



John Lint's Guide to Successfully Launching Your Online Course

Four Main Launch Campaigns:

1. The limited sale offer

The product's available, and consumers have a limited time to buy.

2. The quick value sale

You provide a little bit of value and reveal the customer's next step should they decide to buy.

3. The launch campaign (three-video series)

You provide value in the form of three videos before asking for the sale.

4. The webinar campaign

The Three Phases of a Campaign

1. The preframe

- ☐ You always start with value. To prepare, you can survey your target audience thus: I'll be teaching a course about _____, what are your top questions about it? What would best help you? From there, you get ideas for improving your course and for the kind of videos you can create for your preview, your 3-video series.
- ☐ You then frame the product positively to your audience, e.g., "There's a free clarinet workshop coming up. I'll be teaching some great advanced clarinet techniques. Beginners will love it too as I feature some great ways to master the basics."

2. The three-video series

This phase of your campaign is all about providing value.

In your three videos you want to:

- ☐ Provide value - deliver a great tip in each video
- ☐ Tease about your future product(s)
- ☐ Position your product as the next logical step (In your third video particularly, you might say, "If you enjoy my three free videos, you're going to love my new product. This is what it is, this is what it will do for you, this is what you need to do next, and keep an eye on your email inbox, I'll tell you more about it.")
- ☐ Offer objections and destroy them
- ☐ Get social proof and positioning - maybe use a Facebook comment box on your page and invite them to ask questions that you can then answer.



3. The limited time offer/sale

This is the traditional sales strategy where you basically have a four-day open. You can follow the following structure:

Day 1 - We're live!

- ☐ Describe the course, the modules, everything the customer will get.
- ☐ Describe the results: "This is what it will do for you."
- ☐ Click here to find out more (on a page with a sales video)

Day 2 - Here are some FAQs...

- ☐ Answer frequently asked questions in your email, always linking back to your sales video.

Day 3 - Tell customers about the bonuses.

- ☐ Describe the bonuses.
- ☐ Remind them that the offer ends tomorrow.

Day 4 - A courtesy reminder

- ☐ Tell your audience that the offer ends, e.g. at midnight.
- ☐ Here is the offer.
- ☐ Here is the link to find out more.
- ☐ Maybe two emails, one in the morning, one at night, reminding that the offer ends.

Four Key Areas for Success

1. Create

Create your online product, whether it be a course or, if you already have courses, a membership. Make sure it provides value, solves a problem for your target audience.

2. Market

For this area you need to do three things:

- ☐ **a. Accept payments online** - Whether for PayPal, credit card or Stripe, you'll need some sort of checkout system accepting payments. You should also have order pages that integrate - When your customers buy, they must automatically be registered to your product. They should receive access and a welcome email with login details.
- ☐ **b. Build your audience (email list)** - For this you'll need landing pages with optins, where people can enter their name and email for some mannner of content upgrade.



- ☐ **c. Make offers** - You should be able to build sales pages and videos showcasing your product and any special offers you have.

3. Automation

To have a real business, you need things to work in your absence. In particular, you need three things:

- ☐ The different pages inside your campaign must open and close based on when a customer registers.
- ☐ Your email system must send your emails on autopilot, at the right time.
- ☐ Automated countdown timers - these will add urgency and scarcity to your offers as well as control who has access to your offer page.

4. Boost

These are the little things you can focus on once you have things automated, features to help you get more leads and make more sales. They include:

- ☐ One-click upsells/downsells
- ☐ Email countdown timers
- ☐ Social notifications
- ☐ Viral share - This lets your audience access free stuff when they tell their friends about you.
- ☐ Hyper relevancy - This is an advanced strategy that lets you segment your audience by asking questions and then tailoring your marketing to them based on their response.

Need help building your course? Get it inside [SuperFastBusiness membership](#)

John Lint has created [software to house and market your infoproduct](#)