

ECOURSE LAUNCH BLUEPRINT

BUILD | GROW | SELL

TEXTBOOK



Copyright Notice

Copyright © NAMS, Inc. All rights reserved worldwide.

No part of this material may be used, reproduced, distributed or transmitted in any form and by any means whatsoever, including without limitation photocopying, recording or other electronic or mechanical methods or by any information storage and retrieval system, without the prior written permission from the author, except for brief excerpts in a review.

This material is intended to provide general information only. Neither the author nor publisher provide any legal or other professional advice. If you need professional advice, you should seek advice from the appropriate licensed professional. This material does not provide complete information on the subject matter covered. This material is not intended to address specific requirements, either for an individual or an organization.

This material is intended to be used only as a general guide, and not as a sole source of information on the subject matter. While the author has undertaken diligent efforts to ensure accuracy, there is no guarantee of accuracy or of no errors, omissions or typographical errors. Any slights of people or organizations are unintentional.

Any reference to any person or organization whether living or dead is purely coincidental. The author and publisher shall have no liability or responsibility to any person or entity and hereby disclaim all liability, including without limitation, liability for consequential damages regarding any claim, loss or damage that may be incurred, or alleged to have been incurred, directly or indirectly, arising out of the information provided in this material.

Table of Contents

Chapter 1: Get Your Focus in Focus.....	4
Step One: The Heart of Your ECourse Launch	6
Step Two: Create the Right Sign-up Incentive for the Right Person	7
Webinars	7
Benefits of an email mini-course	8
Use a template (Create or buy one).....	9
Introduce your course	10
Step Three: Decide on Your Launch Marketing Mix	10
Step Four: Setting and Scheduling Your Launch Goals	12
Step Five: Get Comfortable With Your Comfort Zone	13
Step Six: Six Signs You Are Veering Off Course	14
Chapter 2: Taming the Tech.....	16
Step One: Making Sure You Have Allowed for All the Essentials	16
Step Two: Deciding Which Tools and Resources to Use	17
Essential # 1: Web Forms and Popups	17
Essential # 2: Sign-up Buttons	18
Essential # 3: Landing Pages	19
Step Three: Two Types of Landing Pages You MUST Create To grow a targeted List.....	20
Step Four: What you need to install.....	20
Essential # 4: Your Payment Processor and Shopping Cart	21
Essential # 5: Your Autoresponder	22
Essential # 6: Video and Content Hosting	22
Step Five: how to install Google Analytics.....	24
Chapter 3: Get the Ball Rolling	26
Step One: Three Simple Ways to Give People a Taste of your eCourse.....	27
Step Two: Deciding on Your Platforms	29
Track and observe your analytics	31
Step Three: Strategies that engage your list	31
Step Four: Social Strategies to Integrate.....	33
Step Five: Knowing When You Have Hit The Sweet Spot	34
Step Six: Avoiding Pre-launch Mistakes.....	35

Step Seven: Creating a Launch Schedule That works.....	36
Stage 4: Leverage the Right People.....	37
Step One: Create a simple but effective ad strategy with Facebook advertising	37
Step Two: Hiring a Specialist—Should You?	41
Step Three: Creating a “Street Team”	43
Step Four: Blog Tours: do they work	44
Step Five: The Power of Interviews	45
Step Six: JV Partners: Myths and Facts	46
Step Seven: Leverage Your List	47

Chapter 1: Get Your Focus in Focus

Learning Objective: How to properly prepare for true launch success with only a small list

You don't need to put off waiting until you have a huge list to launch your eCourse (be realistic—having a large list is a 'must' for attracting well-established Joint Venture partners). But even without big-name JV partners, a small list can be twice as powerful as a large one ... *provided that each subscriber is your ideal potential student.*

What you want is a **targeted** list. You don't want random people signing up—that can actually harm your credibility because the wrong people won't 'get' you, won't finish the course (if they take it) and won't get results. They won't value what you're sharing. Attracting the wrong people is like expecting a male twenty-year-old who lives for hockey, beer and chicks to sign up for a Knitting Circle for Ladies Over Sixty.

A targeted list is a **highly responsive** list. A targeted list consists of people who share your philosophies, values, interests or mindset; who care about your topic, and want to master it. You understand their pain and their goals. And they know it. They get *you*.

