3 LAUNCH MISTAKES THAT LIMIT PROFITS AND PREVENT REPEATABILITY

and what to do instead!

Companion Guide

HEY THERE, WE'RE THE LAUNCH SQUAD!

Launching can be a fulfilling experience.

If it feels like anything but, well, let's do something about that right now. After decades in the launch space, we've seen every wasted dollar and wasted hour along with every overwhelmed, under-rewarded, heart-centered entrepreneur out there who either launched and failed, or failed to launch.

All because, to no fault of their own, they weren't guided from START to FINISH with the right tools, tech, team, strategy, mindset, organization, or accountability to ever give themselves the shot at success they deserved.

That's why, over here at The Launch Squad, we're bursting with excitement to guide you through the 3 launch mistakes you're probably making that limit profits and repeatability. We're giving you the foundation you need, advice you can trust, and all the recommendations required to bring in more cash flow to your biz with your next launch.

LAUNCH IT?

Are you craving the launch success you see others having, but haven't experienced for yourself yet?

It looks so easy from the outside, doesn't it?

But the truth is, **you can't mimic what you don't understand.** There are many layers involved for a launch to be a lucrative one, and these main ingredients must be included in your launch plan for it to be profitable.

If at any point in your launch experience you feel like something is missing or off, you might be skipping a step, not understanding its value or reason.

You may skip it because you're understandably pressed for something like time, money, or both.

When the kind of success you crave - *impact AND profit, please* - doesn't happen, launching becomes this mysterious thing other people seem to do well, but not you.

Pause.

Let's tackle that block.

You can have a successful launch every time. Every. Time.

We mean it and we're going to show you HOW.

Let's tackle the 3 common mistakes Coaches and Course Creators make that prevent them from creating a profitable and repeatable launch.

By the end of this Companion Guide, you will have the framework, knowledge, and confidence to create the best launch you've ever had!

LIVE LAUNCH INGREDIENTS

First, let's look at these four launch combinations. There are two lenses we look through when talking about launches: the launch PLAN and the launch BUILD.

Notice which one you've been following because only ONE of them is lucrative. Take a look at the quadrant to the right.
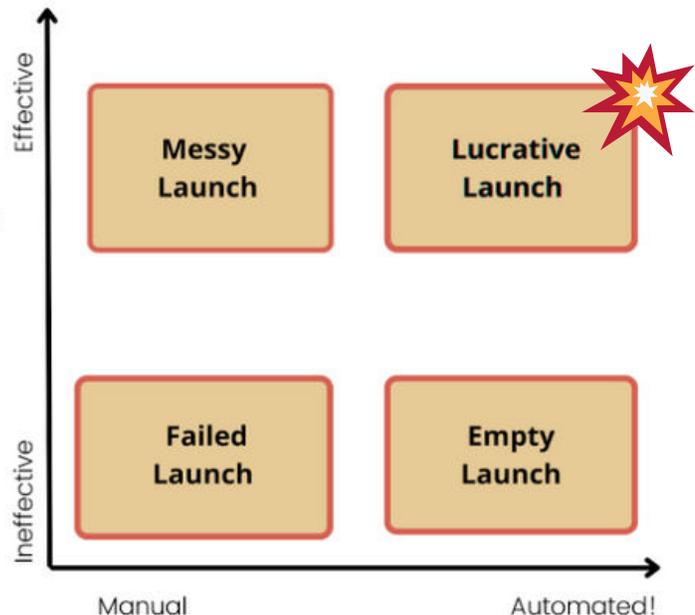
- If you have little-to-no launch plan and poor systems in place, you'll encounter a FAILED LAUNCH. You either ran with whatever ideas you had (only to get subpar results), or you never launched because you were overwhelmed with making the right decisions for success.
- If you have an automated launch build, but an ineffective plan for filling your launch event with participants, you'll end up with an EMPTY LAUNCH.
- If you have an effective launch plan, but no systems built in place, you'll be left with a MESSY LAUNCH.
- But when you have an AUTOMATED system built that executes an EFFECTIVE launch plan, you'll experience a LUCRATIVE LAUNCH.

When an optimized plan and an integrated, built system comes together, it creates an opportunity to make money -- *a lucrative launch*! This key combination holds the other launch pieces in place so you can deliver and repeat an irresistible offer you can feel good about.

This 3-part framework - Attract | Inspire | Invite – boasts congruency throughout the entire process. The mistakes most people make occur in these 3 foundational phases. Without this framework in action, you are less likely to experience a lucrative launch.

MISTAKE #1 | PLAN

You have an unclear buyer journey (hello, it's your funnel speaking)

There are many ways to launch. There's Jeff Walker (PLF), Kelley Roach's Live Launch Formula, a 5-day challenge, and so forth. However, you have to find one that works for you (and your audience!), and it must have these 3 phases:

1. ATTRACT with a Lead Magnet – creating demand and desire for your launch or live event
2. INSPIRE with a Live Event – creating demand and desire for your offer
3. INVITE with an Irresistible Offer – solves the problem they're losing sleep over

If you are making the mistake of having an unclear buyer journey, each phase won't create demand and desire for the next step. The result is an audience who's stuck or has lost interest in their journey (aka your funnel).

Do you have an unclear plan?

› You're attracting leads with your free gift, but they aren't signing up for your live event or launch.

- Impact: You build a list of people who aren't interested in what you're offering as a next step.

› If potential buyers are attending your live event, but they aren't buying.

- Impact: You won't make enough sales.

› You haven't touched your free gift in a long time.

- Impact: Your freebie is stagnant and may no longer apply to the current YOU, nor your current (and preferred) audience.

› The only free gift you have is the opt-in on your website.

- Impact: While this is a general gift for your niche, this gift is likely not creating demand and desire for your current offer.

MISTAKE #1 | PLAN

Example: Unclear Plan

During Katie's first launch, she was working with a coach who just wanted her to *DO IT*, even if it was going to be messy or imperfect.

When it was time to choose a free gift, her coach asked her what she already had because she was running out of time and needed to get something out there. So, she decided to choose her most popular freebie.

The problem?

She was selling a program called "Craft a $5k Offer that Sells", but her lead magnet was called "How to Overcome the 5 Most Common Objections in High Ticket Sales".

She was attracting people who already had a high ticket offer AND she was trying to sell a program to teach them how to craft that high ticket offer. Can you see how that was misaligned and unclear?

She decided to work backward by starting with the end in mind, *her offer*.

She asked herself: "What is it they need right now so that they are primed and ready to receive the next step in this sales funnel?"

They certainly didn't need to overcome objections - yet. Her ideal clients for this particular offer needed to understand how to construct an ideal client profile. They would then be ready to attract, do market research, and craft an offer that sells.

<p align="center">Inherent in every solution is a brand new problem.</p>

It's important to backwards map your client's journey inside your funnel. This will help you create a gap between each step: you solve a problem they have right now, but then you create another one that will get solved by taking the next step with you. This is how you attract people who want and need what you have to offer!

Unclear Plan

Your lead magnet is not just a free gift to get people on your email list. It's a tool you can use to attract people who have the exact problem you're solving.

You have to be sure there's a sales strategy behind the gift you choose to promote. This gift needs to create demand and desire for "more", which you'll provide in your live event. That live event then needs to create demand and desire for the next step, which is your offer.

Become a Master Planner: Think Ahead

- Imagine the future of your business if you continue to make some of these strategic mistakes. What's the impact it would have on you?

- Now, visualize creating a different result by <u>mastering strategy</u> with a lead magnet that builds a desire for your live event, which builds demand for your irresistible offer. How might things be different for you when you launch again?

MISTAKE #2 | BUILD

Letting your software dictate what you can and can't do.

Many Coaches and Course Creators are using software and subscription services that don't serve their needs. Instead of choosing to find something better, you may find yourself letting the limitations of the software make decisions for you.

"Bossy" Software Symptoms

> Choosing a platform because an internet guru said you needed it, or because you feel pressured by all the misleading marketing (ex: ClickFunnels).

- Impact: You're forced to learn and adapt to another user interface. This takes precious time that could be used for other revenue-generating actions.

> Not investing in tech that supports you (choosing the "free" version).

- Impact: Payment gateways that allow members to cancel payments, but the system doesn't alert you. Or, having a complex payment structure because the software doesn't allow flexible payment plans.

> Having too much tech (you don't need PayPal, Stripe, and Square).

- Impact: You're bouncing around too many different user interfaces and creating redundant systems. This can become a costly mistake when you consider you're likely paying for the same functionality from multiple platforms.

> Not permitting yourself to change software/platforms.

- Impact: You're letting your limitations be your guide.

Example: Systems Overload

When Katie and Jeffrey started working together, one of the first things he looked at was the technology she used. He analyzed if it was supporting or hindering her business.

Jeffrey discovered that Katie had a WordPress website *and* ClickFunnels. She had both because her mentors told her she needed them.

