



Part 04: Using Your Facebook Group to Launch Your Program

To see Baeth's Life Purpose Lab (FB Launch) videos from Dec. 2019, go here:

<https://yourpurpose.com/life-purpose-lab-replays-19/> (video #4 is when I introduce the program for enrollment)

PURPOSE of your Facebook Group Launch/Promotion

The purpose of the launch in your Facebook group is to give your people a program that is better than the last three programs they paid for. The mindset being – if this is free, I wonder what the paid program is like! Ultimate outcome: enroll new clients (and previous clients) into your paid program!

BENEFITS

- **2-way engagement:** Community | Containment | Engagement - Keep prospects in community and contained for duration of the launch.
- **Intuition:** use your intuition to adapt and connect authentically
- **Be with your people:** freedom to be with the people you are here to serve
- **Help them get results:** sharing something that works and gets results for your participants
- **Leverages MOMENTUM & getting great results for free.** It gets people moving, they get results for free, then they purchase.
- **Prospect WIN** = Wonder & awe | Instant breakthrough | No-brainer offer

4 (to 5) CORE KEYS (pillars) of the launch:

- #1) 2-way engagement which 'seals intimacy' - engage intimately
- #2) use your intuition to adapt, connect authentically, it's a "massage model" = match to your personality & brand
- #3) Freedom to be WITH people you are here to serve. (Before it was too much time, tech and team.)
- #4) example: Sharing sales & marketing strategies that work with social media and live streaming

LEVERAGING

Momentum and helping people get results for free.

GAP – This is what the launch ANSWERS!

What's the GAP in your market? What are they most needing help with NOW?

e.g. How to sell to the GAP - the BIGGEST gaps in coaching world are:

_____ & _____. Accountability coaches are KEY.

Top three pain points of audience:

- 1.
- 2.
- 3.

Launch title (keep to three or four words):

Promo Period:

- ✓ Group requires 300 NEW registrants
- ✓ Weekly training on a set day and time – never miss doing this!
- ✓ Promote weekly trainings on Thursday or Friday ever week in the FB group and promote on your FB personal and biz pages. Also email your list on day before your weekly training.
Offer a freebie to your FB group they have to opt in for. Offer this elsewhere. E.g. yourpurpose.com/humandesignandbiz followed by 3 email AR (auto-responder) sequence
- ✓ Email opt ins (set up auto-responder series)
- ✓ Live video dates
- ✓ Open cart: 4th day of launch
- ✓ Close cart: Tuesday after last Monday start date
- ✓ Your Facebook promo start date: _____

Pre-challenge reminders:

- Scale-able intimacy
- Give-away bonuses – enroll ambassadors to help you promote
- Real life convos
- Invite to become your next [name of paid program] member
- Provide connection & SERVICE
- What will their daily homework be?
- Have you created your worksheet?

Model - run launch 6 to 8 times per year:

- **5-day format** inside FB group, can also do "pop up" blitz method (48 hours) and "Pop Up Webinar" (90 minutes) We cover this in another training. Group example: <https://facebook.com/groups/aligntoyourdesign/>
- **Opt into launch – Lead Pages or ClickFunnels (Tech help? Fiver.com...)** (example): <https://yourpurpose.com/life-purpose-lab/>
- **Goes to thank you page** (example): <https://yourpurpose.com/life-purpose-lab-thank-you/>
- Prospect joins FB group
- Prospect gets worksheet: <https://yourpurpose.com/wp-content/uploads/2020/02/2020-02-17-Life-Purpose-Lab-Worksheet.pdf> (or word doc or pdf) Prospect downloads worksheet from the thank you page. Low tech – give worksheet to people who message you for it. Let them know how to reach you in your Facebook group.
- BEFORE YOU APPROVE SOMEONE INTO YOUR GROUP – collect the answers to the three questions and put into a Google SHEET to track.
- DM each new member – have an assistant do this... "welcome to the group..." Let them know about: your next training, your upcoming launch, your next pop up webinar, etc.
- Prospect joins FB messenger chat bot (we are testing ChatFuel.com) or personally chat with the new group member
- Run 10 days Monday thru Tuesday of following week.
- Open cart for program sales on day 4 (Thursday), through Tuesday
- Cart close MIDNIGHT Pacific Tuesday
- Run launch INSIDE Facebook
- Dates of launch in FB cover header. Can make header in canva.com. Add a "CLICK HERE TO JOIN" button that allows you to put the link to your group or your landing page in the photo memo.

STRUCTURE

- **Start on a Monday.** Time? Noon, 2 pm, 5 pm
- Days 1 – 4 are content. Times: 5 pm Pacific
- Day 4 shift into sharing your program with some content about half-way through your presentation.
- Day 5 (Friday, 2 pm Pacific) – interview a happy client, share some content, share program
- Day 6 (Saturday) Q&A – 7 am Pacific
- Day 7 (Sunday) Q&A – 7 am Pacific
- Day 8 (Monday) – 5 pm Pacific: Interview a Client, share program, address objections prospective buyers may have

- o Day 9 (Tuesday) – 5 pm Pacific: Interview a Client, share program, paint picture of emotional transformation people will receive working with you. Announce Cart CLOSE!
- o Price Point: \$3500 and up

PREP

1. Be sure your FB business page is set up (see tutorials). Basically a website on Facebook.
2. Be sure your FB GROUP is set up (see tutorials)
3. Set up landing page and thank you page. Example: <https://yourpurpose.com/life-purpose-lab/> (this is the “landing page link” I will refer to throughout)
4. Once a person registers, they are added to an autoresponder email sequence. (email sequence provided separately) Examples of email providers: Keap, Ontraport, Mail Chimp, etc. Feel free to edit it and have your web master attach to your landing page opt in sequence.
5. Create worksheet – see our example.
6. Create a place to post all the videos – a replay page to send out link in your emails. Our is: <https://yourpurpose.com/life-purpose-lab-replays/>
7. Create sales page and sales thank you page for your program. Ours is <https://lifepurposেমastery2020.com>
8. Email your list and give them the landing page link so they sign up. Low tech? Give your subscribers the link to your Facebook group.
9. Keep the group members as close to your ideal prospects/psychographic/demographics as possible
10. Encourage everyone in your Facebook group to go to the landing page link – so they can “get the worksheet”
11. Start DM-ing (Direct messaging) all of your friends and the people in the group about the launch...

Script sample:

“Hi first name, Glad we are connected here on Facebook. I’m doing a _____ Training in my Facebook group on these dates: _____. It’s totally FREE and it’s to help you _____ so you can_____.

If you want the link, let me know and I’ll shoot it over. Thank you. [your close]”

When you ask like this, it is permission-based and people appreciate it. If they reply, send them the landing page link.

REMEMBER - For the weeks leading up to your launch, you want to add another 300+ people to your group.

- FB ADS: you can always run FB ads to your landing page (separate training)

and... you can do the elbow grease method...

- Email your list, plus the OLD inactive emails – helps to reactivate some of them (List services/CRMs [client relationship management software] – OntraPort, AWeber, MailChimp, Keap, 1ShoppingCart, ActiveCampaign)
- Podcast (telesummits, etc.) interviews - 2x's week (begin scheduling this ongoing for the next 18 months). Give out a special link ONLY to your FB Group. Ours is: <https://yourpurpose.com/community> that goes to our FB group.
- Special recommendation: set up your own podcast – use Anchor.fm (for example)
- Post in other FB groups that allow promotion (read their rules or you will get booted out). When you are active in 3 to 5 groups on a regular basis, Facebook starts showing your group to other groups of people! This is AWESOME!
- Referral giveaways – small gifts such as gift cards, special report, online program, etc. to people who refer a certain number of people to your group
- YouTube teaser – upload videos from FB, post teasers with your landing page link in the comment area (Low tech: or link to your FB group), on your banner and in the video
- Facebook personal page and business page – share the landing page link. Low tech: link to your FB group
- Facebook stories – share about your launch – give the link to your group
- Facebook messenger (up to 30 total messages/day):
 - Send DMs to members of your FB group: Hi first name, So happy you are a member of (name of your FB group)! Did you know you can discover your _____ NEXT week for FREE in my [Name of Launch] here in the group? However, you will need the WORKSHEET to get the most out of this program. Let me know if you don't have the worksheet and I will send you the link to get it. Our goal

is to make this program better than the last three programs you paid for. See you soon!

- Send DMs to your friends and friend requests you haven't been able to accept if you are at 5000 friends (up to 30 total messages/day)
 - Send DMs to people who have messaged you (up to 30 total messages/day)
 - DM past clients to invite them to watch videos
- o IG messenger – same approach as FB(up to 30 total messages/day)
- example message: Hi first name, Did you know you can discover your life purpose and ideal business model NEXT week for FREE in Baeth's "Life Purpose Lab" in her Facebook group? It's a \$1500 value. However, you will need the WORKSHEET to get the most out of this program. Let me know if you don't have the worksheet and I will send you the link to get it. When you get it, be sure to join the FB group as that is where the amazing lab is taking place, starting December 2nd. It's all spelled out in the link. Our goal is to make this program better than the last three programs you paid for. See you soon!
To Your Purpose, Baeth
- o InstaGram posts including your landing page link (or FB group link) and relevant hashtags
- o InstaGram feed and stories – describe the lab/workshop/training and give link. Create memes...
- o LinkedIn articles & messaging; use FB message on LinkedIn - select your demographic,
- o Client Ambassadors promote for prizes, if they enroll people into your program, they get a commission

