



Joy Foster's Launch Ads Formula (that converts)

One of the major issues I see that people are having when they launch courses online is that they see huge success stories but don't really understand what it takes to get to that point. I want this blueprint to help you to understand how to get started so that you can successfully grow your online course business.

I've literally paid tens of thousands of £ to get this knowledge, some of it is my own information, some of it is information I've learned from others. When it is info that I've learned from others, I'll indicate that.

THE FACTS YOU NEED TO KNOW

★ **FACT #1: Launching an online course is a NUMBERS game.** You must understand this fact.

Here are some benchmark statistics that should help...

- Course sales are mostly made by doing launches, there are many ways to launch. The three most common ways I see people launch right now are:
 - 3-7 Day Challenges (in a private FB group)
 - 3 part free training series (Jeff Walker style - also often in a private FB group)
 - Webinars
- Sales from online courses tend to be in the 1-3% range of total leads generated for that launch. What does that mean? In my experience and in learning from and speaking to others, that means to generate 10-30 sales, you need 1000 leads. Here is what a 'good' 1000 lead launch could look like with a price point of £497 to £1997:
 - 1000 leads sign up for the challenge, free training series, webinar
 - 20-25% show up, which means 200-250 people show up
 - One thing to make note of is that on a challenge or a free training series, the attendance at the start of the challenge will be higher than at the end (which is when you pitch). The show up rate I mention here is for your final session, which is where you are pitching.
 - 10-12% buy, which means 20-25 people buy
 - You can reverse engineer these numbers. Let's say you wanted 100 people to buy. You would need 1000 people to show up and you'd need 5000 people to sign up. 5000 leads at \$5/lead = \$25k ad spend. Please know that if you want these kind of conversions, you do have to spend the money!
 - The one exception to the rule on this is a low cost paid bootcamp. Jill and Josh Stanton from Screw the Nine to Five, teach this methodology. In it, you run a low cost bootcamp for £27 or £37 and then you have a VIP level of let's say £97.
 - CASE STUDY: In the case of one of my students, who ran a ukulele bootcamp for £27, it cost them £19 to get people to sign up, so they made about £7/sale. Around 120 students signed up and at the end of the bootcamp, they upsold a course, which cost a couple hundred pounds. Everything they made from the courses was a bonus and

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they ended up with a 5 figure launch on their first go. This doesn't always work though...

- CASE STUDY: I had another student selling a 'change careers' bootcamp for £37 and no one was buying. We decided to switch from a bootcamp to a free webinar on CV mistakes and sell her signature course at the end of the CV mistakes webinar. To sweeten the deal, she threw the bootcamp in for anyone who signed up to the signature course. She spent about £200/day for 3 days and generated about 128 leads.

★ **FACT #2: You must have a list in order to sell your product AND you must email that list every week, rain or shine.**

- Always be list building (I learned this from Amy Porterfield, Jeff Walker and Stu McLaren)
- The reason they all have multi 8 figure businesses is that they have HUGE lists. The last time Amy mentioned her list size, it was upwards of 400k, her business has made \$16 million+. Danielle Leslie recently mentioned her list size and it too was upwards of 400k and her business has made \$12 million+.
- You can build a list in a short period of time BUT it requires a lead magnet of some sort (I learned that from Amy Porterfield) or you can even use your launches to build your list (I learned that from Jeff Walker). It also requires spending money on ads.
- I have done both - lead magnets and launch ads. I found that launch ads, at least in my largest period of growth, were my fastest way to grow. I knew that everytime I spent money on ads, I would make it back because I knew my numbers. You must KNOW THY NUMBERS (James Wedmore taught me that).
- Regardless of how you build your list... you must create and email content to your list EVERY SINGLE WEEK, rain or shine. One of the easiest ways to reach your audience weekly is by doing a facebook or Instagram live and then emailing it out... you can even turn it into a podcast. If you want my podcast guide go to techpixies.com/podcast

★ **FACT #3: The fastest way to grow your list is using paid advertising.** As I said before, you can do this with a lead magnet or you can do this with launch ads. A good course for List Building is Amy Porterfield's List Builders Society. She has a [great masterclass here](#).

- You can use Convert Kit or Click Funnels for lead magnets. If you have a WordPress website, you can also use Gravity Forms right on your site and have a notification sent to the person with the lead magnet. Biz Template Babe has an [ebook and lead magnet bundle](#) that can get you started.
- If you decide to go for launch ads, you will want to have a registration page and a thank you page and pre-launch, launch and post-launch emails.
- With either type of ad, you will want to create something called a 'Custom Conversion.' This is REALLY important as it tells you how many leads you got from the ad. To set up a custom conversion, one of the key things you need is the 'thank you' page that someone lands on after they have registered.

