



~ Module 3 ~

Launch

Prep

WITH JESSICA CAVER LINDHOLM

## **It's Launch Prep Time!**

Welcome to Module 3 of the Big Launch Mastermind!

Have your audio training all ready for the week? Great! Press play and I'll walk you through the exact next steps you need to focus on to start your launch prep.

I highly recommend listening to the audio training before or at the same time as filling out this guide as it will answer many of the questions you may come across while answering the questions in the following pages.

At this point you should be feeling clear on the outline, length and pricing of your group program and be starting to grow your list.

Now it's time to nurture and prime this list to purchase your program when the doors open as well as get the necessary systems, tools and any team support needed for your launch in place.

### **Review:**

What have you accomplished over the last few weeks of this mastermind that you're really proud of?

Are there any areas that you feel you need to give additional attention to at the moment to help you stay on track with your launch?

## **How to Nurture and Prime Your List So They're Ready to Purchase When You Launch**

How often are you currently mailing your list and what do these mailings consist of?

Create a list of 6-9 topics related to your group program that you could create content on to mail to your list. Think about who your ideal client for your group program is, what would they love to receive from you on this topic? Once you've completed this exercise you'll have topics for 2-3 emails a week for the 3 weeks leading up to your launch.

# What to Include in Your Pre-Launch Sequence to Warm Up Your Audience

## The Pre-Launch Survey:

Here's an example of a pre-launch survey I sent out to my list before I launched a 6-week telecourse to inform my list of what was coming and pique the attention of those who would be interested in this course.

Hello!

I'm VERY close to finishing my powerful course on sales mastery and transforming your money story.

This is the material that literally within 48hrs of learning I used to sell my first \$5,000 package. And can't wait to FINALLY share all these tools with you when the course launches this month!

This course will be entirely focused on the structure I've used for my sales calls since day one that's taken me to 50K+ months, how to overcome sales objections with integrity AND remove your money blocks + transform your money story for good.

It will include 6 LIVE Training + Coaching Calls, 6 Written Guides so you'll have lifetime access to the materials to use on every sales call or anytime you feel stuck financially, plus the 6 Recordings of the Training + Coaching Calls so you can relisten as often as you like and really master the material.

HOWEVER, I need your help. Before I finalize everything and officially launch the course, I want to make sure I've covered EVERYTHING that you need to start closing more paying clients + earning more, ASAP.

That's where you come in! Please take a few minutes to answer this super short survey. There's only two questions...

**Absolutely!**

press ENTER



Have you sent a survey to your list about your upcoming program to announce that you'll be launching soon and to gain additional insight from your audience? If not, use the space below to outline your announcement email and questions for your survey.

If you've already surveyed your list you can send out an announcement email on it's own about your group program with the option to join the Wait List for more details and/or mention the program in your nurturing emails in the two weeks leading up to your launch.

Set up your Wait List in your email system now if you're offering this option.

## **Which Systems You Need to Have in Place Before You Launch**

How do you plan on taking payment for your group program? Does your system support both pay in full and payment plan options? Have you tested your payment system?

Do you currently have Terms and Conditions for your group program? If not, please review an example of my Terms and Conditions below and on the following page and have your attorney outline your own version for your order form or sign-up page.

With your purchase, you agree to these [Terms and Conditions](#).

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In consideration of the mutual covenants set forth in this Agreement, Client (Payer) and Coach (Jessica Caver LLC) hereby agree as follows:

**1. Description of Consultations** ("Specifications").

Coach agrees to develop the consultations in accordance with Client's needs using suitable methodologies for The Financially Free Entrepreneur 9 Week Group program.

**2. Methodology.**

Client agrees to be open minded to Coach's group coaching methods and partake in methods proposed. Client understands that Coach has made no guarantees as to the outcome of the coaching sessions as that Coach is not an employment agent, business manager, financial analyst or psychotherapist.

**3. Refund Policy.**

Coach does not offer refunds to ensure that clients are fully committed to the coaching.

**4. Recording and Redistribution of Calls.**

Client acknowledges that all group calls will be recorded and given access to recordings to continue to listen to for personal growth whether Client actively participated in a call or not. Client also acknowledges that the recordings will be redistributed and/or resold at a later date as part of a separate package sold by Coach.

