

A COMPLETE GUIDE TO LAUNCHING YOUR LATEST PRODUCT OR SERVICE



DREAM • CREATE • EMPOWER
Live What You Love
BUSINESS COACHING

Hey there friend!

Are you ready to launch your latest product or service into the online marketplace?

Although it's super exciting, you're now feeling a little unsure about how to share your latest offering with your friends, family & wider community online that will of course encourage them to buy!

Well the great news is that your days of uncertainty are numbered!

In this guide you will discover WHY planning a 'launch' is an important strategy to your business as well as the exact steps (& posts) I use to ensure I have built massive trust with my followers that converts them into wanting to invest!



Before I leave you to read on, I thought I'd share a little about myself & how I came to write this Guide.

My name is Louise, by my nearest & dearest call me Lou so please feel free to do the same.

As all great stories start, at the ripe old age of 24 I met a boy & decided to follow my heart, moving to Australia.

Before you get too excited, things there ended pretty quickly but instead of returning to my homeland, New Zealand, I decided to make a go of life in the bright city lights of Melbourne instead.

I landed my first 'real' job out of Uni & began working for Australia's Largest Travel Retailer in one of their travel agencies.

I have VERY little experience in travelling & to this day my geography is terrible. However, what I lacked in knowledge I very much made up for in personality & customer service.

Struggling my way through my first year, I started to see the fruits of my labour paying off. Over the 3 years I worked in this store, I built a repeat & referral database of over 80%.

Achieving company awards & being given the opportunity to 'climb the corporate ladder'.

It was in this company I landed my dream job as a career coach. Working alongside National & Area Leaders to develop both an internal & external, award winning function.

I was living the corporate life I had always dreamed of, only it was missing a few things.

Time, Family, Financial Freedom.

In April 2016 I resigned from my career to make it on my own.

The struggle has been real, at one point leaving my couch surfing & spare room hopping with family & friends to make ends meet & keep my dream alive.

Almost four years on, Live What You Love Business Coaching continues to go from strength to strength.

Having worked a range of clients, varying from; Not for Profit Organisations, underperforming SME's & of course my passion, start-up business owners who dream of turning their passion into their own business & kicking their part time or full-time income to the curb.

Without future ado, go forth & conquer my friend. Together, let's create some magic!

Much love,

Lou x

Your Complete Guide to Launching Your Latest Product

Before we get too ahead of ourselves, I know that there are many reading this guide who will have no idea what a 'launch' is or what it means.

Before I get into the nitty gritty, let me explain what a 'launch' is & why it's so important.

According to mbaskool.com the definition of a product launch is;

"A product launch is when a company decides to launch a new product into the marketing. Product launch can be of an existing produce which is already in the market or it can be a completely new innovative product which the company has made. Product launch involves various steps which involves understanding customer needs, product design, testing the product, marketing & advertising and ensuring that the product reaches out to all its audience. A successful product launch provides a sales momentum for the company"

So, why is having a launch & structured plan in place so important?

I'm going to be honest with you here, having a planned, structured launch wasn't something I paid a lot of time to for at least the first 2 years of my business.

I'm a take action kinda gal, I come up with an idea, set some goals & off I go to start promoting. As a result, I've had many failures & learnt many lessons along the way.

It was from these failed launches I started to ask myself why I wasn't achieving the goals I had set for myself.

I had dedicated hours into creating the new product, I was excited to share it with others & help them solve their problems & I had faith that the product I was going to market with could be a success.

I could see others promoting similar products so unless people just didn't want to invest in me, there had to be a way to break through & achieve the goals I was setting for myself.

With this in mind, doing what we all do best, I started to do some research.

First stop was talking to business owners that seemed to be doing much better than I. I figured the only way I could see what piece of the puzzle I was missing was by going straight to the source!

The results were overwhelming. Based on the research & conversations I had, there was ONE very big piece of the pie that I wasn't including in my marketing strategy. A Launch Plan!

Realising this was a really big a-ha moment & I literally face palmed myself when I came to realise why my efforts weren't resulting in new customers & sales.