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- Currently a good conversion rate for a free lead magnet or a free webinar is as low as \$2.50 and as high as \$10. If you are going over \$10/lead, you probably don't have your messaging or your audience right... usually it is messaging first, audience second but it could be either or... here are common problems I see with both:
 - Messaging -
 - Case Study: I'll give you my own example. I teach social media and the very first ad I ran converted at £19/lead (which is like \$23). I never talked about teaching social media! I talked about learning modern technology. Sometimes it is as simple as that - calling the kettle black. As soon as I said 'I teach women how to leverage social media' in my ads, my conversion rate decreased down to £16/lead, then £6/lead, then all the way down to £2.60/lead. The lead cost came down as the messaging improved. I also improved the audience.
 - Case Study: I worked with a couple doing ukulele lessons and they were struggling to sell tickets to their bootcamp. The ads were running, but sales weren't coming in. As soon as I looked at the ads, I could tell why. There wasn't enough information up front about the bootcamp AND when you went to the landing page, it was quite confusing with a lot of information about the 'value' of the bootcamp being high but the cost being low. If you read the comments, you could see that people were confused about the price and they didn't know what days and times the bootcamp was running. We changed the ads to include all the key information upfront, fixed the audience (see below) and the ads were profitable almost immediately.
 - Audience - You have to think about your audience - where they shop, what they are interested in, etc. My audience is mostly women in their 40s and 50s who want to return to work, change careers or start a business. I know what grocery stores they shop at, where they buy their clothes, etc. I used these audiences to hone in on them. The trick was that I started getting better quality leads, when I picked higher quality shops (think targeting people who shop at Target or Costco vs. those who shop at the Dollar Store or Walmart). I chose more expensive clothing brands and more expensive food brands and as a result had more women who could afford to pay for my course. I also learned that audiences should be no smaller than 2 million and not really much greater than 11 million (I learned this from Rick Mulready).
 - Case Study: I recently helped a couple who sells ukulele lessons for kids and adults. They didn't know what type of audience to create, so we decided that all kids need to eat. We honed in on UK supermarkets and it worked like a charm.
 - Case Study: I helped another woman with her audience (she was targeting women changing careers) and we tried different audiences, but in her case, the one that worked the best was people who were looking for work (which was an option!).

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- THE MISTAKE that both of these case studies made was that they were taught to run 'engagement ads' and not 'custom conversion' ads. When your social media audience is small, let's say under 5k followers, engagement ads ARE NOT the way to start - especially when it comes to launch ads. You can use engagement ads in between launches ([great podcast with Salome Shillack here](#)) but really, you shouldn't be doing them for launches.
- ANOTHER MISTAKE that both of these case studies made was multiple pixels. You only need one pixel for Facebook and it gets confused if you have more than one. It is easy to make this mistake, but please triple check that you've only got one pixel! You can check the pixel and whether or not it is showing up on the page that matters by installing the 'Facebook Pixel Helper' in Chrome.
- One thing to remember with launch using launch ads... you must have an email sequence to get them to show up to the free training/webinar/challenge and you must have an email sequence to help them cross the line. In my experience, when you are selling to small audiences, very few buyers will part with their money on the spot. A British audience for example converts much better when you give them 24 hours to make the decision BUT you do need a deadline. I typically do a FAB (Fast Action Bonus) for people who sign up in first 24 hours and then a mid-cart bonus and then a close cart bonus. People who get the first bonus get the others and people who get the second bonus (the mid cart) also get the close cart bonus. Bonuses need to be nice to have but also things they don't need to be successful (I learned that from Amy Porterfield). Bonuses that aren't incentives to signing up, need to address objections. (I learned that from Jill and Josh Stanton). So for example, if their biggest objection is time or money, the bonus should help them make more money (i.e. Social Media Manager Pricing Sheet) or save them time (i.e. Top Tips For Hiring a VA).

So as a reminder... the 3 facts you need to know when launching courses online:

1. Launching on online course is a numbers game
2. You have to have a list in order to sell your product and you must email that list week in and week out, rain or shine
3. The fastest way to grow your list is through paid advertising

Now that I've said my peace... the rest of this blueprint is about HOW you actually create Launch Ads (that convert) even if no one knows who you are. I used this method for myself and the two case studies I mentioned above and in all three cases, the ad converted.

