



# HER Business Elite Academy



## Week Ten – Launching Your Offering

### Introduction

This week I want to start off by congratulating you on how far you have come getting to the point of laying solid foundations and creating your offering that is aligned 100% with your ideal client and personal purpose.

You are now ready to go into a full launch process, and begin to make some huge money within your business.

When we talk about a 'launch', despite popular belief that you just put your offering up on your website, put up a post introducing your offering on social media, or write a blog detailing what you are promoting, times have changed due to the busy online and social media environment, therefore it is vital to plan and implement a launch strategy that will attract new potential customers/clients to your business, and allow you to sell your offering off the back of this.

As with general marketing for your business, the launch process can be either online or offline, or using a combination of both. Either way the launch process follows three main stages – the lead up, the pivot point, and the follow up – the pivot point is what we will be focusing on this week. This is an event or action that turns a follower into a paying client or customer.

Confused? Don't worry, as this is quite a complex subject, but one that if you get right means the difference between earning low and earning high from your offering - we go through it all step-by-step in this week's module!

*Sending love and good vibes,*

*Serena xoxo*

# 1. An Online Launch

If your business mainly sells online, then an online launch strategy would probably be the best place to start as this is likely to be where your ideal client hangs out, and where your customers are most used to seeing your presence.

## An Online Challenge

One online event you can offer your followers/audience is a challenge. This usually takes place over 3 or 5 days (any longer and you will likely lose engagement from your participants) and involves your followers joining the challenge then joining in with actions each day, with the key point to develop their learning of a particular topic throughout the challenge. This can be used for both product and service businesses, however is most effective with service businesses.

You can deliver your challenge in your general Facebook group, in a smaller and challenge-focused group, via Zoom rooms, or similar platform, and can conduct this through lives/videos, written challenges, or mini-workbooks type daily tasks (or a combination of these ways).

Running your challenge within your group allows you to create a highly engaged community, give amazing value to your audience, and to create the feeling of togetherness between your members. This is highly important, As there is nothing more your audience wants than to feel special, hyped and connected.

Presenting live within your group allows you to stand as the expert within your tribe, gives you the opportunity to really warm your audience up, and builds trust – which will result in a community of people wanting to buy from you.

In order to find out what your followers want from an online challenge you can ask them in your group or elsewhere where you know they hang out with a poll of suitable topics. By asking their opinion this involves them in your challenge from the start, and ensures your challenge will be relevant at solving the problems your ideal client is having. Keep in mind that the topics must connect in some way with what you are trying to sell off the back of your challenge.

Your title needs to be catchy and the language which you use is crucially important, so when naming your challenge you need to consider:

- Who are you talking to (targeting)
- Your target's pain points
- Your target's vision and wants
- Making it memorable and starting to create a buzz
- Making your end result obvious.

In order for an online challenge to be the most effective you should offer some kind of incentive to the participant(s) who complete(s) all of and interact(s) the most throughout the challenge. This, along with promising a big announcement or finale on the final day, will encourage members to stay engaged and not to leave the challenge before the end (as this is the day you will make the biggest impact with selling).

By giving your participants a call to action each day that encourages their interaction and participation (e.g. comment on X, do a live in X, complete homework and post it here, etc) you can then view your 'top contributors' in your group to see who has won your prize (this can be one or a few people). It is a good idea to offer a reward which gets these top participants on a call with you, as these are most likely to be the people that will buy from you after the challenge.

### **An Online Masterclass**

An online masterclass is a one-off live session, usually using some sort of presentation (which can be created on Powerpoint or Canva and streamed using the screenshare on Zoom) in order to teach your audience what they need to do to solve their problems (but not how they do this, as this is where your offering comes in!)

A masterclass can be used as a standalone pivot point activity or as the final day of an online challenge, and should be around 30-60 minutes long.

As with an online challenge the topic should be relevant to solving your ideal client's problems, and should also connect with what you are selling after it.

Again, the same as with an online challenge, you should create incentive for your viewers to stay until the end in the form of an exciting offer or exclusive offer, and also give a call to action at the end that encourages your viewers to book a call with you if possible (or connect with you in some way to start a sales conversation).