Of course, it was a plan! As you may have heard me say many times “In order to achieve any goal in business or life, we must first make a plan. Imagine you were going to visit a friend in a new home & all you had was the address. You wouldn’t just get in your car, start driving & hope eventually you’d arrive, right? So why would we expect to do the same when we are starting out in business or focusing on growth & launching new & exciting products into the market place.

Before we get started into how to prepare & plan a launch, I’d also just like to say that although you are reading & investing time in energy into following the same steps that I take. This isn’t a magic pill.

If this is your first product launch, results will depend on what work you have been doing BEFORE deciding to follow this guide.

If you’re starting with a “cold” / non engaged audience on social media, we will do our best to warm some of them up. But this can take some time.

My recommendation is to have some fun, enjoy & trust the process and know that each time you follow this launch plan, your results will continue to grow beyond your wildest dreams.

Go forth & conquer my friend, I’m excited to see you at work & celebrate your results!

Much love, Lou x

How to Prepare for your Launch

Step 1: Start with the end in mind.

To me, the first stage of launching anything is to know what you're launching. Clarity is key here. Regardless of it's a new clothing, skin care, or specific product then you must have taken the steps of getting the physical item developed.

Same goes if it's a service or product related to your service. We must first have researched & created some structure around what you're going to market with.

Without this your message will be confusing & your target audience will also be confused.

Knowing what you're going to launch, setting a date & knowing any of the small details is incredibly important to achieving your best results.

Step 2: Setting a date to END your launch.

Again, I work backwards here. In this guide I will step you through a 30-day plan. Regardless of if you choose 30 days or longer, know the deadline for your launch so that you can create momentum & urgency for your target audience to commit & purchase.

Step 3: Set a date to START your launch.

This will be super easy to set seeing as you know how long your launch will run for & the date it will finish.

Step 4: Have a name of the launch.

Although this isn't complete necessary, when talking about it either in person or online, it will make it much easier & clearer for your potential customers/clients to know what you're talking about. Especially if this isn't the first product or service-related product you've launched or have available to purchase online.

*Step 5: **COMMITMENT!***

Launching a new product or product related to your service takes a lot of time, energy & commitment to keep on pushing to reach your goals.

When things aren't going your way, at times you may want to give up or give yourself silly reasons why it's not going to plan.

In order to achieve the amazing goals, you have set & achieve the results you deserve, committing to the journey, process & showing up DAILY is crucial to your success!

Week One: Ignite Your Audience

This week is all about reacquainting yourself with your audience, building engagement whilst also focusing purely on your business.

Prior to know it's likely that you have been posting a mixture of your personal insights, motivation, business tips & general things you love.

In week one we will be shifting this mixture to focusing solely on your business to encourage your current & new followers to know, like, trust & want to know more.

Week Two: Overcoming Objections & Making Friends

In Week One you have taken the time to re-introduce yourself to your current & new followers, remind them what you do whilst also sharing personal insights.

You have been focused on building trust & getting your audience to know & like you in more a business sense.

In Week Two we will be focused on overcoming objections & talking about the benefits of your product or product related to your service.

We want our followers to understand what problems our new product solves & ensure we overcome all the reasons why they shouldn't purchase or could purchase from someone else.

Kinda like how we would if someone walked into a physical store, tried something on but started to question if they really needed the product you have available & why they should purchase it from you, instead of the store down the road that's having a 50% off sale.

Week Three: It's time to harness your X-Factor & start promoting!

Having taken the time to warm our audience up & overcome any objections they may have (before they even know what it is, we have on offer), it's now time to launch into the promotion of our exciting new product.

They are now ready to hear what we have on offer & based on the previous two weeks, will be EXCITED to know that you have something available to solve all their problems!

Week Four: "All Must Go" – Final Week & it's time to create some urgency for our audience to make a decision.

In this week we will remind our audience of the benefits to invest in your product or service. Showcase any reviews or testimonials you have received; feature any special bonuses you have available & ultimately ask our audience to make a decision.

The object of this week is to simply convert our follower/new friends into paying customers/clients by sticking to the deadline we have set & creating urgency until it arrives.

Week One: Ignite Your Audience

In the last 30 days, what posts have received the highest engagement either in likes & or comments? (Is there a trend in these posts?)

