Welcome to the Launch Masterclass!

If you want to start an online business (or grow an existing business), you’re in the right place.

I’ve had over **a million students** go through this Masterclass since 2005. Of course, we update it each year… but this time I’ve got the biggest upgrade yet.

In fact, it’s going to be a full-blown Launch Masterclass… and I’m going to deliver it LIVE online.

We’ve got **four lessons that I’ll be teaching live**, and each lesson is going to include Case Studies and a Q&A session to answer your top questions. And it’s not going to be the same class over and over… each live lesson builds on the last.

So you’re definitely going to want to do everything you can to attend the live lessons (last year we had folks checking in from Australia at 4 am - it was amazing!)… We’ll have replays available, but there will be stuff I cover on the livestream that will NOT be in the replays or in the downloads.

Go ahead and bookmark the link below, because that’s where everything (the live lessons, the replays, the downloads) is happening:


**NOTE:** Everything I’m going to teach is proven - **this Masterclass is based on the core of the Product Launch Formula, which has been used in literally hundreds of markets and niches around the world.**

This action guide is designed to help you capture the critical lessons from the first lesson in the Launch Masterclass.

Jeff
STEP #1.
Start where you are now

Everyone starts at zero... I did. There’s no shame in starting where you’re at - whether you’re completely new to business or have been at it for awhile, you have a gift to share with the world. And figuring out where you’re starting will help you move forward that much faster.

So where would you say you’re at right now?

☐ You have no business, no product, no list, and maybe even no ideas.
   Awesome - pay close attention to the Sideways Sales Letter, and you can put it to use with the Seed Launch in Lesson 2.

☐ You already have an online business and you’re ready to take it to the next level.
   You’re in a perfect spot to take advantage of this Masterclass... and the core strategies you’ll learn in this lesson will help you take your business to the next level.

☐ You have a service business, and the only way you can currently scale is to work more hours (i.e., trade your time for money).
   Stay tuned... there’s cool stuff for you in Lessons 2 and 4 that will show you how to get more leverage. The good news is that you’ve got the start of a leveraged business. But you need to pivot your business and you need to launch. Lesson 1 will give you the core strategy, and Lesson 2 will show you which type of launch is right for you.

☐ You’re an author or an artist and you want to get your work out to a wider audience.
   Perfect! We’ve got a ton of artists and authors launching courses and collections. The Sideways Sales Letter in Lesson 1 will be your core strategy. And what you learn in the rest of the Masterclass will show you an entirely new way to bring your work out into the world.

☐ You want to be a coach or consultant and help others with their launches.
   Well, this Masterclass is going to be your jam! The cool thing is you don’t have to launch your own product - you can build a great business helping others launch theirs!
STEP #2. Create the vision

Hear me out - there’s power in sitting down and thinking through where you want to be. That’s probably the best way I know to get clear on goals and start figuring out the steps that will get you there. There’s this old saying, “If you don’t know where you’re going, any road will get you there”... so let’s work on finding the most direct path to where you want to go.

Quick exercise: Jot down your “Why”. Why do you want to launch?
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______________________________________________________________________________
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Picture your life five years from now, after you’ve successfully launched. What do your business and your life look like?
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What skills/hobbies/passions do you have that people often ask you about? List them here... they could be the inspiration for your launch!
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STEP #3. 
Gather your tools (and start building)

This first lesson is all about the core strategy behind the most successful launches. And it has nothing to do with fancy software or some crazy fad that you have to time just right… it’s about connecting with your people on a deep level. I discovered this strategy almost by accident, because I didn’t want to come across as pushy or salesy. Below are the critical pieces of that strategy. I’ve got some space for you to take notes as you follow along, too:

Sequences

We’re more distracted than ever… so you can’t count on any one ad or email to capture attention. You’ve got to create a sequence. One of my favorites is:

The __________________________ Sales __________________

This is a step-by-step formula that will help you deliver a ton of valuable, useful content to your people (without giving everything away), and will naturally lead to sales… without being sleazy or slimy or pushy.

Each piece of this sequence is called __________________________ (or PLC). And each PLC has a specific theme that will walk your prospects down a logical path, all the way to your solution. I’ve got space below for you to write down the three themes:

PLC1 theme: __________________________

PLC2 theme: __________________________

PLC3 theme: __________________________

You can’t count on any one ad or email to capture attention. You’ve got to create a sequence.
The Mental Triggers

This is the quickest, most powerful way I know to build a near-instant connection with your people. These are powerful psychological principles that really work, and this stuff hasn’t changed in thousands of years. Below are six of my favorites:

1. Authority
2. Scarcity
3. Anticipation
4. Community
5. Social Proof
6. Reciprocity

Looking ahead in the Launch Masterclass...

Lesson Two – Your Launch Path

You’re definitely going to want to stay tuned for Lesson 2: Your Launch Path.

In that lesson, I’m going to show you the three specific launch types that I’ve used in my own business to generate millions of dollars in sales... and more importantly, they’ve helped my students generate over a billion dollars in sales.

Those three launches – the Seed Launch, the Internal Launch, and the JV Launch - will “meet you where you’re at”. They’ve been used by everyone from tiny solopreneur businesses... all the way up to major companies.

You’ll also learn how to “stack” your launches, so they get better and better as you go from launch to launch... because once you learn how to do these launches, you’re going to want to keep doing them.

It’s happening soon... get all the details at: