

THE
**Business
Advisory**

Jan 22-30



Workbook

LIVE LAUNCH[®]

evolution

Session 1

Map your Elevated 2024 Live Launch®

The 5 KEY PROBLEMS you must solve with your launch in 2024 to achieve financial freedom and scale one to many now are:

1. _____
2. _____
3. _____
4. _____
5. _____

What remains the same about LIVE LAUNCHING® into the millions:

1. _____
2. _____
3. _____
4. _____
5. _____

Where intuition, customization and humanization come into play...

Notes:

How Live Launch can help YOU answer your calling:

Notes:

What Spiritual Selling is CENTRAL to scaling in 2024:

Will you answer the call to be a LIGHT in the DARKNESS and a crusader for GOOD?

First launch dates for 2024: _____

Topic: _____

Session 2

Fatigued to FIRED UP: The 3-part runway to explode your audience engagement

Your 3-Part Runway: Pre-Launch, Opt-In, Launch:

Prelaunch kick off week 1: _____

Prelaunch content week 2: _____

Opt in Resources week 1: _____

Opt in resource week 2: _____

Launch Registrations week 1: _____

Launch Registrations week 2: _____

Where do you need to add extra time?

- Prelaunch to create engagement and get new followers
- During the launch registration process

(Note: This process is different with paid traffic).

In todays market people want _____ and _____ solutions NOW!

How you create RELEVANCY: addressing the NEW problem NOW

What has changed? _____

What is now urgent for them? _____

Why? _____

What is risk if they don't address this? _____

What is possible if they do? _____

What are the words, emotions or energy you want this to create?

Designing Your Live Launch®

NAME IT: _____

Examples: Bootcamp, masterclass, workshop, incubator, experience, challenge

- **Identify your CORE 4 content pillars**

1. _____

2. _____

3. _____

4. _____

Claim it (why do you hold special authority here? Why are you the ONE to come to for this solution?)

Frame it (give context, create emotional investment, connect the dots based on not just surface need but deep emotion)

Session 3

The secrets to high-quality opt-ins that attract premium, high intent leads at scale

From 300 leads in 30 days to 300 leads in 3 days: How Fill your launch FAST in 2024

_____ will get you your 300 leads in the 2 week period with EASE if you do the prework.

Here is how the process works....

Step 1 _____

Step 2 _____

Step 3 _____

Notes:

Here is the pre-work that makes this process **WORK** for **YOU**:

1. Posting 2x a day rotating through hope, how to and conviction mix of value add, inspiration, cta
2. Actively building min of 2 platforms with engaged audiences (one primary one for insurance)
3. Setting and sticking to a daily lead gen and list building plan so top of funnel is always full
4. Be a good steward of your audience's attention and time
 - a. High quality newsletter each week
 - b. Relationship building and engagement personally ongoing
 - c. Mix of long form and short form content consistently

Notes:

Let's talk about what a high quality opt in can look like for you....

Notes:

Examples:

Notes:

Session 4

5 simple steps to drive show up rates and SALES

Emotional connection + _____ of engagement =
INVESTED ATTENDEES

How do you achieve this?

A seamless thread flows from:

Yes #1 which is _____,

To yes #2 which is _____,

To yes #3 which is _____,

To yes #4 which is _____,

CRAFT MESSAGING THAT CONVERTS

Step 1: What do they need to believe?

Example:

Your Turn:

Step 2: How will you clearly convey they you can lead them to the future they desire?

Example:

Your Turn:

Step 3: what are all the reasons, stories, excuses or mental hang ups you need to address in content with no CTA before you make an invite?

Example:

Your Turn:

Step 4: what is the magic of your method that will make this work for them?

Example:

Your Turn:

Session 5

Shorten the buying cycle and get your leads converting NOW

Most people in today's market will be in ecosystem for _____ to _____ before they buy.

This means that your _____ will make or break your 2024 launches.

To shorten the buying cycle you will create a rotation between _____ and _____; one will fuel the other.

You need to master your flagship FIRST then add in your feeder.

A feeder program:

- Prepares your ideal customer for flagship
- Is speaking to the same one avatar
- Is priced between 1997 and 5,000
- Is an internal buyers list for high ticket

A feeder program:

- Is your crown jewel where you teach your number one methodology to get your ideal clients biggest and best results
- Is priced between 10,000 and 50,000
- Offers ONE core outcome that you claim your _____.

You need to master your flagship FIRST then add in your feeder.

A feeder program:

Cycle 1: _____ Cycle 5: _____

Cycle 2: _____ Cycle 6: _____

Cycle 3: _____ Cycle 7: _____

Cycle 4: _____