It's the difference between a person who walks into your Vegan-Friendly Leatherless Shoe Store just to see what's in it because she's passing by and has five minutes to kill before the movie starts; and one who makes a deliberate trip to your store, ready to buy a specific product in the flyer you sent her (or one that was recommended by a friend who shares her passion for vegan-friendly, Leatherless shoes).

Person A is random and may have no intention of buying anything; let alone a specific item in your store. She's probably not even vegan, and has no problem buying leather shoes. She's visited out of idle curiosity, because she was walking past and there's an extremely low chance she'll buy.

Person B has walked in ready to buy, cash in hand—with her sights set on YOUR specific product, which she is emotionally invested in because of her

values and beliefs. The chance she'll buy is well over 42% (a high conversion by any standards) and may even be closer to 80%.

Be sure you create a list full of Person-B-type subscribers. That way, your list will convert far better than those of competitors with bigger but more generalized lists.

If you take the time to target accurately, those who purchase your course will be predisposed to appreciate, complete it and excitedly share results right from the outset. They are the ones with the most to gain by taking it, the most to lose by not taking it and the ones who have taken action and committed themselves to trusting you.

This immediately points out a glaring truth: That you also have to make sure your eCourse fulfills its promise and gives them the result they want—a result they will be excited about. Create a course that truly delivers, and you have a beautiful, priceless gold nugget at the heart of your own personal gold mine.

Targeted subscribers are your strongest asset, because they are eager to invest in your next course or product. You don't have to convince them; you don't have to 'sell'. Plus, they're the ones happy to recommend you and give you testimonials if you make that process easy for them.

If your course is a live course, it can still be profitable with a small number of students: Just make sure you charge a good price for a live course.

Think of re-purposing when you first dream up your eCourse idea. Plan ahead and make a recording of your course modules. That way, your live students get certain perks such as immediate access to you in the Q&A and perhaps an extra, high-value bonus; and you can re-purpose your recordings as a pre-recorded 'on demand' course, so that it continues to make you residual income and grow your list.

Or you can give your live course for free and sell the recordings as an on-demand course, adding the bonuses to the paid version.

All that ... from a small list!

But we're not just going to sit back and say, "I don't need any more subscribers. I have a highly responsive list". Oh no. This four-module course

is going to set you up to grow that list—maintaining an ever-expanding flow of people who will love what you teach and look for more.

Step One: The Heart of Your ECourse Launch

Be sure that your list does grow only the most targeted customers, you're going to need to adopt a new catch-word: **Clarity**.

You need to be absolutely clear on:

- **Your eCourse**—what it is going to teach and how this teaching will change your student's life in one specific, positive way
- **Who will benefit from this course**, who needs it and why (what problem are they having/will your eCourse solve?)
- **How you are going to help them** and where they'll be at the end of the eCourse
- **Who you are** and why you are the best person to help them

Begin with a clean, clear product. One with all the fluff and distraction stripped off. Create an eCourse that doesn't confuse people one third of the way into it or teach them more than they really wanted to know.

That means careful planning and research. **Don't skip this step**—especially if it's your first eCourse. If your product doesn't deliver, your audience will lose their interest quickly.

Clearly identify who it's for and specifically what you'll teach in it. If you fail to deliver what you promised, not all the list-building and sales techniques in the world are going to bring your subscriber back for your next product or course. It won't build your list, and you may even lose subscribers if you don't do your homework.

Perhaps you have already created your course or have a strong idea already of what you're going to teach, so let's run a quick checklist to make sure it's ready to go.

Powerful, list-building, subscriber-retaining eCourses:

- Teach something **specific**: not general or generic

- Example: “Sculpt Your Abx in 7 Days”; not “Exercise for Women”
- Zone in where your ideal student is currently hurting (ONE problem)
- Give a clear picture of her ONE **Problem**, your ONE **Promise** and your SINGLE **Solution** for that specific problem
- Have a strong, descriptive Title that reflects the above, using specific keywords
- Allow her to complete it as easily and simply as possible
- Be a course you feel excited to present, in your own unique way

Step Two: Create the Right Sign-up Incentive for the Right Person

Once you’re sure your course hits all the checklist high points, it’s time to start building your list. No, not the day before launch—**today**. YES - right now. You are not going to actually launch yet. Your first action is to start building your community by creating and sharing a sign-up web form, inviting people to pick up your juicy incentive (your sign-up gift, bribe, lead magnet or freebie—whatever you want to call it).