If you just direct your audience to your website (or similar generic information source) then it is likely that you will lose momentum with them, and they are less likely to buy from you than if you continue contact and conversation with them directly after your masterclass.

### **An Online Live Q and A or Interview**

If the above pivot point activities seem a little daunting to you at the moment, you can use a more simplistic pre-planned and pre-promoted live Q and A or interview with someone else in your industry (or someone could interview you).

This is a good way to give your followers a chance to interact with you in more depth, get to know more about you and your purpose, and gain an insight into how you can help solve their problems.

In order for this to have substantial impact as a pivot point activity it cannot be the same as any of your usual lives/videos, and should be promoted in the same way as an online challenge or masterclass, and followed up in the same way too.

What topic could your challenge/masterclass/live be focused on? \_\_\_\_\_

What catchy name would work for it? \_\_\_\_\_

How, where and for how long will you deliver it? \_\_\_\_\_

What content will you cover?

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What incentive will you offer to your top contributors/what exciting announcement could you promise for the end?

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What paid offering will you be selling after your challenge/masterclass/live?

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## Your Pivot Point Data Capture Platform

Once you have become clear on your pivot point you will need to create a platform for which your audience sign up for this and that you capture their data (i.e. name, email address, etc) to keep them informed of your pivot point activity/event, as well as to sell to them afterwards.

The reason for capturing this information is that on average social media platforms only show your posts to 2% of your audience, therefore your audience needs to be seeing you everywhere (especially as they need at least eight touch points with you to buy from you!)

There are a few platforms you can use for this. You can use a landing page that integrates with your mailing list (e.g. Mailchimp or similar) such as Leadpages or Mailmunch, a Mailchimp form, or a simple webpage with a sign-up option.

Alternatively you can use a Messenger Bot landing page in order to add the person to your Bot list so you are able to bulk message this list through Facebook Messenger. This is a good platform to use if you mainly use Facebook and other social media to promote and sell.

There is a way to capture both an email address and add the person to your Bot list, but it is a more complex process, therefore best to work through this on one to one basis if required.

Whatever platform you use, your landing page should contain the following:

- The name of your pivot point (challenge, masterclass, etc)
- An attractive, branded and relevant image
- A bold statement containing who your pivot point is for, the main topic it will cover and what the outcome will be for the participant
- A few points outlining the specifics it will cover
- A way to sign up to your list (if using a button to link to your email list it is a good idea to put one near the top, and one near the bottom of your landing page with 'Access here' or 'Give me access now!' or something similar)
- A link to your "thank you page" after sign-up (which should have details of how they access your pivot point)
- One or two testimonials (if applicable)

The funnel that your audience will go through during this process is as follows:

1. Promote Your Offering
2. Audience Clicks Link
3. Land on Landing Page
4. Audience Enters Email Address

## 5. Offering Delivered and Email Captured on Your List

What platform will you use for your audience to sign-up to your pivot point?

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### **Connecting Your Landing Page to Your Mailchimp List**

Once you have created your Mailchimp account and have created a list on your account you can then integrate this on your landing page so that when your participants sign-up they will automatically be added to your mailing list.

Depending on what platform you have used to create your landing page will determine how you integrate Mailchimp, however the 'help' or 'FAQ' functions are usually very helpful at assisting with this.

If using Leadpages or Mailmunch, you just need to integrate your Mailchimp account by putting in the information of your account under the 'Integrations' tab, then the platforms will automatically talk to one another.

You can either use a form embedded in your page or a button that when clicked pops up a box for your participant to enter their information.

It is then a good idea to create an automated email from Mailchimp to send out a welcome email with details of your pivot point and how they access/view this immediately upon them signing up.

### **Setting Up Zoom for Your Pivot Point**

If you plan to deliver your pivot point in your online group or via video, it is a good idea to set up a Zoom account.

