

How to Launch Like a Pro for More Sales

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.



Step by Step Guide to Launching Like a Pro

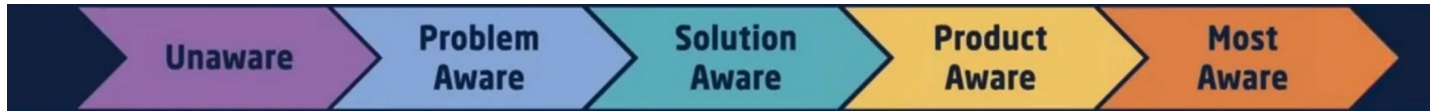


Why You Need a Launch Plan

No matter how incredible your product or service is, you **MUST** create a plan to inform your target market.

The more aware your audience, the easier it is to generate sales.

After you create your offer, the bulk of your time will be invested in your **PRE LAUNCH** activities. This is where you are ‘warming up’ your audience.



Mindset

Selling is serving

Selling is sharing your gifts with others who need and want your help. *It truly is serving.* When you remember this and come from a place of service, you will also be selling with integrity and have no reason to hold back in your pursuit to help as many people as you can.

You must first identify how your product or service solves a problem.

The ABC's of Launching

A = **Action** plan that is Clear

B = **Build** a bond with your audience

C = **Convert** your audience into paying clients

ABC: Actionable Plan

A = Clear and **actionable plan** is to schedule everything that needs to be done working backwards from your launch date (cart-open).

Main things to consider are:

- Content schedule and strategy
- Tech - landing pages, links, webinars, emails etc
- Email copy and sequences pre-launch and during launch
- Sales strategy - including targets and how many leads you need to achieve your target.
- Ad strategy (if using paid ads)
- Team tasks/delegation - who is responsible for what?
- Delivery requirements post launch

ABC: Bond With Your Audience

1. Share valuable content that caters to each stage of the customer buying cycle and stages of awareness.

- Lead them from being unaware of their problem, to understanding what it is (*why they have the symptoms they do*), to, showing them what they need (*your solution*) and deciding who they need to help them (*why you!*).
- Don't just sell in your content. Educate and inspire them in their journey from pain to pleasure.

2. Create conversations around the topic to build connections

- Don't just talk AT them, ask questions, probe and *seek to understand* where they are, where they want to be, and what can fill the missing '*gap*' to help them get there.

ABC: Bond With Your Audience

3. Utilize high-touch sales techniques:.

- *'High-touch'* simply means any selling that is personal and 'hands-on'. It's the opposite of automation. Yes it does take time and energy, but it is so effective in selling in all situations and makes your audience feel like a person and not a number. It also creates higher conversions and makes it easier to sell at a higher price point.

Examples:

Tagging people in posts

Sending private messages when appropriate

Voice Notes: available on Facebook, Instagram and LinkedIn

Personal Videos: Loom is free to use

ABC: Convert Your Audience

Conversion focused activities will vary from industry to product.

Are you 'opening your cart'? Or opening a physical location? Selling a new product?

High-Ticket Products and Service:

Sales Calls

Offer Fast Start Bonuses

All Other:

You can open your cart and reach out to people and let them know. Your content should show you are OPEN for sales

Launch Timeline

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4 Months to Launch

Messaging and positioning: It's time to come up with your messaging. How will you position your product? Be VERY clear about who you are serving and how your product or service benefits a specific pain point your ideal client has.

Think about:

Who it's for?

What does it do?

Why it's better than similar products?

3 Months to Launch

Work backward from your goal launch date and think about every step and marketing activity you need to take to make sure your launch is successful.

Think about all the collateral you will need to sell your product and start drafting copies,

- Demo decks
- Product screenshots
- Sales materials
- Landing page
- Website updates
- Emails
- Sales page
- Swipe copy
- Homepage takeover for opt-in forms

3 Months to Launch

Pick your channels: Not every marketing and advertising channel will work for your launch, nor does it need to. And it's not about what channels work best for you. Find out what channels your customers hang out the most, pick two or three of those, and focus your efforts there.

Possible Channels*:

Email

Facebook

Instagram

LinkedIn

Amazon

Blog

Podcast

Twitter

2 Months to Launch

Start building anticipation: You can't just release one day. Without any notice, no one is going to know what you're talking about and they won't care. Here are some examples of building anticipation:

- Create a landing page about the product with a “stay in touch” opt in form.
- Put a banner on your site hyping the product that links to your product landing page
- Talk to your social media followers: Ask them questions to make sure you're still on track

Finalize launch content: Take all the customer information you've been gathering and make sure your launch content is still on par. Ask a friend/hire a professional to look over it and edit to make sure it launch worthy.

6 Weeks to Launch

Announce your launch: It's time to start announcing your product to the public!

Optimizing social media assets that you'll use to support the promotion (like a separate Twitter account, Facebook and Instagram business page, etc)



6 weeks to Launch

Share your Brand

1. What does your brand stand for?
2. Why is your product or service different? Sell the outcome your client receives when they purchase your goods.
3. Share your back story and how and why you created your product or service.

6 Weeks to Launch

Elements of good position often include:

A tagline

The problem it solves

A list of core features

The value prop

A 10-word positioning statement

1-4 Weeks to Launch

- This is when you go HARD on your content. You are posting as much as you can, on your selected 2-3 marketing channels.
- Post about your launch on your blog. Have your opt-in form link to your landing page.
- Start your email sequence to your opt-in list.
- Set up your opt in form for your blog main page.
- Set up your shopping cart
- Reach out to engaged followers individually to remind them of your launch
- Offer a sneak peak if you have a physical product

Launch!!!

Go Live

A launch can be a one time go live for a product, ie a restaurant, book or jewelry. It can also be for a service that you are offering for a limited time.

You made it! Now it is time to push the GO button and go live.

Live events are a nice FREE way to officially launch. Whether you host a live Q&A, or if you host an event showing your product, you can use the live feature on most social media platforms.

Share product reviews and feedback for people who may be on the fence.

Post Launch

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Post Launch

Once your digital products are released, you'll start to see which channels and audiences are driving in more new customers for you. Use this data and customer feedback to improve upon your product or service.

Continue testing, learning, and multiplying your success until you're ready to start building your next digital product, based on the needs your new audience has.

Then, it's time to start the process all over again.

- **How were my conversion rates from my waitlist?** If they were very low, you may need to re-evaluate your launch process or your sales page.
- **How were my sales overall?** If they were lower than you expected, at what stage did things fall apart? Did you get a lot of pre-orders, but not many sales at your launch? Then you may need to tweak your email sequence or other marketing strategies.
- **How much traffic did I get to my sales page?** If this number was lower than expected, your promotional strategies may need some tweaking.
- **What did my testers or reviewers have to say about my product?** Hopefully, you took their advice into account earlier in the process, but if not, now's the time to take it seriously!

Summary

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Your pre-launch activities will determine the success of your launch.

If you require additional time to create the tech, such as email campaigns and landing pages, for your launch pre-load that before you begin to advertise your offer.

Use the metrics to benchmark the success of your next launch.

Resources:

[How to Launch a Product](#)

[Launch Like Steve Jobs](#)

[Product Launch Checklist](#)

[Launching a New Product](#)

[6 Steps to a Successful Launch](#)

Questions?

Type your question to the chat box

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