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LAUNCH ADS FORMULA (THAT CONVERTS)

- ★ The ad = the sales page
 - One of the things I noticed when I ran ads initially to a landing page on my website was that my ads only converted at about 12%, meaning that only about 12% of the people who clicked on my website from the ad were signing up. A good conversion rate is upwards of 25%. I know some people whose pages convert as high as 50%. In my case, I thought the copy was fine, so I decided to put the sales copy in the ad itself and then when people clicked the 'sign up' button, it took them to the registration page (where they input their details, rather than the landing page). I also made sure people knew in the ad copy that the training they were signing up for was FREE.
 - CASE STUDY: The couple doing the ukulele bootcamp decided to move the key contents of the bootcamp including dates and times and price into the ad. They still had a 'learn more' button and it still went to the landing page, rather than the registration page. Their page converted at around 6.5% - which was great - because remember - they were selling something vs. just doing a free give away. We were really transparent that there was a cost to signing up in the ad copy.
 - CAST STUDY: The woman running the CV workshop for career changers had a sign up conversion rate of about 30%, meaning that 30% of people who clicked from the ad to her landing page signed up for the workshop. Again, we front loaded all the details of the workshop in the ad itself. We made sure people knew it was free.
- ★ Don't overcomplicate the campaign
 - There are many different ways to run ads. When I learned how to set them up, I learned from Rick Mulready and he taught me to keep my campaigns simple. When I run launch ads, I literally only run 1 campaign with 1 ad set (focused on one audience) or 2 ad sets (focused on two audiences if I'm testing audiences) with 4 ads in each ad set. I use 4 different images but the exact same copy. Here are a couple of rules he taught me which have worked well:
 - Let the ads run for 72 hours without touching them.
 - If you increase spend, only increase by 30% every 3 days (which means you really need to think about what you start with as you can't go up more than 30% every 3 days!)
 - When you are creating ads and you don't have a large amount of followers yet (5k+) then 90% of your ads need to go to cold traffic (audience interests) and 10% to warm traffic (website visitors for the past 180 days is an example of a warm audience or a lookalike of your email list - provided it is over 1000 people).
- ★ Test the 'learn more' vs. 'sign up' button
 - I tested both the 'learn more button' going to my landing page and the 'signup' button going to my registration page. For me, the 'sign up' button going to my registration page converted the best but I only knew this because I tested both.
- ★ Emojis work well to liven it up and point key information out.
- ★ If you want to increase diversity in your student base, you need to experiment with multi-cultural photos and emojis and audiences

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WANT MORE HELP?

Thanks for reading! I hope you found it useful. I'd love to hear from you if you try this formula and it works. Drop me a line at support@techpixies.com.

If you would like some coaching, I have some limited slots available. The initial call is 90 minutes long and costs £600+VAT (£720). You can book with Natalie Arif at natalie.arif@techpixies.com. After the initial call, it is £300+VAT (£360) per follow up call. Follow up calls are 45 minutes long and we can check what is working, what isn't working and adjust accordingly.

You will get a recording of our call and I will provide you with launch stats templates to fill out before our call so we can easily identify what your key metrics are and figure out what is working/not working. In order to book the call, you will need to pay upfront. £720 click here: paypal.me/techpixies/720 or for £360 click here: paypal.me/techpixies/360. I don't do free consultations at the moment as my time is limited.

In addition to having launched 10x using this formula and generating multiple 6 figures, I'm a trained neuro-coach and can help you work through blocks that may be holding you back from succeeding with your launch.

If you are wondering why there are only three case studies here that is because I've only ever worked on three sets of launch ads, my own and two of my students. In all three cases, they ended up being profitable. 100% batting average as they say in baseball. As I advise my own students, you should only do 3 case studies for free and then you have enough evidence to launch a product. I hope to help you set up your profitable launch ads next.

Who is this coaching for? Ideally I'm looking for people who have done a course by Amy Porterfield, James Wedmore, Danielle Leslie, Jill and Josh Stanton or Jeff Walker AND who have done the work to set up the funnel, set up the email campaign and have tried ads but they just haven't worked. Ideally you have an online course to sell and you want help getting leads for your course but as I said, you've done the work - you just aren't seeing the success you'd like to see.

