



~ Module 6 ~

Launch Sequence -

Doors Open

WITH JESSICA CAVER LINDHOLM

It's Time to Launch!

Welcome to Module 6 of the Big Launch Mastermind!

This is the moment you've been waiting for — you've created your group program, been growing and nurturing your list, you have your launch lead magnet all ready and now it's time to open the doors for the amazing clients who can't wait to work with you!

Be sure to listen to the audio training that accompanies this training guide to fully support you in kicking off your launch as strongly as possible.

Included in this week's training guide I'll be sharing exactly what happens after someone signs up for your lead magnet, using the example of the video series I used for my signature group program Freedom School.

My Freedom School launches typically last 4-6 weeks so feel free to adjust the schedule as needed to fit the length of launch that you desire

Review:

What have you accomplished over the last five 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?

Launch Your Lead Magnet and Start Your Group Program Launch Sequence

Which type of lead magnet have you decided to use for your group program launch and what is the date you'll be hosting/releasing this lead magnet to mark 'Doors Open' for your program?

You want your launch lead magnet to be seen by as many ideal clients as possible, ideally both to your current list and to new leads you're bringing on. How do you plan on marketing your launch lead magnet to new leads? Examples may include: sharing in Facebook groups (yours and others), Facebook ads, sharing across other social media platforms like LinkedIn, Instagram, Twitter, etc., or even using affiliate marketing.

Creating Your Early Bird Offering

You never want to under price your services or group programs to the point that it actually doesn't feel good when someone signs up. There is no right or wrong when it comes to pricing but it has to feel good for you.

What would you LOVE to be paid for your group program for each sign up?

What's the lowest pricing that still feels really good that you could consider for your Early Bird Pricing?

What's the highest price you feel comfortable charging for your group program at this point?

Great! Use these 2 - 3 of these prices over your launch, and use the increase of the price to inspire your audience to take action. You can either start with the lowest price and offer it for two weeks and then increase to the middle or highest price. Or use all three prices and increase the price each week.

Of course, feel free to adjust the timeline to make sense with your launch sequence.

How Many Emails to Send at the Beginning of Your Launch to Inspire Action Without Burnout

Something I want to point out before we dive into your email launch sequence, is a reminder that you will have main lists your emailing during your launch:

- **Your General List:** Anyone who's currently on your list whether they signed up to join your list in the last week or three years ago.
- **New Launch Leads:** This is anyone who signs up to join your list through your launch lead magnet (video or audio series) which marks the opening of the doors for your group program.

The first couple group program launches I did, pretty much everyone, whether new or old, received the same content. I just mass marketed my program to my list, and overall it worked. My programs filled up.

However, as you continue to launch group programs you'll want to start segmenting your lists by General List and New Launch Leads because it allows you to know who's a hot lead, who's more interested, and who's not interested and won't receive as much marketing material.

If this is one of your first launches and you want to keep the email sequence simple then I recommend following the overview on the next page and using this both for your General List as well as your New Launch Leads — adding in emails and incentives as needed to inspire action from your list.

Here's the basic overview of the General List Email Sequence if you're using a video series. If you're doing live calls or an audio series instead just substitute the material to include the call-in details for your trainings and recording of trainings. And remember, the length of this sequence can absolutely be adjusted depending on the length of your launch and your audience's response.

General List Email Sequence

Week 1:

Email #1 - announcement of video series, introduces series, why they should check it out and the link that will take them to the video page where they can view the videos.

About 3 Days Later, *Email #2* for the video series which focuses on video 1, why they should watch it and the link directly to video 1.

Week 2:

About 3 Days Later, *Email #3* for the video series which focuses on video 2, why they should watch it and the link directly to video 2.

About 1 Day Later, *Email #4* for the video series which focuses on video 3, why they should watch it and the link directly to video 3.

About 3 Days Later, *Email #5* for the video series which focuses on video 4 (your sales video for your group program), share great content in this email and link to the sales page where video 4 should be available to watch at the top of the page.

Week 3:

About 3 Days Later, Email #6 with content and the link to your sales page.

About 1 Day Later, Email #7 with content and link to sales page

About 3 Days Later, Email #8 with 'last chance for early bird pricing' reminder, link to sales page

About 1 Day Later, Email #9 with 'last chance for early bird pricing' reminder, link to sales page

** You can definitely add in additional ‘last chance for early bird pricing’ reminders if you’d like. Sometimes as many as 3 on the day that early bird pricing is ending with notes like ‘Early Bird Pricing ends tonight’ or ‘Early Bird Pricing ends in 1 Hour!’

Week 4: Early Bird Pricing Is Over

About 2 Days Later, Email #10 with content and the link to your sales page.

About 1 Day Later, Email #11 with content and the link to your sales page.

About 3 Days Later, Email #12 with ‘Class begins Monday’ and the link to your sales page.

About 1 Day Later, Email #13 with ‘Class begins Monday’ and the link to your sales page.

Week 5: Group Program Has Begun — final emails to inspire action

About 3 Days Later, Email #13 ‘There’s still time!'

