



~ Module 4 ~

*Your Launch
Lead Magnet*

WITH JESSICA CAVER LINDHOLM

It's Time to Create Your Launch Lead Magnet!

Welcome to Module 4 of the Big Launch Mastermind!

Have your audio training all ready for the week? Great! Press play and let's get started in creating your own launch lead magnet so you'll be ready to grow your list and book clients into your group program very soon.

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 that may come up as you work through this guide.

Take a stand for yourself and your dreams and make the decision that you are unavailable for overwhelm. Take each week and each topic one at a time without diving too far into what's next. If you feel stuck in certain areas then connect with your mastermind sisters, ask questions in our private Facebook group and hire the necessary team members.

Here we go!

Review:

What have you accomplished over the last three modules 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?

Creating Your Own Launch Lead Magnet

Are you more drawn to creating a video or audio series for your launch lead magnet?

Which form of media (video or audio) feels the easiest to get started with right away?

What topic would be a natural lead-in for your group program that you could cover in your lead magnet?

Is this a topic that you love talking about and can help position you as an expert and give you credibility?

** If you'll be hosting an audio series or live training call please reference the 'Build Your Following' module included with this training for additional support and examples.

Outlining Your Video Series Launch Lead Magnet

Your Video Series Topic:

Possible Titles for Your Video Series:

Do you have the necessary support and tools to create your video series?
If not, who do you need to hire/which tools do you need to purchase before creating your video series?

Focus of Video 1: Build Interest and Introduce Yourself

Brainstorm Titles for This Video:

What are the main points you'll be covering during this video?

How do you want your audience to feel after watching this video?

Where will you be recording your video and what will you be wearing?

Focus of Video 2: Connect With Your Audience and Build a Relationship

Brainstorm Titles for This Video:

What are the main points you'll be covering during this video?

How do you want your audience to feel after watching this video?

Where will you be recording your video and what will you be wearing?

Focus of Video 3: Build Credibility and Provide Proof About Your Work/Expertise

Brainstorm Titles for This Video:

What are the main points you'll be covering during this video?

How do you want your audience to feel after watching this video?

Where will you be recording your video and what will you be wearing?

Focus of Video 4: Offer Your Program as the Solution/Make Your Offer

Brainstorm Titles for This Video:

What are the main points you'll be covering during this video?

How do you want your audience to feel after watching this video?

Where will you be recording your video and what will you be wearing?

Time to Create Your Video Series Opt-In Page

Layout of Your Landing Page:

Headline/Title

Image of You or an Intro Video

Opt-In Box

Why Should Someone Sign Up?/Benefits

Which technology will you be using to host your landing page? (exp. LeadPages, OptimizePress, etc.)

Example of My Video Series Landing Page:

Available at <http://jessicacaver.com/freedomformula>

FREE VIDEO SERIES!

The Freedom Formula that took me from broke entrepreneur to *thriving* high-end coach



Click Today for Instant Access!

GET INSTANT ACCESS!

Jessica Caver Lindholm Reveals:

- My exact biz model (and how to make it work for you!)
- The shift that took me from serious credit card debt to serious profits as a new coach
- The simple worksheet that shows you exactly where to focus your time
- How I finally gained freedom in both my business AND life

Time to Set Up Your Video Download Page!

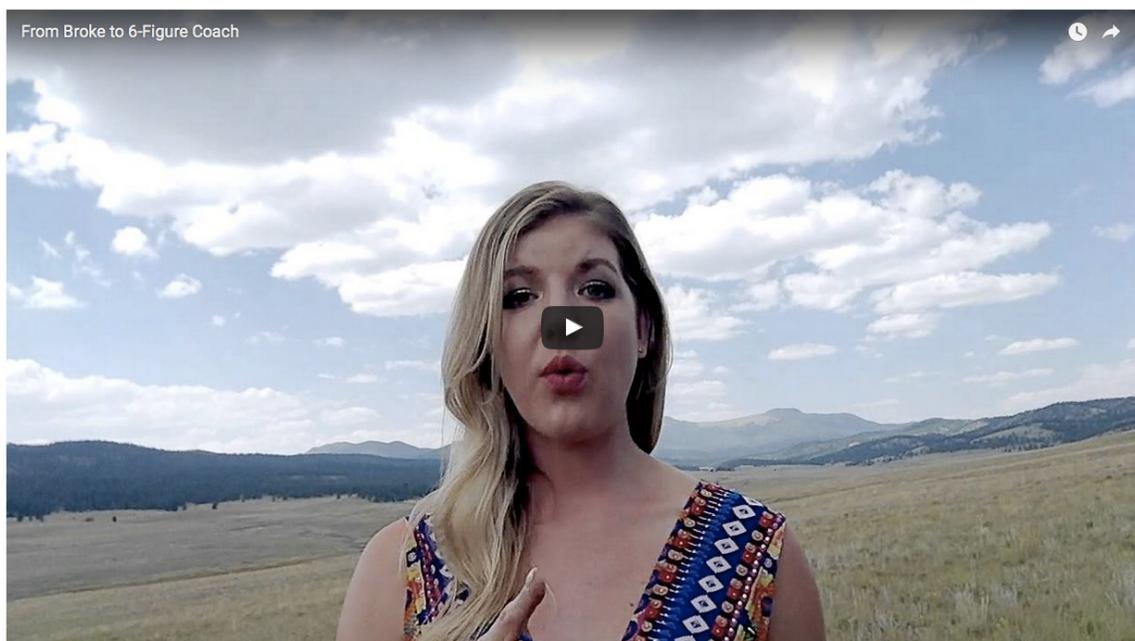
Use the top section of the page to offer a preview of all of the videos in your series and share your video series headline.