Your sign-up incentive has to represent your eCourse.

It has to:

- Relate to the topic and the problem
- Be irresistible to the ideal person to take your course

There are two incentives that are absolute naturals. You will find one easier to create than the other, depending on your communication style and skill sets.

1. A Webinar on your Topic and The Problem
2. An Email Mini-Course

Webinars

Webinars are used to introduce a new eCourse or product.

A webinar can ...

- Help you gauge whether or not there is a real-time interest in your topic
- Alert you to specific problems people are having and at what point they are experiencing these, so you can adjust your eCourse to make sure these issues are dealt with
- Content your eCourse does differently, based on the degree of interest in individual questions and answers
- Gather new questions to address in your course
 - Ones important to your ideal subscriber/student
- Show people that you are an expert in your topic
- Show how you can help them
- Demonstrate your teaching style, language and pace
- Let them see your face (if you allow that)
- Give them a LIVE, INTERACTIVE taste of you, your expertise, and your personality and style

Benefits of an email mini-course

- Provides proof that you are the expert they need to go to, when it comes to your topic
- Is highly effective, when you teach ONE point only per day, in a short email—and give them ONE simple action to perform, so they can put what they’ve just learned to immediate use
- Get them used to OPENING your emails. People won’t put off opening your email till “later” if it has a juicy new gem inside they can use right away
- Get them into the habit of looking forward to hearing from you and working with you daily
- Not just start, but also continue, to build a relationship with you
- Make them feel special—especially if you encourage them to submit questions and you respond to those questions promptly
- Should be incredibly easy for you to create—and cost nothing at all

Webinars are very powerful—but if you’ve never done one and you’re intimidated by the thought, leave that for the next launch. Start with the mini-email course or a SHORT eBook on the most powerful core message of your eCourse.

A mini-email course is do-able for most anyone. This is how you do it.

Use a template (Create or buy one).

- Templates are just patterns for making sure something looks the same, when repeated multiple times. (The human brain loves repetition. Look at your own toddler, when you read his favorite repetitive picture book.)
- Repetition helps to 'ground' your teaching, making your style familiar and enjoyable.
- Your 'Lesson' template could be as simple as:

```
Hi {!firstname_fix},
[Your name] here with today's [name of component]
Today, we're going to [insert action]
[Describe problem]
[Give fix]
I'll be back tomorrow with another Instant Tip.
Cheers,
[Your name]
P.S. [Insert short message here or link to your
books/products/courses/website, if desired]
```

- It feels spontaneous and original because each day's tip is different—and all because you've just customized the template. Easy-peasy!
- The key lies in always presenting your mini-course module information **in the same order and format, every day** for the duration of your course.
- Remember: Each day's email should contain one single, valuable new tip/fix/skill your reader can instantly use. Customize your email autoresponder template
- ✓ Write your 6-10 short daily tips or steps first, and just copy-paste them into your autoresponder template.

Introduce your course

- That's the offer you're going to invite your subscriber to check out. You'll find you can do this very naturally towards the end of your email mini-course. (Mention it at least twice.)
- **Identify** and **number** each day's email topic in every day's **Subject Line**:
- Example:

☆ ✨ DAY 3: Betty Botts Ten Tiny MS Glitchbuster Tips

If you choose to do both, it's a great idea to offer a webinar AND an email mini-course.

Or if you don't like writing, **create a video** as your incentive! If you're camera-shy, make an **audio file**. But do present it as an email course rather than a blog link:

- Opening the email and immediately getting the lesson eliminates the extra step of going to your blog (a step that many people can't be bothered to take—especially if they don't really know you)
- It's IMMEDIATE GRATIFICATION (important to today's web user)
- It gets your subscriber into the HABIT of opening your emails—and expecting value!

The important thing is creating your incentive now and start growing your list!

One last thing ... **Proof your emails carefully** before sending! (Notice that our mythical Betty Bott forgot to use an apostrophe in the Subject Line, above?) It won't impress people if they catch grammar or spelling mistakes!

