




BENEFITS OF LAUNCHING

- Energy gathered toward one goal
- Lends credibility with referral partners
- Repeatable & dependable
- Launching fills group programs & private practices



LOVE LAUNCH PLAN #1:

LOCAL LAUNCH

~ Gather the energy toward 1 goal ~


- Book several local speaking gigs in 4-6 weeks
- Speak to existing groups & your own events
- Teach great content
- Offer complimentary consults
- Launch a 6 month private or group mentorship group
- Fill longer retreats
- Private Clients = Fast Growth



LOCAL LAUNCH EXAMPLE

CASE STUDY: SAGE LAVINE

- Spoke at a local therapy office, a local day spa, a local bookstore & the library
- All 4 help promote
- Between 6-24 participants attended each
- Launched a mentorship program
- 15 new clients paying \$397/month



Online Launch	LIVE Launch
Teleseminars, Webinars and Livestream Show up rate: 15-20% Conversion rate: 2%-5% A program of 20 people = 2400 registered 	Live Workshops Show up rate: 70% Conversion rate: 30% A program of 20 people = Gather 60 folks LIVE over a series of workshops 



LOVE LAUNCH PLAN #2:

ROLLING LAUNCH

~ Wash, Rinse, Repeat ~

- Host monthly speaking engagements
- Local / Meetups / Online Webinars / Livestreams
- Recruit referral partners to help promote
- Offer complimentary sessions
- Enroll 3-10 new clients each month




LOVE LAUNCH PLAN #3:

ONLINE LAUNCH

~ Make Money while you Sleep ~

Growing your platform - your TRIBE - first puts you on the map. Then you can properly promote yourself!



LAUNCH EXAMPLE

CASE STUDY: MEGHAN NEELEY

- 2 Free Gifts: quiz & checklist
- Badass Boss Bootcamp: 10-day virtual summit w/20 speakers
- FB group
- 12 talks in Bay Area
- 3-day live event w/30 women
- 17 qualified clients: 12 enrolled
- 13 enrolled from online promo
- 25 clients x \$697/mo x 12 months = \$209,100





LOVE LAUNCH PLAN #3:

ONLINE LAUNCH

~ Put yourself on the MAP ~

- Host webinars / video / livestreams
- Promo through referral partners, other speakers, social media, ads, etc.
- Grow your TRIBE
- Create viral sharing
- Offer complimentary consults and paid offers, too!!



LAUNCH EXAMPLE

CASE STUDY: MARCELA McBRIDE

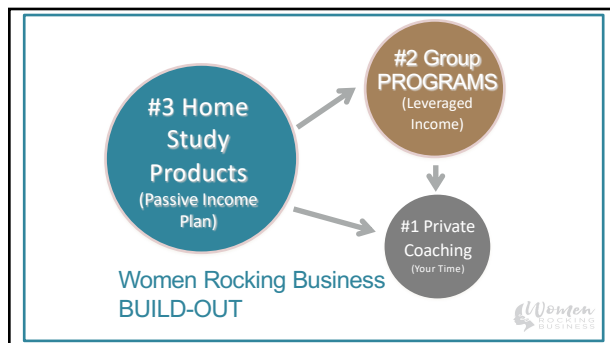
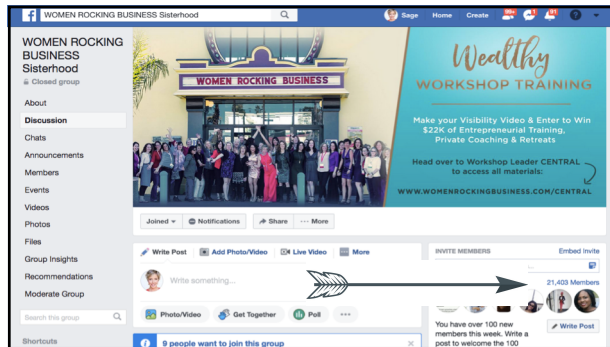
- Mystic Priestess 9 mo Immersion
- 3 live workshops: women's grp / yoga studio / bookstore
- Webinar on FB Temple page
- 3-part FB Live Challenge to fill summer retreat
- 17 women at retreat at \$197
- 6 joined immediately
- Series FB Live Temple Talks: 4 more clients
- 10 clients in 9-month program x \$697/ mo = \$75,000/ yr. - 1 PGM!




5 HOT REASONS TO DO...

FACEBOOK LIVES & GROUPS

1. Facebook giving priority to GROUPS
2. Find your clients where they're already hanging
3. Facebook LIVE builds a REAL TIME audience FOR YOU & it's FREE
4. GAMIFY to Build ENGAGEMENT & TRUST with your ideal clients
5. Connection = Currency through Q&A and intimacy



DON'T SKIP STEPS

Privates & Small Groups are your opportunities to Beta Test Offers, Content, Product Launches AND Create Leverage.

LEVELS OF BUSINESS

- Level 1:** Getting Started
- Level 2:** Building Momentum
- Level 3:** Leadership & Leverage
- Level 4:** Impact & Financial Freedom
- Level 5:** Creating Legacy

LEVEL 1 Getting Started

- Choose an ideal client
- Master Discovery Sessions
- Get to your first 8-12 ongoing clients
- Create referral relationships
- Accept PayPal & Checks • Establish your business entity
- Craft your core marketing message
- Network to generate Discovery Sessions
- Create your signature system & fees
- Collect testimonials
- Create a daily & weekly marketing schedule

LEVEL 2 Building Momentum

- Develop your signature story & talk
- Create a free gift & launch website & funnels
- Make Videos, teach classes & speak more
- (optional) Launch your first group program(s)
- Tribe build: Facebook Group, Social Media & Online
- Refine your niche & signature system
- Create newsletter, blog, or ezine
- Develop social media Presence
- Increase your fees
- Hire an assistant



LEVEL 3 Leadership & Leverage

- Expand your income streams with group programs
- Increase your list – JV partners
- Use affiliate tracking systems
- Scale your Platform & Automate your efforts
- Speak at events & host your own larger events
- Brand your business
- Further hone your message • (optional) Create info products
- (optional) Host live events • Set up savings account
- Hire biz manager & create systems
- Outsource tasks except marketing & services



LEVEL 4 Impact & Financial Freedom

- Automate delivery of products & programs
- Increase sales per product or program
- Seek out media opportunities
- Collaborate with bigger list JV partners
- Expand number & size of live events
- Hire support team to assist with service delivery
- Hire a marketing manager
- Hire full time support
- Pay yourself well, you deserve it
- Set up systems and support so you can have less active role in service delivery and operations



LEVEL 5 Create Lasting Legacy

- Consider launching a second business
- Position your business for sale
- Own your “category” within your industry
- Consider expanding into new niches
- Use media to gain attention
- Speak at big events and partner with other big players
- Implement team that handles all service delivery & operations
- Focus on your role of visionary, leader & spokes- person
- Establish rewards for team for company expansion
- Invest in retirement planning



Want to see what the women are seeing on their brochure?

Just head over to

www.womenrockingbusiness.com/leadership

And TYPE “YES” into the Livestream Comment Thread if you’d like to talk to a COACH



LIVESTREAM

Next STEP !!

**We’ll be back from break
in a few minutes for
Wealth Case Studies**

Book a Profit Planning Session with us!