What tips/expertise can I share with my audience

What personal stories can I share about my product/service

What makes my business differ from others in my industry or who I would consider competition

Day 1 – Intro/About Me

Example:

Helllloooooo amazing hum-ans in the glorious Instagram world!!

My name's (insert your name) but my friends call me (insert your nickname) 🧑

I'm the founder/head amigo of (enter your business name) AND the person that responds to your comments and messages on these posts! ➡️📱

Today I'm celebrating the fact that we've just reached 730 followers! 🎉🥳

I know that number may seem random to you, but every time we gain a follower, I do a happy dance! Legit. Each one of you is significant to us and each follower we gain marks more friends joining our Instagram community which we think is pretty special and worth celebrating! 🥳👯

So for the newbies I wanted to share with you 3 fun facts about me so we can get to know each other a little better! 👯

FACT 1: (insert fun fact #1)

FACT 2: (insert fun fact #2)

FACT 3: (insert fun fact #3)

Now, because no one likes to talk to themselves, I'd love to hear something you love doing too!

It would make my day!

Day 2 – What makes my business unique?

Example:

I know that for some Monday is their worst enemy! However, as strange as it is, for me it's my most favourite day of the week! Simply because it brings a fresh new energy, new goals to work towards, new challenges to face & of course a new bottle of champagne to pop at the end of the week!

On that note, now seems like the perfect opportunity for you too, to start becoming a lover or Monday instead of a procrastinator who wills the weekend to return.

What you may not know is that yes, I have an online program where I work with men & women to turn their passion into profitable business BUT what's also included is weekly mentoring to ensure they have a plan, accountability & FUN to make this happen

If you're curious to know more about how I help people, head to my website to discover more
(insert website link/or suggest they check out your profile)

Are you ready to beat those Monday blues? I can't wait to talk more!

Day 3 – Personal insights

Example:

Okay friends, it's time to get a little more real



I feel like we've known each other for a while now



At least long enough for you to know how much I love my (insert something that you share a lot about on social that your audience would be familiar with)



So it's time to take the next step in our friendship & share an embarrassing story



As many of you know I am a (insert what you do) & I am so passionate (insert what your passionate about in your business)

???

Along with this (& my clients will painfully agree 😂) I'm a lover of (e.g networking, meeting like minded women & men, hearing their stories of success & inviting them to join me for a Live Facebook Interview to inspire others too 📱 Which is all well & good until you invite technology to the party)

?

(share a story where you can offer some personal insights/learnings for audience – e.g. For the last 3 months I've been networking, making new friends, inviting, & promoting amazing interviews



I have sleepless nights, wake up early, drink wayyyy too many cups of coffee (which I can assure you doesn't settle my nerves)

☕ As the time comes to hit that “Live” button, I take a few deep breathes & harness my inner confident boss Queen 🌟

As the countdown to the “Live” stream hits zero I smile, greet my followers & share how excited I am for my special guest



Then it’s time to ‘add’ my special guest, only NOTHING HAPPENS



That’s right, I can’t add them & I’m reminded of what the first day of school was like, having no friends



I start praying to the technology Gods, fill in a few extra seconds as I wait for them to help a girl out



Alas, they don’t come to the party & there I am... Live, watching viewers stream on, with egg all over face



Now, I could give up here & after multiple failed “Live” interviews, I feel like I’d have good reason to



But that’s the thing about business, showing up, failing & trying again (& again) until it FINALLY works out)



So friends, if you’re with me in epic failures, I’d love to hear some of your stories



It would make my day & give me strength to try again tomorrow 🙏

Day 4 – Helpful Tips

Example:

“Insert a question a customer or client has asked you about your product/service?”

This was a question I (was asked from my friend/new customer/treasured client/mum)

I’m always really excited/nervous/unsure about answering this question as it’s one of the key reasons I do what I do!

Insert a story about answering the question & if you can use a real life example so your audience can related to the experience.

At the end, ask your audience a question such as;

Has anyone else every thought about this? Who else has this problem & now feels confident they can overcome it?

Here is an example of mine:

“How many networking events do you go to each month?”