Step Three: Decide on Your Launch Marketing Mix

There are so many strategies you can employ in publicizing your eCourse launch. Podcasts, interviews, Facebook, Instagram, Pinterest, Twitter, email mini-courses, webinars, eBooks, contests, Facebook Pages, Facebook

advertising, closed beta-launches ... you name it, your competitors have done it!

So how do you decide on the best marketing mix for your launch?

First, have you allowed for these three distinct launch phases planned for and covered?

- **Pre-launch** (building the buzz)
- **Mid-launch** (while the launch period is active)
- **Post-launch** (follow-up; rounding up the stragglers!)

As for which platforms and tactics to choose, your best bet is to research. Do you already know your community well? Then go back and read all their posts, comments and questions. Do they love your live videos in your closed group? Do your small beta-launch presentation via Facebook Live.

TIP: Tag specific Group members you really want to see in your Beta Course ... or send them a private invitation.

Next, cover the necessary bases:

- Email
- Your 1-3 strongest social networks (where your posts get the most interest and reaction from your target demographic)
- Some form of **interactive** contact (Facebook Live, YouTube, Webinar, etc.)
- Closed community interaction (Facebook Page and/or Group; forum or mastermind membership Group)

If your ideal audience loves reading and recommends blog links, add your blog to the mix, and start planning short posts on your topic.

Keep it simple. Don't get over-ambitious and try to cover too much at once. You can always build on your strategies. (Adding a new one once your

basic strategy is in place is far better than trying to do twenty strategies at once and getting overwhelmed, confused and discouraged.)

Work with what is already working. If you already run a Facebook Group, do a Facebook Live video. Facebook Live videos are a really quick and powerful way to get to know your most interested members (and have them get to know you).

Whatever mix you choose, there are two essentials that your efforts will be effective:

1. You target your ideal subscriber/student
2. Track and observe how effective your efforts are

We are going to cover simple tracking in **Module 2: Taming the Tech—Quick and Easy List Setup and Tracking**, and you'll find out how easy—and exciting—tracking, analyzing and tweaking your results can be.

Step Four: Setting and Scheduling Your Launch Goals

To get started, **decide on a goal** for your list and launch. Be specific—especially about the time frame.

If you decide to “go for a walk”, you can set out all over the city without accomplishing anything. But if you decide you are going to run all the way round Busby Park in twenty-nine minutes, that would be a **specific** goal.

When you reach the end of your run and see that you did it in thirty-two minutes, you might be motivated to take specific steps to make sure you actually hit your goal the next day. When you do lap the park in 27 minutes, you are ecstatic. You reached your goal!

It's the same with using your email list for your launch. You need to decide on a specific goal—and set a time limit. (For example, “double my subscribers in twenty-one days”).

Next, drill down a little and make that even more specific: “Double my subscribers in twenty-one days by creating a dynamite landing page and offering an email mini-course.”

You can break your email goals down into smaller goals. Example: “Create my landing page and write my email mini-course by the end of the week”.

Work backward, when estimating how long you will need to allow. Combine that with planning a specific amount of work or specific actions to be accomplished per day.

Step Five: Get Comfortable With Your Comfort Zone

Finally, be aware that your comfort zone can both help you ... and hold you back.

If you do things the way you’ve always done, you won’t get any different results than you’re getting now. It’s important to know your strengths and weaknesses and stick to your strengths—especially for the non-essential stuff.

For example, don’t turn away from webinars as your sign-up incentive just because you’re terrified of being “live” and are “hopeless” with technology. That’s not a reason: It’s an excuse. (An oft-repeated and often-paraphrased quote runs along the lines of “an excuse is a lie you tell yourself”—usually so you don’t have to face something that you’re unfamiliar with or afraid of).

Fear is a handy thing. It stops us from darting out into heavy traffic. But if you realize that fear has a positive side, it’s even more useful. Fear often is nothing more than excitement. We are learning new things, taking risks, setting our sights on new achievements. That breeds confidence—especially when we see results.

If you decide not to run a webinar, for example, are you deciding this for a logical, constructive reason—not as a knee-jerk reaction to the unfamiliar? Perhaps you’d rather do an email mini-course as your incentive because you LOVE writing. You love communicating with words and telling stories, and that’s your best way of interacting. Then that’s what you should do!