About 4 Days Later, Email #14 ‘Last Chance to Join’

** As soon as someone purchases your program be sure to move them to a ‘Group Program Sign-up’ List so that they won’t receive anymore marketing about your program

Create A Follow-up Series that Nurtures Your List and Funnels Them Into Your Group Program

In this section I'd like to share what the first week of my launch sequence looked like for new leads who were signing up for my video series, which was my launch lead magnet for Freedom School.

I'm sharing these emails to both give you an idea of what the schedule of the emails looked like as well as inspiration to help you create your own powerful emails for your launch by sharing my copy, headlines and layout.

Of course you don't want to copy these emails exactly as this will dilute what's unique about you, take away your power and actually could decrease your sales and sign-ups.

But I do recommend reviewing this material and starting your own Swipe File, if you haven't already, where you can save marketing material that inspires you to support you in having your own successful launches.

Day #1

Subject: [Video You Requested] From Broke to 6-Figure Coach



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!

A handwritten signature in red ink that reads "Jessica". The signature is fluid and cursive, with a large, elegant "J" at the beginning.

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 >>](#)

Day #2

Subject: Here's My Exact Biz Model [Video 2]

Dear _____,

When I first started my business I felt totally *confused, scattered and overwhelmed*.

I didn't know where to start because I'd never ran my own business, or even taken a business class, so this **felt like learning a new language** (*sound familiar?*).

Until I had this a-ha moment that totally changed my focus and income.

In today's video I'm going to **end this confusion and spinning by sharing the business model that successful coaches and entrepreneurs use...** (*from personal experience I can say it works like a charm!*)

[Watch Video 2 Now >>](#)



After you've watched Video 2 you'll know:

- What to start selling asap to get a cash injection
- The simple equation to hit your first 10K month
- Whether you should start by offering 1:1 coaching, group programs or info products
- And more!

Whether your next goal is to leave your 9-5, have your first 5K month or break 20K in sales, I have no doubt that this 'behind the scenes' look at exactly how to streamline your business will get you out of overwhelm and propel you forward.

[Click here to get started.](#)

To Living Free!

Jessica

P.S. Ready to take the 'guess work' out of your business? [Click here](#) to learn more about *Freedom School* - - enrollment is now open for my *LIVE signature group program* that shows you exactly how to start making money, doing work you love, from anywhere in the world.

Day #3

no email

Day #4

Subject: Claim Your Income Boost Today [Video 3 + worksheet]

Dear _____,

Do you feel like you're always in a fight with money? Do you have big dreams and desires but feel like they're always 2 or even 10 steps ahead of you?

Today is the day that you take back your financial power and step into the life that's meant for you.

In today's video I'll reveal exactly how to shift from "*I'd love to but I can't afford it*" to "*I ALWAYS have money for all of my desires*".

It's time to claim your income boost...

[Watch Video 3 Now >>](#)



I'll never forget the moment my fight with money ended, and now it's your time.

I've even created a special worksheet that you can fill in during the video to get crystal clear on where to focus your energy for your own financial freedom.

[Click here to download the worksheet >>](#)

To Living Free!

Jessica

Day #5

Subject: It's Your Time. Are You Ready? [final video]

Dear _____,

It's your time. You've worked hard, spent the hours, dreamed about what if...and you've waited long enough.

The idea of **complete Freedom in your life, your business and your finances** doesn't need to wait anymore. *Today is your day.*

And in today's video I'll reveal how *I stepped into my power as a coach and finally claimed my freedom*, and how **you can do the same...**

[Watch the Last Video Now >>](#)



When I made the shift from selling \$50 single sessions to high-end packages only a year and a half ago, I had no idea what to expect. I was afraid no one would sign up and I'd feel ridiculous when I had to lower my prices again.

But, this ended up being one of the best decisions I've made.

What I discovered in those first couple weeks, and have fine tuned over the last year and a half, is what has now propelled my business into consistent 30K-50K months.

And now I want to **walk you step-by-step through the exact systems and structures I've used** to sell out my private coaching, destination intensives and group programs (priced from \$1,500 - \$12,000) while working from Australia, France, Colorado, Hawaii and more.

You have something unique that *only YOU* can bring to this world.

And I'm taking a stand for getting your brilliance out there in a way that's *both powerful and profitable*.

It's time to claim the freedom you desire and deserve.

[Click here to begin.](#)

To Living Free!

A handwritten signature in red ink that reads "Jessica". The signature is fluid and cursive, with the "J" being particularly prominent.

Congratulations!!

By now you should be feeling much clearer on what your launch sequence will look like and maybe even be inspired to start writing the copy for some of your launch emails.

I know at times this launch sequence can seem confusing, but you can always refer back to this training guide as needed to help you quickly get clear again.

Also, remember that even though there's a recommended launch sequence and examples of how I've launched in the past, there is no single right way. You get to explore the launch style that works best for you and adjust as needed to hit the number of sign-ups and the sales that you desire.

Really great work so far and now it's time to start reaping the benefits for everything that you've done up to now! I can't wait to hear how your launch is taking off!

To Living Free!

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