



## Hot Seat #6 – Tarot Card Readings

This hot seat is for Deb and this is one that is pretty far out of my domain of knowledge. It is for tarot card readings. Deb is a tarot card reader.

### 2. What is your niche or market?

I am a professional Tarot Card Reader

Deb says that she is a professional tarot card reader. Her prospects – “Anyone can be a prospect because everyone finds themselves in a position now and then that makes them wish they could find out the ending before it happens. However, typically my client is a well-educated woman between 25 and 55, mid to upper income, spiritual but not religious.

### 3. describe your prospect... what are your prospects top fears and frustrations? What are their dreams and aspirations? And what are their hot points?

Anyone can be a prospect, because everyone finds themselves in a position (now and then) that makes them wish they could find out the ending before it happens. However, typically, my client is a well-educated woman between 25-55, mid to upper income, spiritual but not religious. Hot Points: people want to see around the corner in their life's dramas. The most well worn subjects are: Jobs, Love, Money, and sometimes Family.

The hot points – “People want to see around the corner in their lives and their dramas. Their most well worn subjects are jobs, love, money and sometimes family.”

The launch story – Deb has a very extensive story here that she shared. It is very lengthy. I'm not going to read this whole thing to you. You can pause the video and read it yourself. Then you can read the second part.

#### 4. What is your launch story? Give me what you have so far...

I think I'm a lot like you. I always try to live right and set a good example for my kids, but life doesn't always seem like it's following along with me. Sometimes, no matter how much I try, I feel like I'm being taken advantage of – and I have worried about coming out the loser in life. I started wondering how I could come out ahead – I was curious about getting an inside track on some of my problems because there have been so many times that they've gotten the best of me. My job was a drudge, my kids were full of surprises (especially as they became teenagers!), and my love life – well, I had none. I guess what I was really looking for was some kind of "access to the unknown". I know – I thought I was asking for a bit too much, but honestly, I felt like I was fighting the same battles over and over. If only someone could look into a crystal ball and..... OK. I'll admit: I paid a few psychics for their advice. I would get desperate now and then, and even tho I had no idea if they were any good, I'd visit them out of sheer frustration! You and I both know that they really didn't help. They really couldn't see my life, my problems, but they were happy to pretend that they did. I even thought to myself that maybe I could learn to do what they do – just to help myself...and so I tried. I bought myself some tarot cards and a book and tortured my friends with my stilted, but well-intentioned attempts at "seeing behind the curtain" of their lives. I guess I was pretty comical, but I kept on trying -- even tho I knew I really wasn't "getting it". At all. Then a girl I worked with invited me to a party at her house. There was a tarot card reader there named Mary, a young mom with blonde hair and blue eyes who was amazing everyone. People were coming out of the room she was doing her readings in with looks of astonishment and big smiles on their faces. I was getting excited and when it was my turn, I was jumping for joy! FINALLY! Someone who could answer my questions, see the big picture with my problems, tell me if I was ever going to fall in love again, for heaven sakes!! So I walked into the room and sat at the table. She smiled, asked me my birthday and started shuffling the cards. These cards were beautiful. I'd never seen anything like them. As she laid them out, I couldn't help but have a good feeling inside. But instead of telling me about my life, instead of solving all my problems, she looked up at me from a pile of face-up tarot cards and said, "You're a reader, aren't you? I can't read for you...You already know how to do this." ...and that was it! I begged and pleaded – I had work problems, money problems, kid problems, love problems, and she would not read the cards for me. I told her

how I had tried reading and how bad I was – horrible, really. No one in their right mind would consider me a tarot card reader, please, please read for me!! But she wouldn't. I got up to leave. I was miserable. I felt like I'd been kicked in the stomach. I rejoined the others at the party, but planned to leave right away. Talk about problems, now all of my real problems paled in comparison to this cryptic message: "You already know how to do this." I picked up my coat and my keys and headed for the door. Mary was just coming into the party for a cup of tea, so I did something I can't even explain. I wanted to ask her to try again --- that she had me mixed up with someone else – that everyone else was so pleased with her readings, I just knew she could read for me...but no. Instead, I blurted out, "what tarot deck are you using?" "The Mythic Tarot" was her answer. She smiled and headed into the party. I left. I sat in my car in disbelief. If I had begged and pleaded, did I really think she'd relent? And why oh why did I ask her that dumb question: "What tarot deck are you using?" I mean, who cares, really? She won't read for me. I'm doomed to go through my life bumping into doorframes that are perfectly obvious to her, but invisible to me. Now, I was positive -- my life sucks. But I didn't forget about that night, and I never forgot that out-of-left-field question at the end. I wasted a lot of time, but I finally broke down and bought The Mythic Tarot. I begged my poor friend Lisa to sit through "just one more reading – I promise!" And because she was still my friend, she did. Something unexpected happened in that reading. When I looked at the cards, it was clear as a bell what was going on in Lisa's life. When I laid out the spread, it was almost like watching a television show about her various problems – and I was getting a peek at the script! Lisa was dumbfounded. But even better than that – SO WAS I. The curtain had been pulled back. The hidden hand, revealed. Mary's strange comment to me, vindicated. I really was a reader. I began studying and practicing in earnest. Mary and I became good friends. We joined forces and read at day-long parties at our friends' homes. The word got out, and a nearby university called and asked us to be part of the entertainment night they put on for the incoming freshman. The school would hire a famous comedian, have a room set up with a DJ, and then a large room for us with two tables and chairs set at opposite ends of the room. Mary and I walked into the student union to see two growing lines of college students snaking around the room, out the door and down the hall. We laughed, and dove right in! I can tell you – THAT one wore us out! So I got to thinking: how can I help people with the same kinds of problems that I was facing? How could I give people a head start