This was a question I asked in my free Facebook group, Launch To Legacy, earlier today

I asked this because I wholeheartedly believe that networking is such an important opportunity when you're in business & it's often overlooked by those wanted to grow a business online

The response I had to this question was varied

One said not enough

Another said 3-5 & sometimes more

Another said they'd love to go to more but struggle to find some that work with the kids

Regardless of your answer, I recommend getting to at LEAST one every 4 weeks

Why?

Networking events are great for surrounding yourself with like-minded business owners

You have the opportunity to connect, build relationships, learn AND attract business at the events & also encourage referrals to your product or service

Another reason is for mental health

Running a business can be often lonely, many of our loved ones “don't get” the challenges we can face & it's great to meet others who understand & can support in times of need

Finally, you never know who you'll meet!

By simply putting yourself out there to connect with others can lead you to making new friends, potential business opportunities & of course support the growth of your business

If you're running a small business, don't overlook the importance of meeting with like minded people & surrounding yourself with those who inspire, teach you AND can help you take the next step in business growth

I'm excited as tomorrow I'm meeting with the host of a business networking event in my town, then off to their event next week

Who else is committed to adding networking to their marketing strategy in April?

Day 5 – Three Words Customers or Clients use to describe me

Example:

Growing up my dad used to say to me “if you ever wonder what type of person you are, look at your friends!”

I’m pretty sure every time, I rolled my eyes & said “whattteevverrrr” under my breath

However, as time goes by, I have come to realise how true this saying was & reflecting back, I kind of wish I’d paid more attention to his wise words (shhhh don’t tell him I said that)

If I was to ask my friends three words to describe me now, I’m sure they’d say (insert 3 words to describe you). And because 3 words just isn’t quite enough, I’d probably throw in (add a couple of humorous words to describe yourself).

According to my clients I am (add 3 words), which honestly just touches my heart that those I work with see me in such a way.

What about you? If I was to ask your friends, what would they say about you?

Day 6 – What Do I Do Differently in My Business?

Example:

As they say, time flies when you’re having fun! I’ve been empowering men & women in business for 8 years now. I used to pride myself on how many clients I worked with on a monthly basis. At one point, I remember conducting over 100 personalised, 1:1 session with men & women all needing help to kick start their businesses & careers.

These days, I’m much less focused on quantity but instead quality. I’ve come to realise that my energy is precious & whilst I choose to work with a smaller number of clients, the results they achieve are still outstanding & my heart feels just as full as it did when I was striving to save the world.

It’s fair to say, I’ve learnt a lot along the way, so if you have any questions, don’t be shy & ask away. I’m only too happy to answer!

Day 7 – Personal Insights

Example:

(insert a quote that resonates with you – eg. They say that balance isn't something you find, it's something you create)



(offer some personal insight into what they quote means to you e.g To ensure I stay balanced, I ensure I have a glass of my fave vino in each hand at all times



I'm not too sure how sustainable this is long term, so I'm looking for some perhaps healthier alternatives)



(ask a question that relates to your quote/personal insight eg.) Can you help a girl out, how do you find balance? 🍷

Week Two: Overcoming Objections & Making Friends

What are three questions I often get asked by potential customers or clients

What are three responses I provide to these people?

What are three reasons why someone might not buy my product or service

What are three benefits of my product or service

Day 8 – Overcoming Objections

Example:

How many times have you heard that in order to start or grow your own business you must invest heavily into paid advertising?

I know when I first started my own business, I brought into this belief only to find the more money I invested into online advertising, the quicker I was financially going backwards & was left questioning if I would in fact ever be able to transition from my 9-5

I was not frustrated by my lack of results, but I was also in such a financially stressful position that I couldn't afford to put a roof over my head, pay my bills & I was struggling to feed myself on a daily basis.

It was at this point, I decided if investing every dollar I had into paid advertising wasn't moving me financially forward in my business, then I had to find another way!

Through a lot of research, trial & error I am excited to say that I found the solution I was looking for!

Not only did I start to understand the power of social media & by building relationships, but I also started to attract paying customers without the hefty marketing bills at the end of each month!

I'd love to share more with you about how I took my business from haemorrhaging money to profit in less than 9 months & how I've gone on to build a five-figure business in less than two years... WITHOUT investing a cent.

