



~ Module 7 ~

*Launch Sequence -
Boosting Sign-Ups*

WITH JESSICA CAVER LINDHOLM

Time to Boost Sign-Ups!

Welcome to Module 7 of the Big Launch Mastermind!

At this point you've most likely been launching your group program for almost a week now. This is a huge accomplishment, congrats! Your list should be consistently growing as you launch and continue to share your launch lead magnet and if everything's in alignment with your launch then you've probably already started to see sign ups for your program.

This week it's time to start gauging your progress, if you're on track and the next steps to boost sign ups so that you finish strong and give yourself the best opportunity to hit your launch goals.

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

Review:

What have you accomplished over the last six 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?

Are Launch Sales On Track for Your Income Goal?

How many days have passed since you released your launch lead magnet?

How many sign ups do you have for your group program at this point?

What's the minimum number of sign ups you desire to have in your group program? And do you have a maximum number of sign ups you're available for which would cause you to potentially close the doors early?

Take a copy of your group program banner/header and type sold-out across it to support you in visualizing your program easily filling up. This is something I do for all of my launches and often keep as my computer background until the launch has completed.



Are you visualizing at least daily, easily receiving your ideal number of sign ups in your group program? Do you have a mantra which states “I am easily receiving a minimum of — — — ideal clients signed up for my group program by — — — date”? If not create one now in the space below.

Take the number of sign ups you desire for your group program divided by the number of weeks you currently intend on launching. How many sign ups do you need per week to be on track? Are you currently on track with your launch goals?

When to Add In ‘Sign-Up Boosts’ to Increase Enrollment in Your Program

Now that you’ve crunched the numbers and are aware of how many sign ups you need a week it’s time to assess if you need to add in sign-up boosts to keep enrollment up or if you’re easily hitting your numbers you can choose to add in less (or no) boosts.

Sign-up boosts are the bonuses you include during your launch to inspire potential clients to take action now rather than waiting until the program starts to enroll. The bonuses can be used as add-ons such as offering a bonus 1:1 coaching session, a bonus training, or giving the potential client something when they enroll.

Or the bonuses can create scarcity such as by increasing the pricing or removing early bird pricing, sharing the enrollment numbers and letting the audience know there’s only — — spots left so if you want one of them to be yours don’t delay in signing up now.

Choose the style of incentive that feels best for you. I typically do a mix of both but I find when using scarcity tactics that I must keep them in integrity and come from a place, for example, of honestly letting my audience know the program is half sold out more as a curtesy and less as a method to scare someone into signing up.

Also, the middle week or so of a launch sequence is when there can start to be a lull in sign-ups as it’s between doors opening and doors closing. So this is a great time to add in incentives or bonuses to remove that lull all together.

The last week of your launch you’ll most likely use ‘doors closing’ and ‘almost sold out’ scarcity tactics to finish filling up your program. So it’s time to choose and schedule which bonuses/incentives you’ll be using for the next week or two until you hit the final week of launch in order to inspire sign ups.

Are you currently using sign-up boosts to increase enrollment in your group program?

Are your sign-up boosts such as early bird pricing, bonus 1:1 session, etc. working to keep new sign ups steady?

If not, how can you adjust your sign-up boosts to increase enrollment in your program? For example, maybe early bird pricing is working great for you but you're not being forward enough about it so your audience isn't aware that they should sign up now. In this case send out more emails about the price increasing with a strong call to action and easy access to the sign up button.

Use the space below to brainstorm some additional sign-up boosts you can have ready to use if need be. Keep a pulse on your launch and bring in these additional incentives as needed to inspire sign ups.

Gauging Your Audience's Response and Which Steps to Take Next to Sell Out Your Program

I typically find that there's a time in every launch, no matter how many launches you've carried out, that you have a mini freak out moment and wonder if this is actually going to work. This is where it's incredibly important that you're consistently keeping up your self-care and wealth consciousness practices.

What daily/weekly self-care and wealth consciousness practices are you currently using or which ones do you need to implement immediately to support you in staying in a place of knowing everything is working out in divine timing just as it's meant to?

What is the open rate and click through rate on the launch emails you're currently sending out to your list?

Are you noticing that there's a particular headline or style of email that's getting the most opens or higher click through rate? How can you start using this style more often in your launch?

