



# THE HIDDEN LAUNCH SEQUENCES

Lesson 4 Action Guide



## Welcome to Lesson 4!

In the first three lessons of the Launch Masterclass you learned about the Prelaunch Sequence (which is how you get people excited about your upcoming offer), and the Open Cart Sequence (which is how to sustain momentum from the moment you officially start selling, all the way through to Cart Close).

Lesson 4 is about the **two “hidden” launch sequences**... the Pre-Prelaunch Sequence, and the Post-Launch Sequence.

People who haven't taken my training don't know about these.

Some marketers watch a few online launches and think, “Oh, all you need to do is make three videos.” But as you know by now, there's more to it than it looks like to an outsider...

Including these sequences.

These add **extra power to your launch**... and you can use them to go from a single launch to a sustainable business that creates income and freedom way beyond your initial launch.

**I often say that when you have something to offer the world, it's your sacred duty to sell. But it's also your sacred duty to keep your people engaged.**

The good news is that one leads to the other.

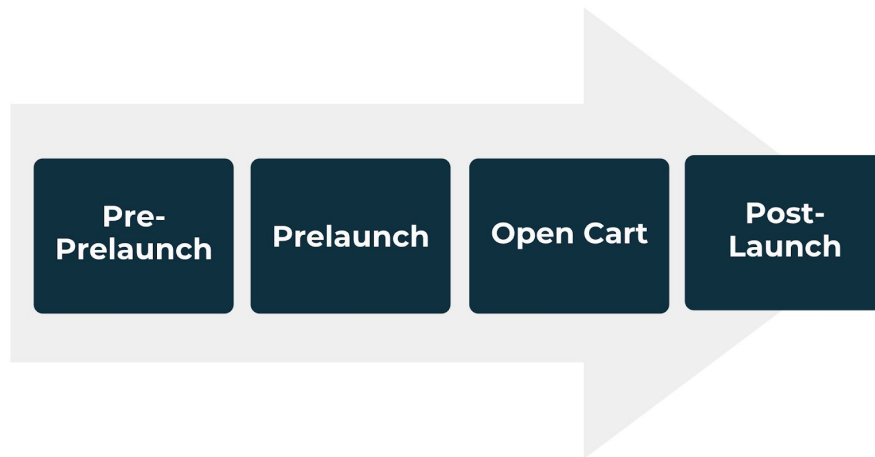
In Lesson 4, these sequences will show you how.

And if you want a refresher on any of the other launch sequences, be sure to visit the Concierge page. That's where you can catch up on any lessons you missed, grab all the downloads, check out the case studies, and more.

<http://launchworkshop.productlaunchformula.com>



## The Pre-Prelaunch Sequence...



The Pre-Prelaunch is the first phase of your launch (followed by the Prelaunch Sequence, the Open Cart Sequence, and the Post-Launch Sequence).

The **Shot Across the Bow** (SATB) is a key element of the Pre-Prelaunch Sequence.

The “Shot Across the Bow” is a naval term for a warning shot fired toward another ship. The idea is to get the other ship’s attention without resorting to an overt attack.

In the context of your launch, the Shot Across the Bow lets your prospects know something is coming without telling them what it is or selling them anything.

The Shot Across the Bow involves **an email** with a call to action for prospects to complete **a short, simple survey**. In the survey, you want to ask: *“What is your #1 question about [the topic of your product] that I should absolutely cover?”*

This is a really simple but effective strategy to start building buzz for your launch. And it doesn’t just help you build buzz... your prospects will tell you what their objections are. You can address those objections in your Sideways Sales Letter® and your offer and your bonuses.

This process of co-creation is part of what makes Product Launch Formula® so effective... **it’s how you create what your prospects truly want, not what you think they want.**

## The Post-Launch Sequence...

The Post-Launch Sequence is what happens after your launch. There are two separate sequences here... the sequence to your new buyers/owners, and the sequence to your prospects (those that didn't buy this time).

### PART 1: Your Prospects

You've just delivered massive value to your list during your launch. Now, you need to keep those prospects engaged all the way through to your next launch. You do this by continuing to deliver value on a consistent basis.

**Quick Exercise:** What will you include in your Post-Launch Sequence to prospects to keep them engaged after your launch?

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### PART 2: Your Owners

The Post-Launch Sequence to your owners is what to send your new clients/customers after your launch ends. A good Post-Launch Sequence will **build the relationship** with your customers, help them **consume your product** and reinforce to them **that they made the right decision**.

Here's the thing — you need to lean into getting results for your owners. Focusing on their success will pay off in a big way. These people will become raving fans of you and your product, and down the road, will help you get the word out when your next launch comes around.

**Quick Exercise:** What will you include in your Post-Launch Sequence to your owners to keep them engaged after your launch?

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**Be obsessive about getting results for your owners...**

**Coming Up...**

Our four sessions are done... but the Launch Masterclass is still going strong. Stay tuned all week for additional downloads, videos, and more. You can also catch up on any case studies you missed:

<http://launchworkshop.productlaunchformula.com>