**5. No resale of service or intellectual property permitted.**

Client agrees not to reproduce, duplicate, copy, sell, trade, resell or exploit for any commercial purposes, any portion of the Service (including course materials & intellectual property), use of the Service, or access to the Service.

**6. Good Faith.**

Each party represents and warrants to the other that such party has acted in good faith, and agrees to continue to so act, in the negotiation, execution, delivery, performance, and any termination of this Agreement.

**7. Failed payments.**

In the event Client fails to make any of the payments within a payment plan during the time prescribed, Coach has the right to immediately disallow participation by Client until payment is paid in full. In addition, a 4% interest fee will be charged for each day that payment is late for a maximum of 30 days. If Client does not commence with payment after 30 days, Coach has the right to terminate coaching agreement and cease all remaining sessions. No refunds of prior payments will be given.

**8. Agreement between Coach and Client.**

Client agrees to be open, present and prepared to complete the work as a team together. Client is responsible for own success and implementation of objectives met.

**9. Medical Disclaimer.**

Client is aware that Coach does not solve medical issues nor treat disease and is therefore not a replacement for client's Doctor, Therapist or Physician. If Client is presently under any form of psychiatric care, psychological therapy, specialized medical supervision or under the influence of any form of medication, Client is to inform Coach prior to working together.

**10. Limitation of liability.**

By using Jessica Caver LLC services, Client accepts any and all risks, foreseeable or non-foreseeable, arising from such transactions. All claims against Jessica Caver LLC must be lodged with the entity having jurisdiction within 100-day of the date of the first claim or otherwise be forfeited forever.

Client agrees that Coach will not be held liable for any damages of any kind resulting or arising from including but not limited to; direct, indirect, incidental, special, negligent, consequential, or exemplary damages happening from the use or misuse of the Service. Client agrees that use of this service is at user's own risk.

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Outline your Welcome Email that your new clients will receive when they sign up for your group program below. Reference the Welcome Email you received when you signed up for the Big Launch Mastermind for inspiration and examples.

Will you be creating a membership page for your group program to host the orientation, modules and call recordings on? Which system will you be using to host your membership page?

The first sign-ups for your group program will have at least 2-3 weeks after they enroll before the program begins. What resources would these clients find helpful during an orientation or prep phase before the program begins?

Choose the following resources you'd like to include in your Orientation/ Prep Phase and the date you plan on having them up on your membership page:

Welcome Packet

Program Details

Facebook Group Access

Orientation Call

Additional Resources

## **Time to Hire?**

### **The Team Members I Recommend for Launches**

Do you currently have access to additional support in your business if you need help with tasks or don't have the time to complete something? If so, are you happy with these relationships? If not, which areas of your business seem to take up the most time or energy that you'd love to delegate?

You don't need a big team to carry out your own launch, but I do highly recommend at least having a virtual assistant hired before you begin your launch in case you do need additional support. Do you currently have a virtual assistant? If so, are you happy with this relationship? If not, start interviewing Virtual Assistants (see your Resource Guide for recommendations), I highly recommend hiring a VA by Week 6th.

The following team members are optional depending on where you're at in your business. You can have a successful launch with only a great VA team, but these are some of the additional team members I now use for my launches to consider going forward.

Use the space below to explore how it would feel to hire any of the following team members whether exciting, liberating, overwhelming, stressful, etc. Follow your gut with the level of support that you feel you need for this launch.

Business Manager

Facebook Ads/Marketing Expert

Email Systems/Infusionsoft Team

Wow, great work!

The last couple of weeks you've been outlining your program, getting clearer on what you want to create and doing market research. But this week launching your first group program just got real!

You've started to put together your Welcome Email for the amazing clients who are going to sign up for your group program, begun to outline your Orientation and are ready to nurture and prime your list to enroll in your program.

There are lots of pieces to a successful launch, but by taking the time to break down and implement each one the way you are now, you are going to make huge progress in a very short amount of time without falling into overwhelm.

Give yourself credit for how much you've already accomplished and be sure to bring any questions to your group coaching call or share them in our private Facebook group for additional support.

To Living Free!

*Jessica*