



~ Module 8 ~

Launch Sequence -

Dears Close

WITH JESSICA CAVER LINDHOLM

Time to Close the Doors and End the Launch Sequence

Welcome to Module 8 of the Big Launch Mastermind!

Wow, I can't believe we're already at the end of your launch! I'm sure you've learned so much at this point about yourself, your business, your audience and more.

I find that launches are always a big time of growth for me personally and for my business. If this was your first launch then it's completely possible that you've had some ups and downs during the process, and that's totally normal. I have learned so much during every one of my launches and each time it just keeps getting easier and more joyous.

During this final module we'll be doing a review of your launch so you can check in on the areas that worked great for you and your audience and the areas you want to focus on more or completely shift for next time.

This is also a great time to remember that you get to choose how you launch and what feels best for you. If you love a quick 2-3 week launch, go for it! If you'd rather launch over a couple months and focus on a lot of self-care during the process, that's great too!

But right now it's time to take a look at what your launch goals are, where you're currently at and really celebrate you and everything that you've accomplished during this process. And of course remember that you can use all of this training material over and over again for all your launches.

And be sure to listen to the audio training that accompanies this guide to fully support you in wrapping up your launch and ending strong.

Review:

What have you accomplished over the last seven 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 as you wrap up your launch?

Reviewing Launch Goals + Deciding When to Close the Doors and Celebrate

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

What's the minimum and maximum number of sign-ups you're available for in your group program?

Do you still desire to book more ideal clients in your group program? And if so, which sign-up boosts can you use to inspire your audience to take action and enroll in your program?

What have you learned during this launch about yourself, your program, audience, etc?

What will you be doing the same next time you launch and what do you feel needs to be done differently for your program or audience in the future?

Write down everything that you're really proud of yourself for accomplishing during your launch below. How can you celebrate all that you've accomplished during your launch?

Having a Plan to Wrap Up Your Launch Sequence

Now that you've assessed where you're at in terms of your launch goals, it's time to decide what's next in your sequence: continue launching or start the 'doors closing' sequence.

Keep in mind that even if your group program is starting soon, that you can continue launching your program a week or after the program has begun. I typically keep the doors open on my group programs about a week after the program has begun as there's always a couple people who decide to sign up at the last minute.

At the same time, if you're feeling great about the number of sign ups you have for your group program there's absolutely nothing wrong with closing the doors right around the start of your group program and shifting into celebrating your successful launch and preparing the trainings for your new group program clients.

How much you market towards the end of your launch depends on where you're at in relation to your launch goals and how your list is responding.

Check in with yourself, do you feel that it's time to begin the doors closing sequence of your launch?

The doors closing sequence can last from a couple days to a couple weeks depending on how many more people you'd like to enroll in your group program. How much longer would you like to continue your launch sequence?

I typically start sending out notices one week before the doors are closing and increase the number of marketing emails as I near the end of the launch sequence.

Generally, I'll send a minimum of two, if not three, emails on the day that the doors are officially closing on the launch. If possible, it's great to use an email system that allows you to monitor who the 'hot leads' are in your launch sequence and send them the most emails while only sending 1-2 emails to everyone else on your list.

On the following pages I've shared four of the emails that I used to close the doors on my last Freedom School launch which will give you an example of the copy and incentives I used to inspire ideal clients to enroll in the program during the last few days of the launch.

Email #1: Subject - Have Questions? Hop on a Call with Me.



Dear _____,

I know what it's like to try to make a big decision and just feel stuck. To be pulled in a direction but then also concerned about whether it's the right direction for you.

With Freedom School starting this Monday, I've been receiving questions from many of you and I want to make sure you get the guidance and support you desire so I've opened up extra time in my schedule to [connect with you](#).

"I have no idea where to start in creating my own business, will this program help?"

"There's so many courses out there but I feel really drawn to you, can you tell me how yours is different?"

"I've been in big groups before and felt like I got lost, how big is your group program?"

Whether you've been in my community awhile or are brand new, **I want you to feel supported, heard and connected**. That's why I'm offering you a complimentary Clarity Call to hop on the phone with me and get your unique questions about Freedom School answered.



**Request Your
Clarity Call**

Complimentary 30 min
call to get clear on the
next steps to create
your dream
business and life!