But sometimes it's a wonderful, cathartic and empowering thing to stretch beyond your comfort zone.

On the topic of breaking out of your comfort zone:

1. Identify your fear
2. Ask yourself "what's the worst that could happen?"
3. Go do it!

Finally, don't think you need to be perfect. Perfectionism is one of the biggest reasons that people procrastinate. Nobody does things perfectly every time.

Successful people **practice**. Successful entrepreneurs usually **practice on the job**.

And the best way to get practice is—you guessed it—go do it.

Step Six: Six Signs You Are Veering Off Course

Here's what happens to many people. They decide they're going to do something like build their list ... and it doesn't get done. Six weeks later, they are doing the same things they were doing when they made their decision, and their email list is still sitting at fifty-three people.

Here are six signs you are veering off course—and how to quickly get back on track:

1. You find yourself procrastinating or getting distracted
2. You are getting tunnel vision about a single task; or one that isn't goal-centric
3. You are skipping steps and rushing through 'groundwork' like research and testing
4. You have not added anything new to your routine
5. You are making excuses (really GOOD ones!)
6. You have lost sight of your goal and your target subscriber

The one thing you must do to ensure eCourse launch success is to **take action**. You can make all the plans you want but if you don't take that first step, you'll never get around the Park at all (let alone in 29 minutes!)

There is one reassuring fact to remember—one that will help you get back on track, if you keep it in mind.

When all is said and done, getting people excited about your launch and growing your email list is not about you at all—and that's when people get most side-lined, afraid and paralyzed: When they are concentrating on their own fears, their own emotions, their own needs, their own stakes.

Getting people excited and growing your email list is *about your target subscriber*—the person who really needs the help that YOU are ideally suited and able to provide.

Now that's exciting!

Chapter 2: Taming the Tech

Learning Objective: Set your list up for successful tweaking and tracking the painless way—right from the start.

This module will help take the stress out of setting up a launch system. You can re-use your launch system again and again ... but you will only have to set certain components in place this first time.

Step One: Making Sure You Have Allowed for All the Essentials

Here's what you have to have in place, when creating an eCourse:

- Payment system or processor
- Web form, popup and sign-up buttons
- A place to host your eCourse
- Delivery system
- Autoresponder

Things you need to create or outsource include:

- Your sign-up incentive
- Your landing page and/or sales page
- Your graphics
- Your course contents
- Recordings
- Handouts
- Bonuses
- Upsells

It's not just about delivering a great course - it's also about **staying in touch with your new subscribers and students afterward** and making sure you always have something ready for them to purchase.

Step Two: Deciding Which Tools and Resources to Use

This is the fun part, where we take the stress out of the tech stuff.

You need to do some fairly complex tasks, such as track your sales and click-throughs, set up Google Analytics, create landing pages and install web forms and sign up buttons.

Now you COULD hire all sorts of experts—and if you can afford it, the sooner you can outsource specialty tasks and create a team that will run like a perfect machine, the better. But if you're just getting started and this doesn't feel like your favorite option, let us introduce you to a magic word: **Plugins.**

Plugins can take a page from being simple to performing the most sophisticated functions for you—only instead of hiring a web specialist, you click a button, and—voilà! —function added to your website. The right plugin combined with the right landing page is one of the most powerful tools you'll ever use for doubling your email list.

Some of the most sophisticated and beautiful effects you'll see in eCourse launches were created by installing specific plugins, allowing your simple WordPress site to operate as a membership site, take payments, display rotating carousel galleries and more. Know those beautiful popups that appear when you check out a page and asks you to answer a question, make a choice or take a quiz? All powered by plugins.

Essential # 1: Web Forms and Popups

Let's just take a moment to analyze your landing page. For a powerful incentive creation:

- One single focus
- A quick explanation on the fixed popup of **what it is about**
- A prominent, contrasting call-to-action that visually stands out
- CTA button contains SPECIFIC instruction telling the visitor what to do immediately (i.e. "Sign up NOW")

Even a background graphic on the landing page can be powerful.

It gives you a vision—a promise—of what you can be if you take the ecourse.

This is the type of landing page and web form or popup you need. Single-focus, targeted and exciting. (More on how to easily create this when we get to the tools!)

