



Module 4: Moving Closer To The Launch: It's All Starting To Gel Now... We're Almost There!

Video 7: A quick run through your Action Guide, and instructions for applying for a Hot Seat.

For this final video I just want to walk through the action guide. This action guide is directly related to the hot seat application in case you want to apply for a hot seat. This looks like a lot of work as you walk through here, but you are going to find that you've already done most of the work if you kept up with the homework in the first three modules.

First, I want you to go ahead and describe your prospect and then fill out what your prospects' top fears and frustrations are. What are their dreams and aspirations, and what are their hot points? We've pounded this stuff into the ground because this is the cornerstone of your launch. And you probably did this in Module One.

If you'd like to, you can cut and paste it from Module One into the action guide. If you are a superstar, you probably want to have the absolute best results, so go and take a look at what you did in Module One, and reflect on that and think about it. Check it out and see if any of that has changed, matured, or altered at all through the work you've done since then.

Of course, remember that as you get into the launch, you are going to further refine that. Go ahead and take a look at Module One and either cut and paste it or fill it out with fresh eyes based on what you've learned since you went through Module One.

Next, in Module Two, we took the information up above and basically used that to create your story. We went through the exercise where we used your answers from Module One to create your story in Module Two. Go ahead and fill in your story here. You can cut and

paste it from Module Two or if you want to take a look at what you wrote in Module Two and refine it at all, then go ahead and do that.

Now, I want you to write down your offer. Basically, you want to write down what is going to be included in your offer, and I want you to write down any bonuses you are going to include. First of all, put down all of your bonuses, but if you have some of those bonuses planned as being fast mover bonuses that will be available at the beginning of the launch, then note that. If you have some that are planned for the end of the launch that might go away at the end of the launch, go ahead and note that as well.

This is going to be straight out of your homework from Module Three. Now, we want to talk about your pre-launch content. This homework, if you did this in Module Three, it has probably changed after what you just saw here in Module Four. You might want to think it through again. You might want to refine what you wrote. Go back to Module Three. Put down what you are going to do for pre-launch content. What are the broad topic areas?

Or, if it is beyond broad, if you narrowed it down...if it is learning guitar, this first one is going to be about tuning your guitar. Are you going to do a video on it? Go ahead and write down your ideas for pre-launch content, how many different pieces of pre-launch content you are planning and what format are they going to be in?

Are they going to be screen capture video? Are they going to be full motion video? Are they going to be PDF reports? Are you going to do teleseminars? Whatever it is, go ahead and write those down.

Once again, this is from Module Three. That is where we talked about objections. Remember, you are going to get a much better handle on objections once you get into the launch. That is really what the pre-launch and the pre-pre-launch is about. It is defining these objections. I want you to go ahead and think through what they are going to be right now. Go ahead and put your first three objections down here. Again, this is from Module Three so you can cut and paste that. You might want to refine them with what you've picked up from Module Four. As soon as you do that, then scroll on down and put down your answers to those three objections.

Now I want you to write down your scarcity elements. You might have already started to touch on this up above when you were writing

down your bonuses, but go ahead and write down what your plan is for your scarcity elements. What is your plan for initial scarcity, your fast mover bonuses right at the start of the launch, and what is your plan for scarcity at the end of the launch? In other words, what's the bad thing that happens if people don't act before the end of the launch?

You really want to have this in place, some type of scarcity at the end of the launch, because that will spike your results like you would not believe. Go ahead and stop the video and write those in now.

Next and finally, let's talk about your overall launch plan. What type of launch are you planning on doing? An internal launch, a big JV launch, a seed launch, an ecommerce launch, or something else that I haven't covered yet, or I haven't invented yet, something you came up with? Then tell me how long will your pre-launch be and how long your launch is going to be.

If you want to put in for a hot seat, go ahead and sign up for it in the Action Guide. I've also got another entry at the end. If you have any other things you want to tell me about your launch go ahead and fill that in. I'm going to be using this data to do some hot seats going forward.

That's it for Module Four, but make sure you go through this homework because I think you are going to get a lot out of it. This document right here will give you a huge head start on your launch plan.