

THE CRAZY 8 LAUNCH STRATEGY



There are two phases to launching your course. Phase 1: Educate your audience to create demand and Phase 2: Sell like a champ.

PHASE 1: EDUCATION

Goal: Generate demand for what you're teaching by educating, creating an understanding of your product, increasing a need for the benefit AND build trust through high-quality content.

How: Lasts 7-14 days keeping "leads" (people who have signed up for your lead magnet) warm from moment of sign up until launch.

- **If launching over 0-7 days:** Send 4 emails
- **If launching over 7-9 days:** Send 5 emails
- **If launching over 10-14 days:** Send 6 emails

What to send?

AMAZING pieces of content including:

- Blog posts
- Webinars
- Videos
- Offer group coaching
- Look to lead mags and bonus content for additional ideas
- *Remember! You've already learned how to make content :-)*

PHASE 2: SELL! USING THE CRAZY 8 LAUNCH STRATEGY

How: Sell over an 8 day window

DAY 1

Email 1: Course teaser

- Say I'm going to have an announcement soon. I'll be opening a course
- Tell what your course will be about
- Say that you'll mention the fun details later

DAY 2

Email 2: "What is the course" email

- Tell what's in your course
- Explain the various modules and takeaways
- Build up the value of your "bonus content"
- Tell them that your course becomes available to buy tomorrow
- Add a click-to-tweet that becomes social proof for the excitement around your course



DAY 3

Email 3: "Course Opens" email

- Communicate that your course is open
- Link to your sales page
- Include testimonials
- Use leftovers from sales page
- Pull from your click-to-tweet
- Include statistics from valued publications
- Tell them "only open until X day"

DAY 4

Email 4: FAQ email

- Answer logistical questions
- Refund guaranteed
- How do they buy and how long do they have access?
- What's included?

DAY 5

Email 5: Surprise bonus email

- Tell them that you're giving them a surprise not mentioned on the sales page if they buy now
- This should be "bonus content" or a discount or something valuable

DAY 6

Email 6: Thank-you & social proof email

- Thank everyone for reading your emails and being part of your launch
- Include testimonials where people rave about your course
- Build social proof that people have bought and are happy

DAY 7

Email 7: Logic + cart closes

- Say that your course will be closing
- Build logical argument that it makes sense to buy now
- Reference the surprise bonus

DAY 8

Email 1 9:00am: Cart close email 1

- Tell them that today is the LAST day to get the course

Email 2: 3:00-4:00pm: Cart close email 2

- Mid-day reminder that cart is closing

Email 3: Hour before cart closes: Last chance

- Quick email outlining that this is the last chance to get the course