I'd love to help you overcome your worries, doubts or objections so please leave me a connect or drop a direct message so I can help you not only move financially forward, but also start to see the light at the end of the job transition tunnel.

Day 9 – Taking the pressure monkey off your customer/clients back

Example

Having an online business, naturally means I spend a lot of time online myself. Not only to enjoy scrolling my newsfeeds but also to understand more about the challenges & pain points of others in business.

On a daily basis I read posts from small business owners, sharing their frustrations with online algorithms. How their businesses are being impacted by the constant changes & updates from online platforms & how they're struggling to make ends meet or keep up the motivation to keep their businesses running.

This is exactly where I come in! I have 9 years of coaching experience, empowering both face to face & online business owners to increase their profits so that they can continue to reap not only financial rewards but also focusing on living a healthy, balanced lifestyle, however that looks like to them!

I'd love to know more about what you need & learn how I can specifically help you turn your passion into your own business so that you can not only transition from your 9-5 but to work from all over the world OR spend more time with the ones you love.

For a moment, let's pretend I'm your fairy godmother. If there was one thing, I could help you with to take what I call, the pressure monkey, off your back, what would it be?

Day 10 – Why does someone need your product/service

Example:

Friends, it's time for us to get real. There's a good chance that you've never considered working with a business coach or if you have, there's that constant story playing in your head that you just don't have the money to invest in mentoring.

I get it! I was that person once too.

I thought that if I just read all the free guides & followed what everyone else was doing, I'd eventually get it & all my hard work would start reaping financial rewards.

Only this wasn't the case. I did read all the free guides & I did take notice of what everyone else was doing. Only I became so overwhelmed by it all, that I didn't know where to start & instead of just doing something, I chose not to do anything at all.

And, because we're being real here, not only was I overwhelmed but I was stuck in fear.

However, eventually I had to make a choice. Either I put my girl pants on, committed to doing whatever I could to attract paying clients & invest in some help or, I was going to be stuck, feeling depressed in my 9-5 forever.

What I found by working with an expert was that I no longer felt all alone. There was someone on the other end of the phone, holding my hand & guiding me on how to take my business to the next level. Minus the overwhelm.

The exciting part of this story is, now I have the opportunity to be that person for my clients & there is nothing that brings me more joy than watching, guiding & encouraging my clients to take that next scary step forward & being their cheerleader as they attract an abundance of financial reward.

Because we're all homies here, I'd love to know. Are you ready to try something new?

Day 11 – Create a poll to encourage engagement

Example:

I'm going to share a secret with you, please don't judge me!

The thing is that I'm not just your average business coach. When you work with me, I don't pass you over to another member of my team to work with, my clients work with ME!

Every week we jump on a call or ZOOM together & not only do we talk about business & how they are progressing towards their goals. But we build such an awesome relationship that many of my clients become long term friends.

I get that may not be super professional of me & at times I have questioned if this is the best way to operate in my business.

But I'm here to say (after hours of long, deep thought), that this will never change.

Like you, I am a social being who loves connecting with like-minded people & building amazing relationships. You just never know where a friendship will lead you or what you will have the opportunity to give out or receive back.

I am also a firm believer that you can't start or grow your dream business without balance & by that I don't just mean time, but also ensuring that we are focusing on maintaining our friendships as well as consciously focusing on health along the way.

As the saying goes, "we can't pour from an empty cup" & if that means I empower my clients to focus on filling all their cups to achieve the business goals they set, then I'll continue to coach & run my business the way I do.

After all, I am so incredibly proud of the business I've created & I know that MY tribe will always be on board with the way I choose to live out my values in the work that I do.

One a scale of 1-10, how much do you like breaking the rules?

Day 12 – Highlight desired benefit

Example:

When I decided to start my own business, I thought “how hard could it be?” – famous last words right?!?