They both decided to simplify Katie's systems by consolidating. Through this, they discovered they could recreate everything ClickFunnels offered on her own website. ClickFunnels wasn't necessary for solving her systems problem.

Katie was able to save hundreds of dollars every month, and she was able to manage her landing pages, sales pages, and opt-in pages from one familiar user interface.

Systems Overload

If you have a digital product to sell, like a course or coaching program, there are dozens of platforms all vying for your money. They're all claiming that they're the end-all, beat-all solution.

The truth is you probably already have most of what you need. There are probably a few, very small changes that will deliver the solution you're looking for.

Become a Master Builder

- Imagine the future of your business if you continue to make these software and system mistakes. What's the impact it would have on you?

- Visualize creating a different result by mastering your software through choosing to work with tech that best serves your needs. How might things be different for you when you launch again?

MISTAKE #3 | INVITE

Your offer's transformation is unclear;
you don't really know your audience and their desires

Now, let's look at your offer. Are you super clear about your transformation promise, as well as your audience and their desires? Are you communicating the value of your offer? Does it feel irresistible?

Unclear Audience & Offer Symptoms

> When your previous launch sales were low, you made up stories about yourself, your business, and your capabilities. You may have concluded you're an imposter.

> You believe your potential clients don't want to invest in themselves.

> You find your pages aren't converting very well, and people aren't signing up for your events; they don't seem interested in what you have to offer.

> Low email open rates and low views on your FB lives.

> You're unclear about pricing, objections, and bonuses.

> Your messaging isn't landing and you haven't done market research.

Example: Unclear Offer

When Katie was working with a client on her irresistible offer, she found herself confused about what the client was trying to sell. Katie was unconvinced anyone wanted this particular offer, so she pitched that they invest time in doing some market research.

Katie's client felt like she would be backtracking if they took the time to do market research interviews. Though she felt ready (and anxious) to release her product, Katie helped her get down to her core desire. She wanted her product to be a useful tool, but if no one bought it, it wasn't going to be useful to anyone!

The client decided to push the pause button on her product release date and take a step back to book some interviews. This allowed Katie and her to write messaging that was DEFINITELY going to land for her potential buyers.

As a result, she was able to understand her ideal client's pain points and desired solutions, and therefore could easily strategize and plan for her next steps with confidence. By the time her product hit the market, it landed with her audience and was a huge success.

Offer Alignment

Your messaging is only as powerful as your deep understanding of your potential buyers. Without asking them direct questions, interview style, you'll never know if you're hitting the mark or not. Or, you can find out when no one buys – but let's not wait that long to figure it out!

Become a Master Inviter

- Imagine the future of your business if you continue to make these mistakes. What's the impact it would have on you?

- Visualize creating a different result; master your offer by choosing to understand your potential buyer's deepest needs. How might things be different for you when you launch again?

THE LUCRATIVE LAUNCH FRAMEWORK

Now that you know the 3 mistakes most often made, what they look like, and how to prevent them, here are some tips for planning and building each part of the process. This framework will help you build a Lucrative Launch.

INVITE

> Plan Layer

- Have clear messaging, a bonus structure, consider how to overcome potential buyer objections, and build genuine urgency.

> Build Layer

- Know your payment systems, use member tagging, create automation, and have your delivery sequence ready.

INSPIRE

> Plan Layer

- Deliver a win, build authority, and create a gap for your offer.

> Build Layer

- Have a registration form, use conversion tracking, and prepare your welcome sequence.

ATTRACT

> Plan Layer

- Identify domino belief, build a case for your vehicle, and create a gap for your live event.

> Build Layer

- Use paid and organic ads, lead forms, conversion tracking, and create a nurture sequence.

THE LUCRATIVE LAUNCH FRAMEWORK

Remember, you couldn't mimic what you didn't understand.

Now you can think through all of the pieces behind the **plan** and the **build. And you'll want to start now**, instead of waiting till launch time. This brings you one step closer to lucrative launch mastery without the overwhelm and exhaustion of trying to do everything all at once during your pre-launch phase. You'll be so glad you got started right now!

If you're ready to take some bold steps toward a lucrative launch, come join us for our Lucrative Launch Training! Click the button below to find out more...

TAKE BOLD ACTION NOW!

And if you are looking for immediate connection and support, join our free FB group, **The Coaches' Path to Consistent Cash**. We offer weekly live trainings, Q&A opportunities and dumb dad jokes. 🤣 Hope to see you there!

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