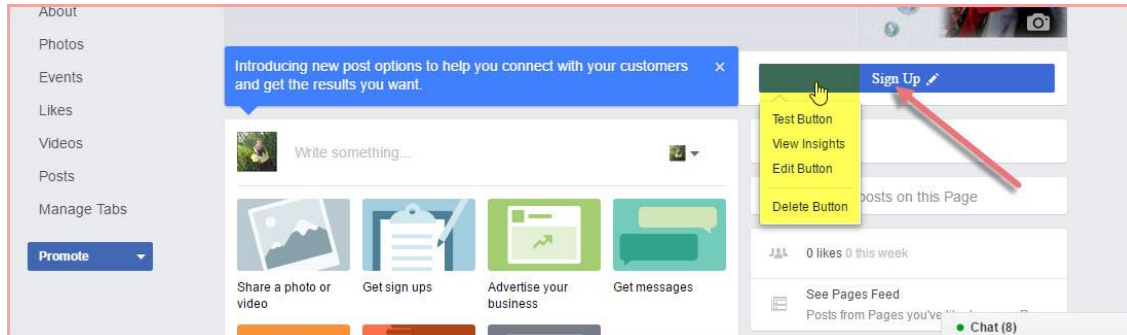
Recommended popup plugin:

- ✓ Optin Monster (<https://nams.ws/OIM>)

Essential # 2: Sign-up Buttons

You don't have to rely on just one strategy for sign up click-throughs. You can use sign-up buttons in your emails as well as on your blog or website. You can even include them in your social media presences.

For example, if you are creating a new Facebook Page, it's already done for you! All you have to do is edit it, to send it people who click to your preferred landing page.



You can test your button, edit it, and view Facebook Insights (once you have over 100 Likes plus your page has seen some action.) The editing and testing, of course, you can do right away.

Facebook also suggests other strategies you can use, as you will see from the above screenshot. Plus, you can increase the effectiveness of your Facebook Page sign up strategies by taking actions like adding a customized web form from your autoresponder. Aweber provides clear instructions on how to install your Aweber web form on your Facebook Page in this article.

(If you have a different autoresponder, your autoresponder's company should provide instructions specific to their web forms.)

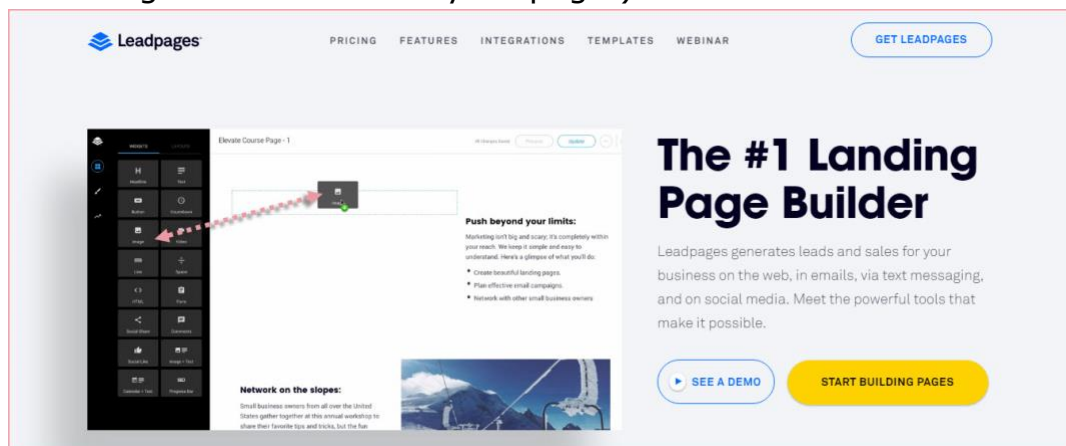
Last but not least: always customize your sign-up buttons so that they give clear, specific calls to action. Not just "Sign up", but a single action you want them to immediately take—right now.

- ✓ If you remember nothing else about sign up buttons, take away this: Always customize them with clear calls to action ... and make sure these buttons are bold, colorful, large enough to be seen on a small screen ... and that they really **stand out**.

NOTE: Popups may not display on mobiles!

