook

Name: _____

TODAY'S FOCUS

Your free trial of working with you.

Today you create your own 5 day pre-recorded experience: the promise, the daily themes, and the aha plus action step structure. Then you build it inside the Launch Lab, around the offer you created on Day 1.

The rules of a 5-dayer that converts

Around 20 minutes per day. One aha moment per day. One clear action step per day. Action creates a result, a result creates trust, and trust creates the sale. Pitch around day 3, re-pitch on days 4 and 5.

Your promise

Your 5 day experience must promise the same end result as your core offer, in a smaller scope. People join outcomes, not topics.

The end result of my core offer is:

So the promise of my 5 day experience is:

Name ideas for my 5 day experience:

Map your five days

For each day: the theme, the aha moment they'll have, and the action step they'll take. If you have an AI or software, the action step is to use it.

Day	Theme	Aha moment	Action step

Your action step

1. Open Ascendia AI and brainstorm your 5 day experience using the prompts below.
2. Open the Launch Lab and choose Challenge / Workshop.
3. Complete your Launch Experience card: promise, daily themes, action steps.
4. Post your 5 day concept in the Facebook group for feedback.

ASCENDIA AI PROMPT

Brainstorm your 5 day experience

I want to create a 5 day pre-recorded experience to generate leads and sell my core offer. My core offer is [describe it, or say 'use the offer saved in my account'] and its end result is [the outcome]. Brainstorm my 5 day experience with me: suggest a name, the big promise, and what each of the five days should cover so that each day delivers one aha moment and one action step, building to a pitch on day 3.

Tip: Push back on its first ideas. Ask for three different angles and pick the one that excites you.

ASCENDIA AI PROMPT

Sharpen your daily action steps

Here are my five daily themes: [paste them]. For each day, give me one action step that takes under 15 minutes, creates a visible result for the attendee, and builds towards buying my core offer, which is [describe it]. Make each action step specific enough that someone could do it immediately after watching.

Tip: The action steps are where trust is built. Small and done beats big and skipped.

Tomorrow: fill it and warm it. How to pack your machine with leads.