on the situations going on in their lives right now, and also guide them to the answers that lie within them already? And then it hit me: I could set up a short subscription for people to get a reading once a month for three months. That way, when you're in the middle of a problem, you can check on your progress – because every time you take action, the possible outcomes change. Wouldn't it be nice to get an advance look at the possibilities? So, here's what I'm going to do. I'm offering you 3 tarot card readings; each approximately 1 hour in length; once a month for three months. (possible offers follow)

Basically the story was that Deb is a lot like you. She's trying to raise her kids and have a good life, but kids are full of surprises. Love life is not going that great. Just basically some disenchantment and she's always looking for the answer. She went to some psychics and didn't find anything. She even tried doing some of these readings but didn't find anything.

All of a sudden, she found *the* right person. This Mary gave her a fantastic reading and they really connected. Basically, Deb ended up becoming a reader and sort of finding the answer almost in a mystical crazy way. She stumbled onto the answer for herself and now is able to give some readings.

Let's drop down to the offer.

**5. What is your offer... tell me what's going to be included in your offer? Remember to include any bonuses. And write down your intended price and your guarantee.**

I'm offering you 3 tarot card readings; each approximately 1 hour in length; once a month for three months. We'll work out the details so that the day and time will be convenient for you. The cost is only \$300.00 Here's the problem: I've only got 68 slots! I know that's not a lot, but to give you my best, I have to be sure I don't overload myself. My schedule is set up for optimum results for you. So here's the deal: I'm launching this all on Monday, June 30th at 12:00 noon Central time, so watch your inbox for a link to get you to the sign up page! The first 20 people to sign up will only have to pay \$75.00 for their first reading! The first 35 people will get a FREE set of Runes to help them when a reading isn't readily available!! And EVERYONE will get their sessions recorded and sent to them via email in an mp3 file!!! I will be offering a limited amount of 6 month packages for \$550 This will all be good for 6 days, or until I sell out – whichever comes first. Then, I'm going to pull the deal, and my readings are going up to \$125.00. Do this NOW! This is your chance to find out what's going on behind the scenes. Stop operating in the dark and get a real handle on your life! Best regards, LucyD  
PS : You know, I still have Mary read my cards from time to time. My life isn't perfect either, but it's nice to know I have options. And so, Mary is going to take 20 people, and read for them herself – so get ready! (Double Clutch offer: I've decided to open up only 10 slots for a 6 mo. Subscription. The cost is: \$575 with a payment plan of \$192.00 per mo. For 3 mos. A savings of \$175!)

The offer is to give three card readings approximately one hour in length once a month for three months. The cost is \$300. She only has 68 slots so she has built in scarcity since she is going to be doing this. It is a one-on-one thing. It is like a coaching type of situation so obviously there is a limit. Scarcity has a great reason why.

This is a natural launch. It is like coaching. Anyone in a coaching environment or a teaching one-on-one environment, it is not that complicated to do a launch. When you are coming into the launch, the story is since you can only take a limited number of people, you want to make sure everyone gets the right chance, or gets a good chance.

“I want to make sure I get the right people,” so pre-launch content is all about telling them what it is, what to expect, why you are the right person, and the results you've had in the past. The subtext is, “I'm giving you all this information ahead of time so that you can make the right decision. I can't take everyone so I really have to focus on attracting the right people.” That is sort of the subtext to this type of a launch.

This will work whether you are doing tarot card readings or whether you are doing business coaching. If you are doing a one-on-one type of coaching, a one-on-one service, then there is only so much of you that can go around.

There is one thing in this offer that I don't like. "This will be good for six days or until I sell out, whichever comes first. Then I'm going to pull the deal and my readings are going up to \$125." The part here that she's going to pull the deal and the price is going up, that just feels a little punitive the way it is currently worded.

What I would do is change it so that your current pricing is \$125. So what you are doing up here is giving a deal. It is normally a \$375 deal, but as part of this launch special, they can get it for \$300. You are only going to make it available until you fill the spots or at the end of six days. After that then the price is going back up to the normal price which is \$375.