Turns out that running your own business is a lot of hard work & investment in time & energy that we often don’t realise until we get started

Although I am a lover of balance & ensuring that I stay focused across all areas of life as my business grows. On occasion I’m just like everyone else, making early starts to get the never ending to do list done as well as late night hustles to ensure I’ve completed not only the commitments I’ve made to myself but also to my clients

Sometimes my bed goes unmade for days & the dishes pile up to the point where I hide them in my oven so I’m not focusing on what I haven’t got around to doing yet, but on what needs to get done to keep moving forward

Folks, as any small business owner or coach will attest to, the hustle is real! But what sets me apart from the others is my ability to focus on solving problems by thinking outside of the box, trialling & testing in my own business before I suggest anyone else to take that next step forward

Many of my clients often write me recommendations, sharing their thoughts about how they questioned some of my advice & strategies but also how because they trusted in my expertise achieved results, they didn’t believe were possible

Curious to know more? Hit my DM with any questions or leave them here!

Day 13 – Invite a friend to join the promotion

Example:

Batman & Robin. Sheldon & Lenard. Meghan & Serena. We all need that person in our lives who will hold us accountable to be the best versions of ourselves & achieving our goals.

So, why not invite them to join you (in my 5 day challenge/attend my workshop/hitting up the gym)?

Tag them in the comments below & together you can stop talking about how you wish you had (that summer ready body/secrets to starting your own business/time to focus more on you)

Day 14 – Overcoming objections

Example:

Over the past 3 years I’ve spoken to so many people who believe that starting their own online business would be easy.

With the rise of the 'influencer' & lap top lifestyle imagery flooding our screens on a daily basis, it's easy to have this perception.

However, for those of us who have decided to take life into our own hands & launch that dream business, we can hand on heart say that attracting a consistent stream of paying customers or clients, certainly isn't as easy as it looks!

The good news, that's why you have ME!

I am a 'corporate escapee' & online business owner who is living proof that turning your passion into your own business, can in fact be done.

I would love to be able to share with you my secrets about how I made this happen

These are secrets for a reason so before I reveal all, @ me with your questions!

Week Three: It's time to harness your X-Factor & start promoting!

Day 15 – Explain the purpose of your product/service

Example

How many times have you gone to post on social media about how you're starting your own business or about an amazing product/service making its way into the market soon?

Only when you sit down to write that post or hit Live on your screen to share all your exciting news, you freeze.

Your mind has gone blank, your hands are sweating & your mouth has become so dry that even if you wanted to put yourself out there, you just can't find the words

The good news is that you're not alone & overcoming such challenges is EASY!

My (5-day challenge/workshop/12-week program) offers you the chance to harness the power of social media & discover the exact steps I take to ensure I always know what to write/say, minus the brain freeze & panic attacks before an exciting announcement!

You'll discover the key to unlocking your success!

Day 16 – Announce What It Is that You're Launching

Example:

3...2...1, here I come with an awesome webinar/workshop/FB Live called "12 simple steps to starting your online business" / 5 days to increasing your Instagram engagement & attracting more paying customers" / "Kick Start Your Start Up – Turning Your Passion Into A 5 Figure Business" (this announcement is focused at WHAT it is that you're preparing to launch into the marketplace)

Join me to discover all you need to know about (taking the first steps to promoting yourself online / launching your own business & attracting your first paying customer / turning your love for Instagram into a money making machine / how to turn your passion into your own business & growing on The 'Gram)

Will I see you there? Save your front row seat here – insert link

Here's is a specific example of a post I used to launch to announcement the launch of The Business Mastery Club.

Do you ever lie in bed at night, wondering how to attract more paying clients to your biz?



If I could show you how to change that by harnessing the power of social media, would you be interested?



Well my friend, do I have some EXCTING news for you!



Whilst this may be the worst best kept secret since Harry & Megs 'resigned' from The Royal Family, we are bursting at the seams to announce that the 'The Business Mastery Club' doors are OFFICIALLY open!



The Business Mastery Club is a monthly subscription that teaches you all you need to know about Digital Marketing, minus the endless hours of research & wasted money on “secrets” that don’t work!

👉 AND the exact strategies on how to not only grow your 'following' BUT turn them into paying clients too!



No more clogging up your inbox with free downloads or watching online webinars that give you nothing but a sales pitch



All we care about in The Business Mastery Club is giving you the strategies that WORK!



Want to know more?