[Request Your Clarity Call Now](#)

Freedom School is a small group experience where you'll receive weekly personalized coaching along with step-by-step modules that share my system for creating a 6-figure freedom based business — [combine these with your unique message, expertise and desires, and the sky's the limit!](#)

Just have a quick question and would prefer to email me?

Absolutely! You can reach me directly at jessica@jessicacaver.com.

And just a reminder, the Freedom School Orientation and BONUS Coaching Call is tomorrow at 12pm MT, if you know you're in you can enroll now at <http://jesslindholm.com/freedomschool>

Otherwise, I hope to connect with you soon!

To Living Free!

Jessica

Email #2: Subject - Freedom School Starts Today!

Dear _____,

Holy moly, **Freedom School starts TODAY** and we've already had amazing women sign up from around the world — *the U.S., Canada, Australia, the UK, Dubai, Italy and France!!*

And no, you're not too late to join us! The first Freedom School module is *released today* and our first group coaching call is happening *this Wednesday!*

[Sign up now for instant access!](#)

I've found that a mix of personalized support AND community is one of the most powerful ways to get your online business off the ground.

It can be very lonely being a solo-preneur and we can get caught up in a lot of the spinning in our own mind without outside support like an experienced coach.

When you sign yourself up for a premium group experience like Freedom School you're making the commitment to yourself that **you deserve to have a mentor, friends and colleagues on your path.**

You're saying goodbye to the old 'I have to do it all myself' belief and aren't afraid to [ask for a boost up.](#)



This boost up is what changed everything for me and helped me travel the world for the last year from Hawaii to Australia, France to LA. I remember just saying to myself over and over again that I needed help when I was trying to start my business — and I was right!

I had no idea where to start and I'm sure you've felt the same. It's easy to slip into overwhelm as a new business owner because there's so many options.

I believe in simplicity and streamlining. Take specific, guided, powerful steps forward and let the rest fall away.

It was this [unique business system](#) (that I'll be sharing with you in Freedom School) that led to my success, **a featured spot in the Divine Living Magazine**, transforming my money story and creating a multiple 6-figure business.

Transform Your Money Story

MY CLIENT JESSICA CAVER LYNDOLM TELLS US HOW SHE TURNED HER DREAM INTO A 6-FIGURE BIZ

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It was a full-on struggle to get started. I had a business plan, but I didn't know how to execute it. I was overwhelmed and didn't know where to start. I was trying to do it all myself, and I was failing. I was trying to do it all myself, and I was failing. I was trying to do it all myself, and I was failing.

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And this business system that supported me in **graduating from The Academy coaching certification program with one of the top honors** of consistent 10K+ months for the ENTIRE year long program.

I'm not new to this, I know my stuff.

And now it's time for you to take advantage of your own boost up.

Travel as you desire, live life to the fullest, make money, doing work you love, from anywhere.

[Enroll in Freedom School now, program starts TODAY.](#)

To Living Free!

Jessica

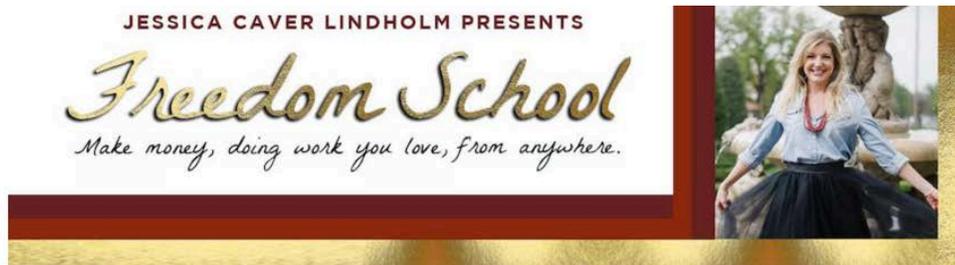
P.S. When you sign up today you'll receive **instant access to the morning routine I credit for my first 48K month** and much more in Module 1!

Freedom School

Group Coaching Program Starts TODAY!

[Sign up now for instant access.](#)

Email #3: Subject - This Is Different. [Doors Close Tomorrow]



Dear _____,

There's lots of programs, courses, etc. out there, so why is my premium group mentorship **Freedom School at the top of the list for women entrepreneurs like you** who want a seriously profitable business and not just a hobby?