How often are you mailing your list? Are your emails clear, engaging and to the point or is your call to action getting lost in too long of emails with links that don't stand out?

Do you feel excited about and proud of the group program you've created? Then share this excitement with your audience both by mailing your list and connecting with the social media groups you're part of! I find one of the quickest ways to slow down a launch is to get nervous about whether you're over emailing your list and then cutting down on the number of emails you send out and feeling uncomfortable every time you hit send. How can you get back into your power and feel confident about both your program and connecting with your audience? Remember, if they're on your list it's because they want to hear about what you have to offer.

How to Use Email Marketing to Create A Sense of Urgency As You Begin to Remove Bonuses

In this section I'm sharing examples of the emails I used in my Freedom School launch as I started to transition into this second part of the launch sequence and focus more on the bonuses, incentives and early-bird pricing and then creating a sense of urgency by starting to take these away.

I've put together four examples of launch emails for you that cover everything from introducing the program, offering a bonus 1:1 session with sign-up, early bird pricing and even a discovery call option to boost sign-ups.

Remember that the Freedom School launch sequence lasted 6 weeks so I included more incentives to keep sign ups high throughout the process. If your launch is only 3-4 weeks you may not need this many sign-up boosts, but you can always add them in at anytime to increase enrollment.

Email #1 - Subject - Special Announcement: Doors open!



Dear _____,

I'm so excited to announce that it's finally time for my most popular LIVE group coaching program and it's more powerful, more fun and better than ever!

[Click here to learn more >>](#)

Freedom School is a 4-month exclusive group experience on exactly how, step-by-step, to *create your own 6-figure freedom based business*, whether you're starting from scratch or have hit a plateau and are ready to up level your income.



When you enroll in Freedom School you're saying "Yes" to:

- **Overcoming your money blocks, limiting beliefs** and finally being able to charge (and receive) at the level you deserve
- **Being supported by the business systems and structures** that will allow you to *choose your schedule* and reclaim your evenings and weekends while increasing your income
- Designing or upgrading your own programs and intensives to **create consistent income** and be of greatest service using the same system I've used to sell out packages priced from \$1,000 - \$12,000.
- Feeling completely confident in your offerings, expertise and value so that you can **sell programs for \$1,000, \$3,000, \$5,000 or more** with ease
- **Attracting ideal clients** who have been looking for someone just like YOU who stands out, with your *powerful message, authentic marketing* and *clear copy*
- **Receiving answers to your questions** on what to include in your packages, how to price your offerings, overcome objections without being salesy, build your following, grow your list with ease and much more...

In addition to 16 LIVE coaching calls where you have the opportunity to receive personalized support every week, the new expanded version of Freedom School also includes content rich modules, guest trainings and a private members-only Facebook group.

Plus, you'll receive an [incredibly valuable bonus](#) when you sign up right away:

<p>1:1 Coaching Session with Jessica</p> <p>The next <i>10 women</i> who sign up for Freedom School will receive a private 30 min coaching session with Jessica to receive personalized guidance and support in creating the profitable business and freedom filled lifestyle you desire!</p> <p>(\$500 value)</p>	
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Now it's up to you. Will you spend months or even years trying to figure all of this out on your own, researching, testing out different tools and strategies?

Or are you ready to propel yourself forward with my *proven* system to create the profitable business and freedom based lifestyle you truly desire?



[Click here to join Freedom School](#)

The BONUS 10 private coaching sessions will sell out quickly, so don't delay if you're ready for complete clarity and to be on your way to your own 6-figure+ business.

I look forward to working with you!

To Living Free!

Jessica

P.S. Are you ready say *goodbye to the struggle* and give yourself the gift of personalized support the way I did right before my business took off? Then *claim your FREE coaching session* by [signing up for Freedom School today >>](#)

Email #2: Subject - Still Want to Chat?

Hey _____,

I've been receiving lots of questions from entrepreneurs like you about whether [Freedom School](#) is a good fit or not. **And I'm so glad you're asking** because the last thing you need is another program you never look at.

This isn't just another program.

This is a small group experience where you'll receive **personalized high-level support from a certified coach**, life-time access to **extensive resources** and one of the most **active and supportive communities** I've experienced.