Make your way right NOW to, <https://www.louisestephens.co/business-mastery-club>



Day 17 – Schedule An Ask Me Anything on FB or Instagram (Post)

Example:

Because we’re all friends & I know this is a judgement free zone, I have a secret to share: Although I have a love of cooking, when I do I make enough to feed me for the whole week. Yep, that’s right, I eat the same thing for SEVEN days straight! / Sometimes I get so behind on making my bed, my mum feels sorry for me & comes over especially to change my sheets / I know you see so many pictures of me here looking all dolled up, but what you can’t see is that I’m secretly still wearing my PJ pants & Unicorn slippers.

I know you’re probably laughing right now BUT the way I justify this secret is by insisting that my simple time saving hacks do in fact save me the time I need to be the BEST business empowerment coach I can be! (Ok, so kinda joking but not really – lol)

Other than this helpful tip, I’ll be sharing my business “secrets” with you on my Facebook Live/Instagram Live/Live Webinar/Workshop on (date & time). So, if you have any questions make sure you leave them here & I’ll answer them live.

See you there!

Day 18 – Go Live to Address FAQs

Example:

Join me as I answer YOUR questions about starting your own business/the course I'm launching just for you/the workshop I'm hosting for you next month/the new baby range I've created due to popular demand.

Leave your questions here & I'll do my best to answer LIVE!

Day 19 – Explain WHY you created the product/service

Example

I've been a business coach/life coach/yoga teacher/Bowen therapist for 8 years.

Since leaving my corporate career 3 years ago I am absolutely in love with what I am doing by empowering my clients to kick start & grow their own businesses to create a life on their own terms

For as long as I can remember I have always loved helping people. Being able to combine this with my passion for business & sharing successful strategies to ensure growth, my heart couldn't be more filled when I see it changing lives

Day 20 – Show how your product/service helps people achieve results

Example:

Ok, so enough about me for a moment & let's talk about YOU! Or should I say, people like you

When I first turned my combined love for helping others & business coaching into my own business, I hoped my dreams would come to life.

Having left my corporate 9-5, in over 100k of debt, I kinda don't think I had too much of an option!

Since running my own business & working with my clients 1:1 I've had the opportunity to celebrate many of my clients attracting their first customers & clients. Share in my clients starting, growing & achieving massive success in the growth of their social platforms such as Facebook & Instagram. Be present at client's live events AND attend their guest speaking events.

I'd be so honoured to chat to you about how I could help do the same for YOU!

Email, direct message or comment below & I'll be sure we connect soon!

Day 21 – Go Live on FB or Instagram showcasing why your customers or clients have purchased or worked with you

Example:

Are you ready to join these absolute superstars who attended past workshops/webinar training/challenge/invested in themselves & joined our Kick Start Your Start Up Program?!?

Today I'll be sharing THEIR reasons for signing up/registering/attending/investing & answering YOUR questions to ensure you don't miss out on this limited time opportunity!

Now, don't be shy. Can't wait to see you there

Week 4 – All Must Go! It's deadline week

Two things to note BEFORE writing the content for this week are;

- 1) *What promotions or special offers will I include with my launch?*
- 2) *1-3 customer/client testimonials I can use are...*

Day 22 – Special Bonus Offering

Example:

I am so incredibly confident that once you attend my workshop/join me for our 5-day challenge/invest in our Kick Start Your Start Up Program, you'll wonder how you ever lived with it/us!

However, just in case you're in need of a little extra nudge towards joining us, I've decided to add in an extra sweetener with your latte & I'm thrilled to announce that we are offering a 10% instant saving with the code FIRST TIME/buy 1 ticket, get the second for FREE with the code BESTIE if you book/register BEFORE (insert date/time)

To ensure you don't miss out, head to our website now (www.livewhatyoulove.net.au) before the doors close. Once it's gone, it's gone!

Day 23 – About Me

Similar to your previous about me post.
Ensure you have a call to action at the end, such as;

Learn more at www.livewhatyoulove.net.au. Or leave a comment & let's connect. I'd love to hear more about YOU!

Day 24 – Testimonial

Example:

In case you haven't worked it out yet, I believe that with my very special super powers, I can help anyone turn their passion into their own business.