This is free with the basic plan, and you can simply sign up at <https://www.zoom.us/>

When you have an account you will need to schedule a meeting in order to create a link to share with your sign-ups (<https://support.zoom.us/hc/en-us/articles/201362413-How-to-ScheduleMeetings>)

When scheduling a meeting:

- Name your meeting the name of your live masterclass or challenge
- Make sure you unselect video (unless you want to use video)
- Select 'mute participants on entry'
- Choose a time at least two weeks in the future to give you time to promote and gain sign-ups and pick a day/time that will work best for your audience (weekends work well as you can then select a time that will work for different time zones)

- When you have saved your meeting and click 'Copy Invitation', which you can then send to your sign-ups

In order to set up a Zoom link to air your pivot point straight into your Facebooks group (which is much more powerful and usually results in higher attendance, as people don't need to sign-up) requires the 'webinar add on' inside of your Zoom account, which requires an extra monthly payment.

In this case you will set up a 'webinar' instead of a 'meeting' in Zoom, and then when you start this you will select the 'stream live in Facebook Group' option.

What way will you deliver your pivot point?

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### **Payment Collection Options Available**

As well as setting up your sign-up platform, and way of delivering your pivot point, it is also a good idea at this stage to decide on how your customer/client will pay for your offering when you sell.

You might already have your payment option set up, however it is important to ensure you can integrate this simply into your sales process, making it as straightforward as possible for your customer/client to pay.

There are hundreds of payment options, however here are a few:

- PayPal – you can use PayPal to get paid through your website (or funnel landing page), in person or via invoice. When taking payments through online sales, you can use a Pay Me link or integrate with Ecommerce platforms such as Shopify, WooCommerce, Prestashop and Magento.
- Stripe – this is mainly to take payments for online sales, and you can take one-off payments or reoccurring payments using this platform.
- GoCardless – this is aimed at those who wish to take reoccurring payments via direct debit, although one-off payments can also be taken.
- Ecommerce platforms such as Shopify, WooCommerce, Prestashop and Magento or eBay/Amazon/Etsy, which can be set up through or integrated with your website platform (i.e. Wordpress, etc).

To set up and integrate your payment option:

1. Sign up to a payment or shopping platform visit their website and again set up an account. Then visit their payments page (sometimes called transactions) and click set up payment/transactions, then follow the instructions, to create a URL and/or web code for the product/service and amount inputted.
2. Set up a webpage or landing page.

3. Insert the payment URL/web code/online shop front given to you by the payment provider on your page when prompted.
4. You should now be all set to take payments, but make sure you test your sales process just to be sure!

What payment platform will you use?

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## 6. An Offline Launch

### Launch Events

If your business mainly sells offline, or your ideal client and customer are used to seeing your presence at offline events, networking meetings, functions, etc (i.e. you are a social business butterfly!) then an offline launch might be best place for launching your offering.

If planned and implemented effectively an offline event can be much more powerful than an online launch strategy, and attract a huge amount of hype and interest around your business and offering.

However, it is key to assess the potential outcomes versus the amount of time and money you need to invest to make the event the most impactful it can be.

When planning an event it is important to answer the following:

Why? \_\_\_\_\_  
When? \_\_\_\_\_  
Who? \_\_\_\_\_  
What? \_\_\_\_\_  
How? \_\_\_\_\_

You can then use the point you have made above to choose a suitable venue that will fit in with your event theme, have the capacity to accommodate your attendees, and suit the time of year you would like to host your event.

When researching into an event venue you must also consider the budget you have for your venue, and whether this depends on the number of attendees or not (i.e. are you fully funding your event to thank your clients, etc, or will your event incur an attendance charge for your attendees?)

Where could you host your event?

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Other things you will need for your event are:

- Decorations (flowers, balloons, table runners, etc)
- Food and drink
- DJ/music/audio equipment
- Screen/projector/laptop
- Photographer/videographer

- Speakers/Workshops/Stands/Etc
- Tables and chairs
- Banners, pens, promotional items, etc
- Event staff

It is helpful to write down people that you know that can offer the above products and services, to create your 'little black book' of contacts that you can call upon – you can also be a little cheeky and ask for little favours (relating to costs and extras) if you know someone personally, rather than just finding them on the internet!

It's ok if you don't know people who can help you pull together your event, as if you ask your current contacts directly, or on social media, most people are happy to provide recommendations.

Always remember when selecting providers that you are looking for 'value' and NOT 'cheap' – it is important to maintain a high level of quality, or your event could have a negative impact on your business reputation.

Who could you call upon to support you?

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As well as maintaining quality, it is also a good idea to keep a close eye on costs while planning your event. You can use a simple spreadsheet with the following headings to keep track of your costs and ensure that you are sticking to your budget.

Once you have an idea of your event costs in advance, this will help you set your ticket price (if applicable). The price of your tickets must be reasonable based on similar events in your area, as if they are too high then they will not sell. If you find that your costs outweigh your reasonable ticket price, then you are best to either find ways of cutting costs, or consider absorbing some of the event costs yourself (if this would benefit your business in the long-term).

Using event booking systems, such as Eventbrite, is the easiest way to sell tickets, however remember that this type of system carries a charge (to either you or your attendee), but if offering a free event there is no charge. On these types of booking systems, you can download your guest list, send out event invites, and track your sales; therefore in my opinion the cost is small compared to the benefits the system brings.

When you have planned your event you need to tell people about it. For larger events (more than 100 people) start promoting it at least 6 months of lead time, however smaller events can be promoted in just a few months.

To promote your event effectively you should use a mixture of the following channels:

- Social media
- Mailouts to your database (including existing clients)
- Leaflets/stands at other events/banners
- Media – newspaper, magazines, radio
- Booking system invitations
- Face-to-face – asking and networking - Old fashioned paper invitation!

Note: Whatever methods of promotion you use to promote your event, the message should never be salesy and pushy – an event is a way to create awareness of you, your business, and your brand and not to be a direct sales tool to force people to purchase.

To ensure that your event runs to plan on the day always maintain contact with your venue and supplier, etc, every step of the way and so they know the exact layout and format of the event on the day. It is a good idea to get to your venue early to set up, giving you wriggle room for anything that could go wrong, allowing you time to relax and resolve.

Create an itinerary for your event, and ensure everyone involved knows the plan. This will depend on the type of event, however suggested format follows:

1. Pre-drinks/canapes/sign in/networking
2. Introduction – to you, your business, and why you are hosting the event
3. Speaker(s)/workshops
4. Round up – thank attendees, mention the future!
5. Food, drinks and networking

For a larger event, you would break in the middle for lunch/refreshments.

Other things to consider at your event are:

1. Photos and videos – take plenty so you can use for promotional purposes afterwards. It might be a good idea to employ someone to do this on your behalf, so you are free to be the ‘Hostess with the Mostess’ on the day, that’s if you have the budget!
2. Network – speak to as many people as possible, not just the people you are pursuing as potential customers! You should never be salesy in your conversation, focus on getting to know the person and what they are all about!

3. Share your knowledge – use your speaking slots to show your knowledge of your industry and give free advice and tips, which helps to build your credibility in your field.
4. Show your personality – use the event to allow people to get to know the person behind your business – you! Always remember that people buy from people!
5. Most importantly – Don't sweat the small stuff, and just have fun!

Below is a simple list of the sorts of post-event promotion and follow up you could do from your event – which should not only tell people how amazing you are at putting on events, but should encourage more engagement with you and your business, attract more interest (and hopefully more clients/customers!) and allow you to move into different networking circles.

- Social media – Regular posts about your event, with images and video clips, to showcase its success. Encourage shares and engagement by asking questions and offering solutions to problems in your posts. Creative a promo video from your event, tailored to sell one of your products or services can also work well on social media (especially as a paid ad).
- Press Release – Writing a press release and sending it to local and national media will help you move into different areas and networking circles outside of your usual market. The press loves a fresh story, especially if it has been written for them, so it is a good idea to build a list of good PR contacts that will support you by publishing your features.
- Mailshot or Newsletter – Share the news about your event and what happened in a mailout to your database. This should spark conversations about the event, that can then lead to sales.
- Thank you – Send a thank you email (or card) to attendees (if you contain an offer or an incentive this works well to encourage custom).
- Sales follow ups – From conversations at your event, make calls and send emails to follow up anyone that showed interest in your business and its products/services.
- Network – Share the success of your event, and tell people about your next one!

Follow up is paramount to the success of your event, as most events do not generate sales there and then on their own, the post-event promotion is key to turning any leads into sales.

