

Soul Design Strategy

Conscious F.U.T.U.R.E. Mastery

LAUNCH X-RAY

PART 2 _ WHAT YOU NEED TO PLAN AND PREPARE A SUCCESSFUL LAUNCH

- **Create an Opt-in page for the free event** (Make sure it matches the branding of your offer sales page and has a sign-up FORM that's properly linked to your mailer!)

[EXAMPLE of MY OPT-IN PAGE for a 5-Day Challenge:

<https://studyvault.transcensiongate.com/conscious-wealth-activation/>]

- **Create an Thank You page for the free event** (it is meant to look similar to your Opt-in page branding, it consists of thanking them about signing up and "what's next")

[EXAMPLE of MY THANK YOU PAGE for a 5-Day Challenge:

https://studyvault.transcensiongate.com/conscious-wealth-activation_thank-you/]

- **Create the Sales page for your paid premium offer** (make sure it links to your Questionnaire and the Scheduler for the free sales conversation).

[EXAMPLE of MY SALES PAGE for a Paid Offer:

<https://transcensiongate.com/ess-mastermind/>]

- **Create a workbook for each day of your conversion event** (make sure it's on brand visually!) Do not complicate this – it is essentially the copy of your teaching points in the question format so they can fill it out while you are speaking;

[EXAMPLE of MY WORKBOOK for the 1st day of a 5-Day Challenge:

<https://1drv.ms/b/s!AupkXs3ihJUgrlEoYnQyLw3pqhDkw?e=ocS6aX>]

- **Create the outline of email/post topics that will promote the free event** (2 per week for pre-event period);

[TOPICS FOR PRE-EVENT POSTS]:

- ✓ speak about how they experience the problem that your free event solves in their everyday life (from Client X-Ray);
- ✓ speak about misconceptions;

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- ✓ preview sub-topics of the free event;
 - ✓ speak to the aspirational identity and hope that they can create the change they want, that its possible;
 - ✓ clearly define the benefits of attending your free event (from Rich Results Method)]
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- **Create the outline of the livestreams/videos that will promote your free event** (1 or more per week for pre-event period);
Once you write up the posts, fill in the emotional gaps with videos. Connect with the problem that your free event solves, give a taste of what you will cover, then promote the event – why they have to come, the benefits of attending.
 - **Create the outline of email/post topics that will sell your premium offer** (2 per week for post event sales period);

[TOPICS FOR SALES POSTS]:

- ✓ start with an excited announcement post "Door are open to my X program" or something that is on brand for you;
- ✓ about misconceptions and what they have tried, and why it hasn't worked (from your Client X-Ray);
- ✓ about the stories/assumptions they might have made before that keep them stuck and how you help them get past these;
- ✓ speak to the possibility of change, to beliefs they have to change to have success, to their aspirational identity;
- ✓ shift their belief on their capacity to create change;
- ✓ about common objections (can be exploration of one objection per post) – why they think it won't work, why they think they can't do it, why they think it takes too long/costs too much, etc. that applies);
- ✓ about the cost of NOT joining your program or picking something else instead of working with you specifically;

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- ✓ about the cost of waiting – how that shows up in their life/health/business/career, etc. – be very specific and emotionally connected in these posts, so they can feel how much you care;
 - ✓ about your own revelations since you've been working on that specific problem that your program solves (in your own life and in your clients');
 - ✓ present tangible and intangible results your clients have achieved (you can do this conversationally or as a case studies);
 - ✓ showcase a specific client who "almost hadn't signed up" but then she did and had that amazing transformation (explain where her mindset was before, what changed as she decided to go for it, where she was at the start of working with you and what results she now has, etc.);
 - ✓ explain who the program is for, and who it is NOT for – speak to the aspirational identity and possibilities;
 - ✓ Why it is the best time ever to enroll in your program;
 - ✓ What makes you different as a coach/healer/expert;
 - ✓ How you work with your clients that is not typical (speak to your Soul Expertise and the TANGIBLE process that helps your clients have a unique experience in your program);
 - ✓ Explain the bonuses (if you have major ones) or limiters (if something is going away unless they sign up now) – speak to the benefits of these bonuses or limiters (from Rich Results Method)
 - ✓ Briefly showcase all your modules using the Rich Results Method (you can do this as a CTA in almost every post, when you describe what they will get by joining).
- **Create the outline of the livestreams/videos that will sell your premium offer** (1 or more for post-event sales period);

Once you write up the posts, fill in the emotional gaps with videos. Sell the problem that your program solves, speak about your Signature System/Method, sell your offer as THE solution – why they have to sign up now, the benefits of working specifically with you, the experiences (tangible/intangible) they'll have.