But, in case you're a little unsure if I am the right person to help you, today I wanted to introduce you to you once of my amazing clients & use their words instead

(insert client/customer name, a little bit about this person & how your service/product has helped them!)

Recently s/he told me (insert their testimonial)

Words can't express how grateful I am to be able to share in journeys, like (customer/client name) & be part of watching them create their own magic in this world!

Curious to know more about how I can help you too? DM me with any questions that you've got so we can start creating your dream business too!

Day 25 – Showcase Workspace

Example:

I know there's a familiar saying out there that goes something like this, "The early bird catches the worm". But you know what, the mid-morning & afternoon bird also catches worms too!

I'd love to say that I am part of the 5am club & that I always do my best work before the sun comes up, but sadly it's not the case. I personally find that I am much more creative & productive after I've woken up (minus an alarm), taken my dog for a walk & had at least 2 cups of coffee

Life just seems to flow better; my best work is produced & my clients get the best from me when I've had my full 8 hours sleep & feeling at ease as I slide into start my day

I'm curious to know though, are you team 5am or team 10am?

Day 26 – 48-hour reminder

Example:

Tick Tok... Tick Tok... Friends, there's just 48 hours left to get your (ticket/reserve your seat/get your order in/take advantage of our special offer/register for a space in my course) before the offer ends at (insert time & date).

This is your chance to (take some time out for you/book that retreat you've been talking about forever/finally stop talking & start taking ACTION/Turn your passion into your own business with me as your guide etc.).

If you have questions or comments, please leave them here! I'm literally on the edge of my seat, phone in hand, ready to help & answer them all now!

Day 27 – 24-Hour Reminder

Example:

"All aboard!" – This is your LAST chance... just 24 hours left to (secure your seat/lock in your early bird price/book a consultation/save 10%) so don't lose out on this golden opportunity!

Tell me friend, are you all in?

If so, leave a comment below so I can put on my happy pants & celebrate with you! If not, do you have any questions I can answer?

When it's gone, it's gone.

Day 28 – Thank You / End of Promotion

Example:

Some of my friends used to think this was a little strange & you may do as well...

But quite often, I'll be sitting at home/home the tram/cooking dinner & I will be thinking about how grateful I am to have them in my life. Because life is short, I take that thought one step further & often call or message this person to tell them how much I love to them & appreciate their support/love.

I think everyone deserves to know how much they are loved & valued, don't you think?

So, with this in mind & because I don't have your phone number to call, I wanted to tell you that I am so incredibly grateful to you here too. I literally do a happy dance with every comment, like & DM I receive each day. You'd think after 3 years connecting, engaging, helping others would get old. But nope, not me! It just brings more joy & happiness to my life.

As I close this promotion, I just wanted to say thank you for being here. I feel so grateful to do what I do & I love having you here for the ride.



Louise Stephens - Creator of Live What You Love Business Coaching is a business strategist & digital marketing coach who teaches women how to harness the power of social media & accelerate their business to financial success!

For just shy of 9 years Louise worked for Australia's Largest Travel Retailer. Progressing from front end retail, into leadership positions & then finally finding her passion as a career coach.

In 2015 Louise led her team to winning a national AHRI Award in Talent Management.

Recognising that she had hit the "glass ceiling" with no further career opportunities to work towards, in April 2016 Louise took a leap of faith & decided to go it alone.

In September the same year, Live What You Love

Business Coaching was created!

Louise has a passion for empowering career driven women & men to turn their passion for helping others into their personal legacy.

She believes we are so incredibly lucky to live in an era where we have the ability to connect with others not only face to face, but also by harnessing the global power of social media.

Utilizing key strategies & tools she'd created as a career coach & then discovering her own voice at both networking events & on social media platforms such as Facebook, Instagram & LinkedIn, Louise turn her passion for coaching into a profitable business within 9 short months.

Whilst Louise is still involved in the growth & day to day operations of 'Louise Stephens' & the products & services that includes, she has streamlined & automated her coaching to enable her to well & truly be living a life she loves!

When she's not spending time with friends & family across both New Zealand & Australia, you'll find her chasing the sun around the globe.