ADDITIONAL RESOURCES:

Not ready to invest in launch coaching? No problem... here are some free resources for you:

- ★ [How I Moved My Business Online](#) - is a workshop I did which talked about the different courses I took to help me move my 'face to face' business online
- ★ You might want to listen to [my podcast with Rick Mulready](#) about overcoming my fear of facebook ads or [my interview with Dr. Shannon Irvine](#) who coached me through doubling down on my ad spend once I knew my conversation rate.
- ★ Rick Mulready's [FB Ads Masterclass](#) and Amy Porterfield's [List Building Masterclass](#).

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EXAMPLES OF ADS THAT 3 ADS THAT CONVERTED WELL:

Primary Text

👀 Looking for half-term activities? Get your kid off their computer games... and get them started on their first instrument!

Our 🏠 £27 🏠 Half Term Ukulele Workshop runs over 3 days and will teach your kids how to...

🎵 to set up and tune the uke correctly - the ukulele has to sound nice, for you and your kid!

🎵 to strum, keep time and play your first chords

🎵 to change between chords, so you can play songs like Bob Marley's 3 Little Birds

🎵 to practise like a pro

🎵 to have FUN so they are motivated to do the 3 P's - Play, Practise, Perform

🏠 We teach live from 10am to 11am

🏠 Monday, Tuesday and Wednesday 26 October to 28 October.

Can't make the lessons LIVE online? Don't worry! Your kid gets lifetime access to the recordings.

Other BONUSES include...

★ Parents Masterclass so you can know how to support your kid after they finish the workshop

★ Ukulele songbook with over 25 popular songs (so your kid will actually want to play even after the workshop is finished!)

Only 🏠 £27 🏠 What are you waiting for?

🚫 Ukulele NOT included (We recommend getting an 🦑 Octopus Ukulele)

✅ Fun TOTALLY included (100% money back guarantee if your kid tries it for the first day doesn't love it - just email us by 8:59am on Tuesday 27 October 2020)

Headline - Optional

Only 🏠 £27 🏠 3 Days

Description - Optional

26 to 28 October 10am-11am

Preview On

17 Placements

View More Variations

Facebook Feeds

The Awesome Ukulele Academy
Sponsored · 🌟

👀 Looking for half-term activities? Get your kid off their computer games... and get them started on their first instrument! ...See More

Kids Beginner Half-Term Holiday Ukulele Workshop

SKOOLOFUKEWORKSHOP.COM
Only 🏠 £27 🏠 3 Days
26 to 28 October 10am-11am

LEARN MORE

Philippa... 207 Comments 60 Shares

Like Comment Share

Ad rendering and interaction may vary based on device, format and other factors. ⓘ

Feeds

Stories

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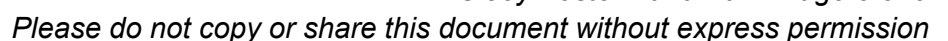
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3 Placements

1 of 5





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TechPixies is an award-winning CPD Accredited social enterprise helping women to upskill with Social Media. Since 2015, we've helped hundreds of women return to work, change careers and launch businesses leveraging social media.

In this 4 part FREE TRAINING SERIES, you'll learn:

– FREE Training #1 –

In this first session, I'll teach you ONE LITTLE WORD that has a BIG IMPACT that will start to open doors for you if you use it showing you how a SMALL shift in mindset can make a HUGE difference.

– FREE Training #2 –

In the space of a few short months, the world has changed dramatically and people have to get online in order to stay connected. We'll talk about the reasons why social media is so important in 2020 and what a difference CPD certification makes when you are applying for jobs.

If you can, why not use this time to upskill so you are ready to return to work, change careers or start a business when the economy picks back up again.

– FREE Training #3 –

In this free training session, I'm going to walk you through the TechPixies Social Media Magic Success Path. I'll give you the exact road map that hundreds of women have used to go from social media spectators to social media stars and superstars.

– FREE Training #4 –

In our final free training session, we'll also talk about the 9 pieces of technology we teach on the TechPixies programme, why they are important and how you can leverage them for yourself or an employer.

I'll invite you to learn more about our award-winning Social Media Magic programme and introduce you to some of our alumni who have returned to work, change career or started a business confidently (even despite the current circumstances!).


Ad Preview

10 Placements

Facebook Feeds

TechPixies Sponsored

TechPixies is an award-winning CPD Accredited social enterprise helping women to upskill with Social Media. Since ...See More



TECHPIXIES.COM
[FREE TRAINING] Supercharge Your Social Media Skills

SIGN UP

Jordelle Akin... 7 Comments 10 Shares

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