But, because I want to make sure 100% that [Freedom School](#) is a good fit for you, **I've cleared my schedule so that you and I can chat 1:1.**

[Click here now to request your complimentary session -->](#)

**Request a Decision Making
Session with Jessica**

I've also put together answers to some of the most frequently asked questions to help you gain complete clarity. I call these the "Questions I Know You're Thinking" ;)

Q. I'm pretty busy, I'm not sure I have time for a program.

A. Freedom School will actually make you *less busy*. How? Rather than putting more on your plate, Freedom School is going to streamline your business and focus your actions so you're **focused on money making activities instead of busy work**. I typically work 3-4 days a week on my business and will be sharing my exact schedule for doing this with you. Get all the details on [Freedom School here](#).

Q. I've been in lots of group programs and my business still isn't where I want it to be, why would this be different?

A. How big were those groups? I don't believe in over filling my group programs because I want to know you, your name, your business, your progress and where you need support. I'm welcoming 50 amazing women *max* into this program because it will be big enough for you to have a really active supportive community but small enough for you to be able to get on the phone with me every week and receive personalized coaching and support. Also, I've written out **exactly what I did to create my multiple 6-figure business so that it could be replicated** because my main desire is to help as many women as possible claim their freedom, and you'll receive this entire 240 pages of step-by-step modules. [Check out the month-to-month overview for more details!](#)

Q. How soon will I receive support? I'm ready for a jump start now!

A. I hear you, that's why I'm offering BONUS 1:1 coaching calls with me that you can use immediately (limited quantity available). Plus, you'll receive a BONUS group coaching call the week of September 28th (if you sign up early enough) and the program begins Oct 5th with weekly calls. You will be fully supported starting right now and all the way through the new year!

Q. What do we do on the weekly calls?

A. You ask your burning questions (I know you have some right now) and receive personalized coaching just for you. This is where you get out of stuck, overwhelm or spinning and get clear specific action steps. You bring your questions, concerns and desires and I bring my experience, expertise and sharp intuition. This will become one of your favorite times of the week, except for consistently selling your coaching packages that is ;)

Q. Are there going to be lots of trainings I have to listen to?

A. No. When I've done group programs I always zone out or skip the trainings (being totally honest) so I'm not going to drag you through those. **You will receive modules on topics like my exact sales call structure** and what questions to ask, **how to overcome objections**, my morning abundance routine, **my formula for writing copy** and sales pages, how to price your programs, and lots more so you can work through the ones where you need support and skip the ones you're good on at the moment.

Q. How much is Freedom School?

A. Early bird pricing is happening right now and it's ending very soon! I've made this program doable no matter where you're at financially, especially if you take advantage of the early bird pricing and payment plan options. [Click here to get all the investment details.](#)

Q. How long is Freedom School?

A. 4 months of weekly coaching calls to take you all the way into January 2016 feeling totally supported. That's 16 coaching calls + the orientation call happening at the end of September!

Still have other questions? **Request your complimentary session now** and let's set up a time to make sure Freedom School is a good fit for you:

**Request a Decision Making
Session with Jessica**

I look forward to seeing you in the program!

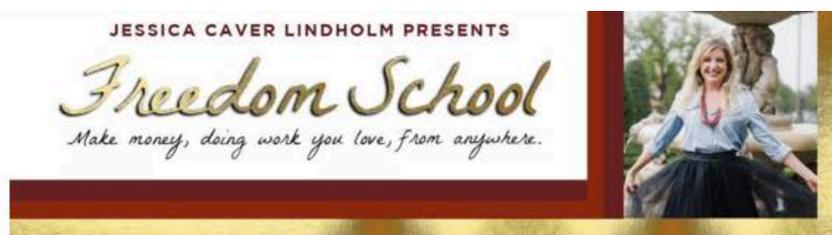
To Living Free!

Jessica

P.S. The complimentary decision making sessions will book up, so don't delay if you'd love to hop on the phone!

[Request your session now.](#)

Email #3: Subject - My Gift to You {time sensitive}



Hey ,

Just sending a quick reminder that your limited-time bonus **Private Coaching Session** with me *expires tomorrow morning at 10am MDT.*

I know we're all busy and I don't want this to slip your radar since *having private coaching has been instrumental* to many of my clients AND Myself when it came to launching and up-leveling my business.

[Yes, I want my VIP Coaching Session!](#)

Going from totally broke and struggling to multiple 6-figures in just a year, there's several decisions that I credit for my quick, consistent and growing success.