- 1. 1:1 Coaching Every Single Week** during our Live group calls + a supportive and intimate online community
- 2. Lifetime access to the 8 powerful but streamlined modules** that walk you step-by-step through how to launch your business and start booking consistent clients ASAP
- 3. Copies of my Client Contract, Welcome Packet + a check-list of the exact business tools I use** so you don't have to research email systems or payment options anymore
- 4. A huge roster of client testimonials and success stories**
— Check out some of the amazing women I've had the pleasure to work with at <http://jessicacaver.com/happyclients/>

These women are just like you. The only difference? They said 'Yes' to their desires and the high-level support to make their dreams their reality.

Ready to create your own success story?

[Join Freedom School today - Doors Close Tomorrow at Midnight.](#)

Want more details? Then check out my Freedom School video here:



If you have questions and want to make sure this group mentorship is right for you just email me directly at jessica@jessicacaver.com. I look forward to hearing from you!

To Living Free!

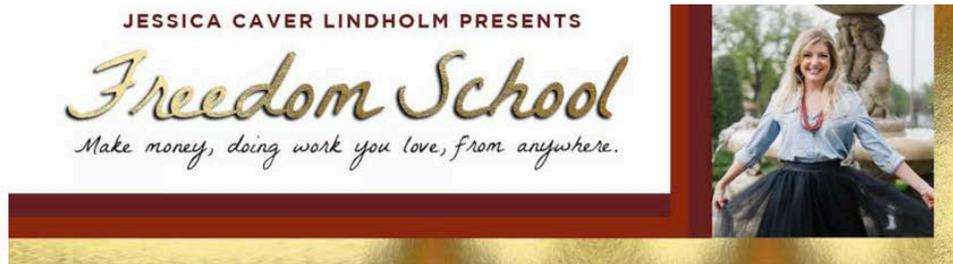
Jessica

P.S. Freedom School enrollment closes tomorrow at Midnight.

Get all the details on the program, read testimonials, request a complimentary clarity call and enroll in the program here:

[Sign me up for Freedom School!](#)

Email #4: Subject - This is it {first name}, doors close in hours.



Dear _____↓

This is the last email you'll receive about Freedom School and I just want to make sure you didn't miss out on the opportunity not only to join this intimate group mentorship but also to take advantage of the **special promo code of up to \$500 off.**

**** Freedom School closes at Midnight Tonight ****

The ladies in this group are just amazing! You are all such powerful inspiring women, I just know that I was meant to be here, to be supported and to support others. Thank you all so much! 😊

Jessica Caver Lindholm, every time you speak on our calls, I am in awe of your wisdom and power. It feels amazing to know that I have certainly found my coach! Thank you for everything ❤️

Just listened to the replay of call 4...thank you, thank you, thank you Jessica Caver Lindholm I really appreciate your boldness and honesty I had tears in my eyes listening, and I feel empowered ♣️ I'm normally not a shy person I'm pretty confident so I feel so much better now and can't wait to share and listen to others soon!

Thank you, Jessica! My biggest takeaway for today's call: WOW - ALL OF IT! The information you provide is so massive and I love it all! 'Just start' is my most favorite takeaway because I finally get it and it makes total sense. It's like what the Hell was I afraid of before? Nothing! After listening to Mike

The proof is in the pudding.

This isn't just another online program - this is a life and business transformation.

Are you ready? Choose the option that feels best to sign-up now:

CLICK HERE TO
PAY IN FULL

** Enter promo code **SAVE500** for
\$500 off the pay-in-full option **

CLICK HERE FOR
PAYMENT PLAN

** Enter promo code **SAVE300** for
\$300 off the payment plan option **

When you enroll today before the doors close at Midnight you'll not only receive 1:1 support every week during our live group calls, 8 content rich modules, a supportive community of like-minded women, copies of my coaching contract, welcome packet and *More* — I have no doubt that you'll also feel so clear and focused that you'll be sharing posts just like your fellow Freedom School sisters to celebrate very soon!

This is your last chance to sign up for Freedom School in 2015 - now's your time.

