

THE 6 FIGURE LAUNCH MACHINE

DAY 2

The Evergreen Launch Strategy

The full strategy, plus exactly how many leads you need.

Workbook

Name: _____

TODAY'S FOCUS

Know the machine. Know your numbers.

Today you learn the full evergreen launch strategy, you work out exactly how many leads you need to hit your goal, and you complete your Launch Plan card inside the Launch Lab.

The full machine

Get visible, they opt in, you nurture, they go through your pre-recorded 5 day experience with set dates and a community, you pitch around day 3, cart opens, then the encore, then evergreen. Pre-recorded, but with all the buzz of a live launch. It converts at 10%+ while the average launch converts at 3%.

What clicked for you about this model?

Do the math

Imagine you generate 100 leads per month into your machine. At 10% conversion that's 10 sales, every month. Now multiply by your offer price.

My monthly revenue goal is:

My offer price is:

Sales needed each month (goal divided by price):

Leads needed at 10% conversion (sales x 10):

The money I'm leaving on the table every year without this machine (monthly goal x 12):

The Launch Plan calculator inside the Launch Lab does all of this for you and saves it to your launch.

Your action step

1. Open the Launch Lab inside Ascendia OS.
2. Complete your Launch Plan card: your goal, your offer price, your conversion rate.
3. It calculates your leads needed and your money on the table.
4. Post your money on the table number in the Facebook group.

ASCENDIA AI PROMPT

Not sure of your goal or price?

I'm setting up my launch plan. My offer is [describe it] and I'm considering pricing it at [price or range]. My revenue goal is [amount or 'help me set one']. Based on my offer and audience size of roughly [number], recommend a realistic monthly revenue goal, the right price point, and tell me how many leads I'd need each month at a 10% conversion rate.

Tip: If you're brand new, a smaller first goal you actually hit beats a big one you don't.

Tomorrow: create your own 5 day experience, the lead machine that sells for you.