And #1 on that list is consistent personalized support.

When we have a health concern we go to a doctor. When we need support with our finances we hire an accountant. *We're not born knowing how to create and run a profitable online business,* and from experience, it doesn't just click at some point.

EVERYONE I know who's a successful coach and entrepreneur has consistent coaching and support. No one is hitting 6-figures in six months by just winging it and keeping their fingers crossed.

This is your opportunity to join them.

[Yes, I want my VIP Coaching Session!](#)

Imagine how it would feel to no longer worry about money or investing in yourself, *to feel totally free and joyous in your relationships, to travel as you desire* and take long breaks to *rest as needed.*



I, personally, will not go without high-level coaching as it has *completely transformed my life!* **And I take a stand for women like us having the life, business and freedom that we desire.**

When you say 'Yes' to yourself and 'Yes' to having high-level support, you're saying that you value your gifts, that *you know there's something bigger meant for you* and you're here to make a difference in the world.

I honor the brilliance that resides within you and during Freedom School I will show you **exactly how to bring your unique talents and expertise into the world** to have the biggest impact and income.

Join the revolution, the evolution of **women earning at the level they desire in a feminine and powerful way.**

Sign up today to receive your private VIP Coaching Session that you can use right away or anytime during our four months together.

But don't delay, this offer expires tomorrow morning (Friday, Sept 25th) at 10am MDT.

[Yes, I want my VIP Coaching Session!](#)

Can't wait to set up your Private Coaching Session!

To Living Free!

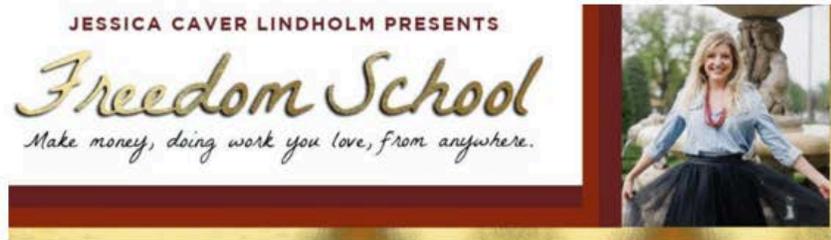
Jessica

VIP Coaching Session

For a very limited time, when you sign up for Freedom School you'll receive a private 30 min coaching session for personalized guidance and support in creating the profitable business and freedom filled lifestyle you desire!

(\$500 value)

Email #4: Subject - Hours Left, Early-Bird Pricing Ends Tonight!



Hey

Just a quick reminder that *early bird pricing for Freedom School ends in just a few hours.*

Take advantage of the fast-action pricing for my exclusive group coaching experience before it **ends at Midnight (MDT) TONIGHT**. *You won't see it this low again.*

[Click here for all the details.](#)

The program *starts in only a week* so now's the time to make your decision.

Plus, we have our bonus LIVE Orientation Call this week where you can start receiving personalized coaching and support with your business *immediately*.

I help women discover their soul's work AND make money doing it. If you're reading this email it's because **you KNOW you're meant for more.**

There's no such thing as 'the right time', there is only the decision that you're going to make this happen no matter what.

It's time to decide.

[Ready? Click here now to enroll.](#)

To Living Free!

Jessica

P.S. This small group coaching experience will Sell Out – Save \$500 by signing up today at <http://JessLindholm.com/>

Great work!!

You've come so far and learned so much in just the last few weeks about creating a group program, setting up your launch sequence and you've probably even learned something about yourself.

That's the beautiful thing about creating your own business, it's always an exploration of ourselves as well. Coming across limiting beliefs and fears, acknowledging them and moving forward anyway.

You're learning both the mindset practices that will support you as well as the necessary tools to keep track of your launch progress and feel confident in your next steps to create a response from your audience by creating a sense of urgency, adding in incentives and sign-up boosts, or even by creating a sense of scarcity by increasing the price of your program or sharing that the program is selling out.

There's an ebb and flow to a launch. A bit of hustle and push as you put yourself out there and take specific actions to create the results you desire. And at the same time there has to be a leaning back as well, a trusting you've done all you can or need to at any given moment, to keep yourself in a space of joy and allow yourself to receive.

Congratulations on your launch thus far and the success you've already created and I can't wait to hear about your launch success!

To Living Free!

Jessica