Whichever video is currently being viewed will play below the previews. Typically, either you or your VA will need to create a separate page for each video in your series.

Find all four videos from my Freedom School launch at the following links and an example of the page below:

- Video 1, <http://jessicacaver.com/freedomformulavideo1>
- Video 2, <http://jessicacaver.com/freedomformulavideo2>
- Video 3, <http://jessicacaver.com/freedomformulavideo3>
- Video 4/Sales Video, <http://jesslindholm.com/freedomschool>

The Freedom Formula that took me from broke entrepreneur
to multiple 6-figure coach in less than a year



Your Welcome and Download Email

As soon as someone signs-up for your launch lead magnet, whether you're creating a video or audio series, you'll need to have an automatic welcome email that they receive with the content you promised on your opt-in page.

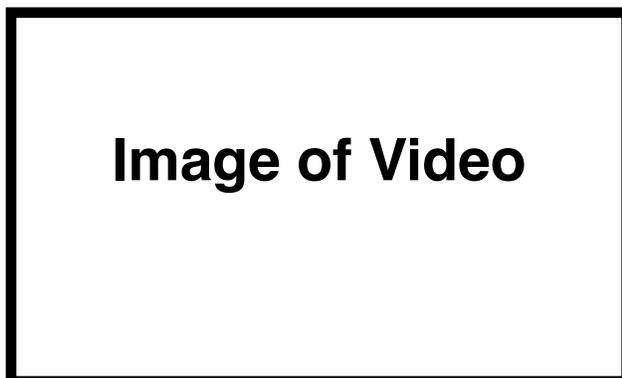
Here's a basic breakdown of what this email needs to include as well as an example on the following page of my welcome and download email that was sent out as soon as someone signed up for my video series.

Email Copy:

Dear {first name},

Greeting:

Image of Video Here (link to video download page)



Click Here to Watch the Video Now! (link to video download page)

During this video you'll discover:

As bullet points, what are the main points you'll reveal/the audience will discover?

Closing paragraph:

Share Video Link Here Again

Your Signature

P.S. Section (typically includes the video link again and a call to action to go watch it now)

Example Welcome and Download Email:



Dear _____,

I'm so excited to share with you the most valuable video series I've ever done!

[The Freedom Formula: From Broke to 6-Figure Coach](#)

I've just landed back in Colorado after a great event in LA and there was one question I was asked over and over again... **"How?"**

How had I been able to go from totally broke, struggling (*and sobbing mess, to be totally honest*) to 6-figure coach in 6 months?

How had I gone from giving my coaching away to selling \$5,000 packages last spring? How had I got the confidence? Had I hired a coach? Did I have training?

But really it all comes down to the underlying question of **'How did you do this so I can too?'**

I hear you. And the 'you doing it too' is the main reason I have this business and LOVE the work I do. I want to see you feel free, fulfilled, supported, excited and joyful about your business and your life ASAP.

That's why I've created my brand new FREE video series called The Freedom Formula, to share exactly *HOW* I did it, so you can too.

And because I'm a results kind of girl, you can [watch all the videos INSTANTLY by clicking here](#) - - - no waiting!





My greatest desire is to help you stay out of the struggle I was in for years and **give you the shortcut** to creating your own life and business filled with freedom.

I've seen first hand just how powerful this Freedom Formula is, so **if you deeply desire 5K, 10K or even 20K months** doing work you love from anywhere, then I can't wait to share it with you.

To Living Free!

Jessica

P.S. Each video is just 10 minutes or less, and you'll get the most value out of watching them in order.

[Click here to start with Video 1 >>](#)