

Milestone 5: Sales Page Ready

Good work on getting your all-access pass sales page up and ready to go - or at least mostly ready to go. It's totally okay if you still have bonuses and final details to add.

Before you open the cart, I want you to go back and check that your offer isn't underpriced. If it's less than \$47, even for your fast-action offer, I'm confident that it is underpriced. Make sure the pricing is a good deal but also shows how much value you're delivering.

Your next milestone will be accomplished when you open your summit for registration. Can you believe we're almost there?

My tip for you here is to get out of your own head. If you've been following along in this program, you got specific with who it's for and the transformation you're delivering, and you lined up speakers who have the same audience as your summit, they will sign up. Also, keep in mind that you'll see a huge influx during the first couple days of your summit. So if things seem slow to start with, keep your head up and look for solutions, rather than problems.

For now, I want you to celebrate getting that sales page up and ready to go! Something fun you can do if you're a little more tech-savvy is set up Zapier to send cha-ching! sale notifications to your phone or something like Slack. It is such a fun way to be able to celebrate as those sales start coming in. And my hope is that it will get so annoying that you'll have to turn it off.