To Living Free!

Jessica

P.S. Ready to leap? Choose the option that feels best to sign-up now:

[>> \\$500 Off with promo code SAVE500](#)

[>> \\$300 Off with promo code SAVE300](#)

Organize Your Launch Material So It's Easy to Relaunch

Now that you've completed your launch, this is a great time to review what worked best for you and organize all your launch materials so it's easy to relaunch in the future.

It's easy to want to push everything to the side and just dive into working with your new group program, but I highly recommend at least making some notes about what you loved about the launch and what you'd like to shift next time while everything is still fresh in your mind.

I keep folders for every launch that include all the graphics, sales page material, training material I create during the program and copy for every single email I send out during the launch sequence so I can immediately pull up this material whenever I need it.

Now's your time to organize all of your launch emails into a single folder on your computer and/or in your email account with a label that makes it easy to find and know exactly what's inside. And I recommend creating a separate folder within this launch folder that's specifically for your launch emails.

Log in to your email system, or have your email system team, pull the statistics for your email sequence including which email headlines had the highest open rates and which emails had the highest click-through rates.

Do you notice any trends in the email headlines with the highest open rates?

Do you notice any trends in the emails with the highest click-through rates?

Did your launch sequence grow your list? If so, by how much?

Did your launch sequence support you in hitting your launch goals? Which parts seemed the most effective or which areas need adjusted before your next launch?

Any other thoughts or ideas on how to make your next launch even more successful while this launch is still fresh in your mind?

Knowing Whether to Leave Enrollment Open On Your Group Program or Only Offer Specific Launches

Now that you've taken the time to create your own successful launch you have several options on how you'd like to move forward with it depending on your goals:

- Close the launch and reopen the program only 1-2 times a year
- Keep the launch open on an on-going basis and allow new sign-ups at anytime
- Close the launch and use the material and recordings going forward as an info product to create passive income

Which one of these options (or a combination of these) that you choose really depends on your goals.

What is your overall vision for this group program moving forward? Is this a one time group program that you wanted to create or is it on a topic you love and would like to regularly offer?

Offering a group program with ongoing enrollment requires consistent new leads being brought into your sales funnel, typically by paid advertising such as Facebook ads. Also, you will need to set up a sales funnel that allows you to create a sense of urgency for the new leads similar to what you used with this launch (early bird pricing, special bonuses, etc.).

Are you interested in setting up the sales funnels with paid advertising for ongoing enrollment at this time or does it feel best to close the doors on your launch at the moment?

If you're considering using this program for passive income then your focus at the moment is to create a really great program for your new clients! Create trainings and modules that will be supportive even if the program isn't offered live again and be sure to record all the training and group coaching calls so that you can package them up at a later date and reuse them for an info product.

Are you interested in using this group program later on as an info product for passive income? Why or why not?

If yes, are there any other systems or structures you need to have in place to record the training and coaching calls and save all the materials for future use?

I'd like to take this time to personally congratulate you on everything you've accomplished over the course of these modules!

I'm sure you've have grown so much in your business and as a person, and I'm so happy that you've taken the time to create this beautiful space to share your knowledge and expertise with a group of ideal clients who need exactly what you have to offer.

You've done the work, the mindset practices, cleared your blocks, stepped through your worries and have stepped out on the other side with something tangible that you'll be able to use over and over again.

You now know how to:

- Design your own group program
- Create launch income goals
- Nurture and prime your existing list for a launch
- Grow your list to prep for a successful launch
- Create a powerful launch lead magnet that will attract your ideal clients into your program
- Set up the systems and structures and hire the team members to support you
- Design and write the copy for your own powerful sales page
- Open the doors for your launch sequence using an automated email sequence with your launch lead magnate
- Boost sign-ups using bonuses and incentives
- Close the doors on your group program with grace
- Organize your launch materials to reuse over and over again
- Take the next steps to create your own info product or open enrollment program

Look at how much you've accomplished during this time!

And remember, you can reference back to this material, work through the training guides and listen to the audio trainings as often as you like to really master the material and have support during every launch.

Congratulations on your launch and the success you've created for yourself. I'm so honored to have been part of this journey and I can't wait to hear about your launch success!

To Living Free!

Jessica