Due to this, only use gentle sales prompts and calls to action in your follow up and post-event promotion, and never be salesy or pushy!

### **Tips to Pull Off a Successful Event**

1. Be clear about your why - Try to be clear on your objectives for the event. To build a community? For people to network? To generate leads and sales? To have fun? Generate PR? Build-up your reputation? Start with putting your thinking cap on and brainstorm on the above questions. Don't have all the answers yet? Don't let that hold you back. Start experimenting. You will have a much clearer idea about your WHY after the first event – just in case you struggle with this.
2. Publicise - There's not much point putting in the effort to organise your event if it's not well publicised. Get the word out there using all available means; your current business network, social media, perhaps even targeted marketing. If you can, build a community of attendees that already know each other; this should ensure more interaction and discussion between the sessions.
3. Make it easy - Make it simple for attendees to register for the event. Depending upon the size of the event, consider using a pre-made registration application. Having people register in advance helps you estimate the attendance ahead of time, and it gets a commitment from attendees.
4. Attract awesome speakers - Your attendees are there for the speakers (and the networking!), so it's important to attract speakers who offer relevant experience and passion. The choice of speakers will vary greatly depending upon your event type and scale, but it's worth investing time in getting this right!
5. Make it inspirational rather than educational - Ask the speakers to focus on inspiring attendees rather than teaching them something. Instead of coming away with a technique or two to implement when they get back to the office, attendees came away fired up and inspired to go home, kick ass and build better products.
6. Choose the venue wisely - A good choice of venue is very important. Make sure the venue is up-scale, is appropriate to your event's needs (for example, audio / visual set up, space for break-out sessions, access to food / drink), is easy to find and has plenty of parking. Nowadays, many hotels will allow you to hold a networking event in their lobby or patio area, and often you can get the space for free if the hotel bar is connected to the space. Also, don't forget, if your attendees are coming from far and wide, it's better that the venue is geographically centrally located.

7. Spend money on branding the event - If you have the budget, branding the event can build an ambience and get everyone psyched up and engaged on the day.
8. Make event check-in super smooth - It's a great idea to have attendees check in, even if you aren't charging for an event, that way you can track attendance, and if you ask for their email address, you can follow up and announce future events. But don't draw out the registration process.
9. Meet everyone - Make sure you introduce yourself to every person who attends. Welcome them, and focus on talking about what they do, not what you do. Be a great listener, and take a genuine interest in them and their business. They'll remember you for it.
10. Be a connector - As you meet and greet, constantly look for opportunities to connect people who would benefit from meeting each other. Keep track of these connections, and follow up next time you see them. Find out if they benefited from the introduction.
11. Recruit anchors - There are always a few people at any event who are off in a corner, not talking to anyone. Get volunteers to be anchors for your event. Their job is to make sure everyone is talking with someone.
12. Provide space and fuel for networking - Attendees will probably derive just as much value from the networking and discussions between sessions. So, you have to make room and time for that.
13. Follow up, and do it again - Follow up with your attendees. Ask how they liked the event, and get ideas from them about how it could be better. Then plan the next one. If you follow this formula, you'll see your events grow and grow.
14. Remember that things will go wrong - Don't stress out, above all else, stay cool and breathe. things will go wrong. don't worry about it. for now: just get started, be creative, embrace the unknown, and have fun!

# 7. Summary from Week Ten

Will you be hosting an online or offline pivot point to launch your offering?

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If online, what content will your challenge/masterclass/live be focused on and how will you deliver it?

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How will participants sign up?

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How will people pay for your offering afterwards?

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If offline, what will be involved in your event:

Why? \_\_\_\_\_

When? \_\_\_\_\_

Who? \_\_\_\_\_

What? \_\_\_\_\_

How? \_\_\_\_\_

Where? \_\_\_\_\_

What else will you need to support you to deliver the event?

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## **Summary and Next Week**

From Week Ten's module you should now have a greater understanding of how to plan and execute a successful pivot point as part of your launch strategy.

Next week is the last self-study module, where you will be looking at the lead up and promotion of your pivot point, and the follow up and implementing sales techniques – which is the absolute most vital part of the launch process (and where the magic truly happens!)

*Sending love and good vibes,*

*Serena xoxo*