Up here Deb talked about the reason why she wanted to do this. She wanted to set up a short subscription so that when you are in the middle of a problem, you can check on the progress. The way I word this down here would be more like, "Then I got this great idea. Well, I think it is a great idea. I'm not exactly sure how people are going to respond to this, but I thought that if I could set up this short subscription process, then people can check in.

"They won't have to wait if they are in the middle of a problem. They can check on their progress because every time you take an action, the possible outcomes change. With this subscription we could have this ongoing relationship where you can check in with me and I'll get to know you. I'll become more familiar with you and your situation."

I'm not sure if that is congruent with the way tarot cards work, whether you need a relationship or whatever. It doesn't sound like you do, "I decided to put together this subscription process because of this reason." It sounds like you can check in whenever you want to check in.

"The normal price that I charge for this would be \$375 for three sessions, but since this is a brand new idea and I've never done anything like this before, what I've decided to do is put together a great special offer. The deal is when I open the doors I will have 68 spots available. I don't know how quickly they are going to go.

"People might snatch them up in a few hours or maybe I won't fill them up. I'm not sure, but for those 68 spots, they will be available for a maximum of six days. I'm going to discount the price from my normal \$375 so you can get this for \$300."

That's the way I would word it. Then you go on to tell them about the special bonus and the special offer. Then I wouldn't spring the six month deal on them until they get to the order page. Then six months at \$550 – I might go \$525 or \$500 – gives a bigger incentive to go to six months.

Down here I'm a bit confused. She says, "P.S. You know I still have Mary read my cards from time to time. My life isn't perfect either, but it is nice to know that I have options. Mary is going to take 20 people and read for them herself, so get ready."

I don't know what that means. For the people who didn't read Deb's entire story, Mary is sort of like Deb's mentor. I just don't get this. "Mary is going to take 20 people and read for them herself." Does that mean that there are really 88 slots available, or does that mean that there are 48 slots and Mary is going to take 20 of them.

Either way this launch has been setting up Deb and her expertise. Now in the P.S. to flip on this idea that there are 20 – I just don't get it. I think this is a real problem here. It is very confusing to throw it in the P.S. at the last second. If these people are going to get a reading from Deb and from Mary, I guess that is an extra bonus, but I'm really confused. I'm worried about that.

Down here there's a double clutch offer. "I've decided to open up only ten spots for the six month subscription." Is this going to be after the launch? Again, I'm confused on the double clutch.

I basically like it. The story is a good one. The scarcity is a good one. The set-up is a good one. As I mentioned, I would change this whole thing that the price is going up. Take the price back up to the normal price of \$125.

This thing is a real danger sign – I'm really worried about that. I'm not quite sure on the double clutch offer. Otherwise it looks like it could be pretty rock solid.

Pre-launch content – "At least one video to answer questions from my list and one PDF on what to expect." That sounds good.

**6. What is your plan for pre-launch content? What is your pre-launch content going to cover? How many distinct pieces of content? What format will it be in?**

I plan at least one video to answer questions from my list and one PDF on what to expect in a reading.

**7. What do you think your prospects top three objections will be? What are your answers to those objections?**

(From a Prospect email) "I think that I would most want to know as a consumer <sup>is</sup> does this really work? or why tarot? I think it is hard for people to give tarot validity, it's not a party trick. Why does it work? I think that I would most want to know as a consumer. Don't know if I would just pay anyone to read for me. Word of mouth is important. My reply: Yes, Tarot really works. All divination tools work in the hands of a practitioner who really wants to join with you and your situation to help you find solutions. This takes practice -- lots of practice. Practice in being non-judgemental, practice in recognizing the messages in the cards themselves. Tarot is my tool of choice. I've had my cards read by people who use a regular deck of cards like the ones you play poker with. The tool is a tool. That's all. It's a way to find an avenue to join with the client. Referrals and word of mouth are the best way to find a good reader. If you go to a reader who is unpracticed or a con, you'll tell everyone...just as you'll tell everyone if you got a reading that was spot-on.

**8. What's your plan for scarcity at the beginning of the launch? How about at the end of the launch?**

At the beginning, at this point, it's implied. I am only one person and there are only so many hours in a day. (I have no intention of becoming a 'psychic hotline') At the end, the price will go up, Mary will 'disappear' =) I may or may not relaunch in 3 months when the subscriptions run out.

**9. Tell me about your overall launch plan... what type of launch are you planning on? How long will the pre-launch be? How long will the launch be?**

If I can get a sturdy enough list, it will be an internal launch, lasting about 2 week in the pre, and one week in the launch itself. If my list isn't big enough, it will be a seed launch.

It is going to be about a two week pre-launch and one week in the launch. To me a two week pre-launch – you definitely want to do the video and a PDF. If you did a video, a PDF and then maybe a lengthy blog post answering objections, in two weeks I would look for maybe three pieces of content instead of two.

Otherwise, it looks pretty good if you answer those danger signs that I mentioned.