DOING IT

Power levers to use during a launch:

- scale-able intimacy, intuitive, flexible, flowing - create true connection; stream directly from phone into group or from zoom (You can download videos from FB to save or record in Zoom. Other services such "belive.")
- messaging and in the chat, pre-launch - creates human touch
- Create and post daily memes on FB/IG letting people know about next training topic

- Tagging - "thank you for tagging me" - if they can't find something, tag them inside the FB group "My job is to make it easy for people to buy from me."
- Use the units, reminders, accountability partner, schedule (under "Events"), replays (watch parties). Play Watch Party the next day in morning for each video.
- Give the result for free that's better than last 3 things they paid for. Simple, simple, simple. What is the GAP in your market?
- Encourage action. Post homework after each video. Come up with homework for each video. What will your homework be?
- Stay flexible and intuitive,
- Run classes about 60 to 75 minutes. Follow along with your worksheet.
- Be sure to message with as many people as you can in Direct Messenger – you might want help with this...
it's great for the sales offer process at the end of your launch.
- **Tag EVERYONE in your group under each video right after it ends** – you can tag 50 people at a time, 100 people an hour. Wait 2 hours, then tag 100 more.
- Answer questions in the posts under videos - throughout the day
- Reach out to individuals (DM) based on their questions in the comment section
- DM to thank them for participation and ask if they are getting their questions answered
- Asking through DM if they would like to have a conversation
- After a Video, go to the upper right corner of the video and use the menu to create a "UNIT"
 - Make the Unit required
 - Add any homework
 - Give prizes for homework complete if you want to (Encourages people to complete the homework.)
- Use their language, address their concerns, meet them where they are
- REMIND people (frequently, twice every video – at the beginning and at the end) that all the videos come down Tuesday night at Midnight and that all the content goes away too. Once it's over, make sure you've backed up all your videos. We use Wistia.com so we can stream to the replay page. If you are just storing for your use, use DropBox or similar storage. Don't make exceptions if people are begging.
(We did give the replay link to some overseas people and people we knew were working or traveling and couldn't get on... but we didn't broadcast that.)
- Basically, you'll be keeping your phone handy and trying to answer as many notifications as you can. I set aside time two or three times a day to do this so it didn't get to overwhelming.

SELLING IT

- My offer: _____.
- Ideal buyer is : _____
- They desire?
- Why this is urgent?
- Introduce program half-way through Video #4 (Thursday) – watch my replay of video #4 for how to
- **Client Ambassadors** - make a list - start by thinking of clients you know of that would be STARS to interview during the end of your launch
- Share the results/outcomes they can anticipate. Paint an emotional picture.
- Go to sales page – walk people through what they receive.
 - Example: <https://lifepurpose mastery2020.com>
- Be available for DM chats and also get on the phone. Jarrett and JoAnn closed most of their sales with a phone call.

Follow Up Before and AFTER Cart Close to Close MORE Sales

- ✓ DM those that had questions and had been participating and see if they had any other questions.
- ✓ Send DMs inviting engaged members (or people who seemed like good candidates based on their pages) into a conversation to get their questions answered about the program
- ✓ DM those that you had personal conversations with to see if they are considering the program - offer a phone conversation
- ✓ Go through Facebook posts (welcome new people) and create spreadsheet in Google Sheets with all the new people who have joined to track who we spoke to and the responses
- ✓ Take screenshots of great comments, feedback and testimonials
- ✓ Ask for testimonials
- ✓ Price goes UP when cart closes
- ✓ Keep enrolling throughout the week

Additional DM scripts (edit to taste):

Hi _____,

Happy _____!

Welcome to the [Name of Your Group] Group.

My name is _____ and I'm one of Baeth's coaches. To help serve you and guide Baeth in creating content, we have a couple of questions we'd love your feedback on: 1. Where do you feel stuck around your purpose, relationships or money? 2. What do you hope to get out of this group? I'm looking forward to getting to know you. [your close]

Hi _____,

It's JoAnn Manzella here. Just wanted to let you know I'm here to support you through the Life Purpose Lab. Thank you for your presence and participation. If you have any questions, please let me know.

DM Script for your FB training about ONE MONTH after each launch:

Hi _____,

Baeth is doing a surprise mini-Life Purpose Lab today Tuesday at ____ pacific. If you want to get a brush up! Bring your human design chart, a pen and paper and 90 minutes of your time and Baeth will help you chart 2020 with your purpose vision! go here at _____pm pacific.

(link)