Essential # 3: Landing Pages

- A stunning landing page is an essential in this day and age. You can create them from templates in minutes, without knowing a word of code, using plugins, web themes that include landing pages by using a [LeadPages®](#) template.
- You can create almost any type of web page in LeadPages®: Video landing pages, Thank You pages, Sales Pages and more. (You simply drag the buttons for the element or function you want your page to have from the left-hand menu to your chosen template during customization of your page.)



- You can also use WordPress themes with this functionality to create landing pages, as well as plugins.
- Here are three powerful options:
- LeadPages®
- Divi Builder
- OptimizePress

One other huge advantage that LeadPages® offers? It integrates with the Optin Monster plugin for massively increased functionality.

Step Three: Two Types of Landing Pages You MUST Create To grow a targeted List

Create a ...

- Custom thank you/welcome page on your website
- Landing page for searchers and people who access your sign-up button to land on—NOT your generic home page, but your single-focus page getting them to learn more about your eCourse

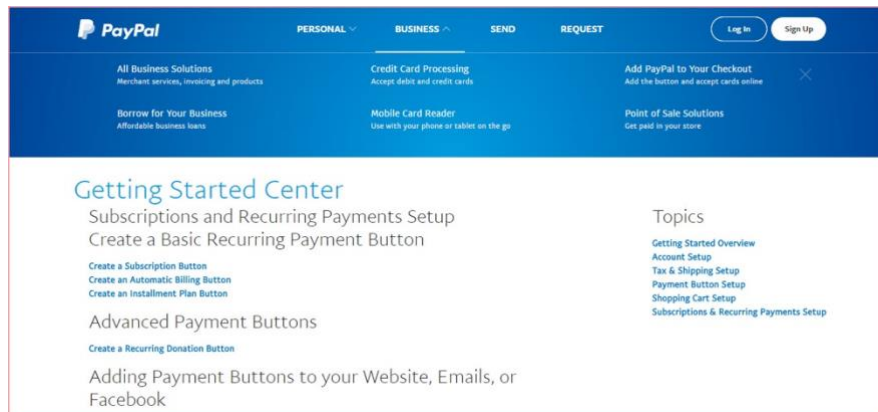
Don't use the generic thank-you page generated by your autoresponder—you won't be able to track your Google Analytics, which we're going to set up in this module. If you take that extra small step and create your own Thank You page on your site, you can brand your thank you page with your graphics, messages and colors—and if you're using a popup as your sign-up form, a custom Thank You page will signal the popup not to irritate your subscribers by repeating the popup every time they visit your site (which is what will happen if you use the default generic thank you page on your autoresponder).

And yes - You can set your landing page as your home page. Or you can have a landing page AND a home page. Using your landing page as a home page when you are promoting a course is a more powerful option if you are interested in attracting only your ideal targeted subscriber.

Step Four: What you need to install

Essential # 4: Your Payment Processor and Shopping Cart

Unless you are uploading your course to a lesson site like Udemy.com, you will need to take payments. You can keep this simple by using PayPal to collect one-time payments, recurring subscriptions or installments. (Here's [how to set up a subscription button in PayPal](#)).



You can also use a plugin to take PayPal payments.

If you have a large list and you'd like a system that is more robust, and performs multiple sophisticated tracking and sales functions—such as noting when people abandon their shopping carts and triggering retention behaviors—check out [Infusionsoft](#). It's a payment processor with a **built-in autoresponder** ... but it won't host your content, products or online courses! For that, you need a separate video hosting company.

Infusionsoft is best viewed as a sales and marketing tool. It allows you to:

- Manage your email subscribers and series
- Sell your products and courses

With Infusionsoft, customer behavior tracking is automatic. It offers a powerful array of eCommerce tools that will help you generate leads and experience a higher conversion rate. There is a mobile app, so you can manage or view your account no matter where you are.

Popular payment processing solutions:

- Infusionsoft
- PayPal Button

(Note: You can install PayPal Button very easily from your WordPress Dashboard Plugins directory. Just Click "Add New" and type "PayPal Button" into the search box.)

Essential # 5: Your Autoresponder

You can use a stand-alone autoresponder company or you can use one provided with other powerful tools, such as a shopping cart that also includes full autoresponder capabilities.

Whichever autoresponder you choose, make sure it:

- Allows you to import and export contacts
- Integrates with other systems and software you use

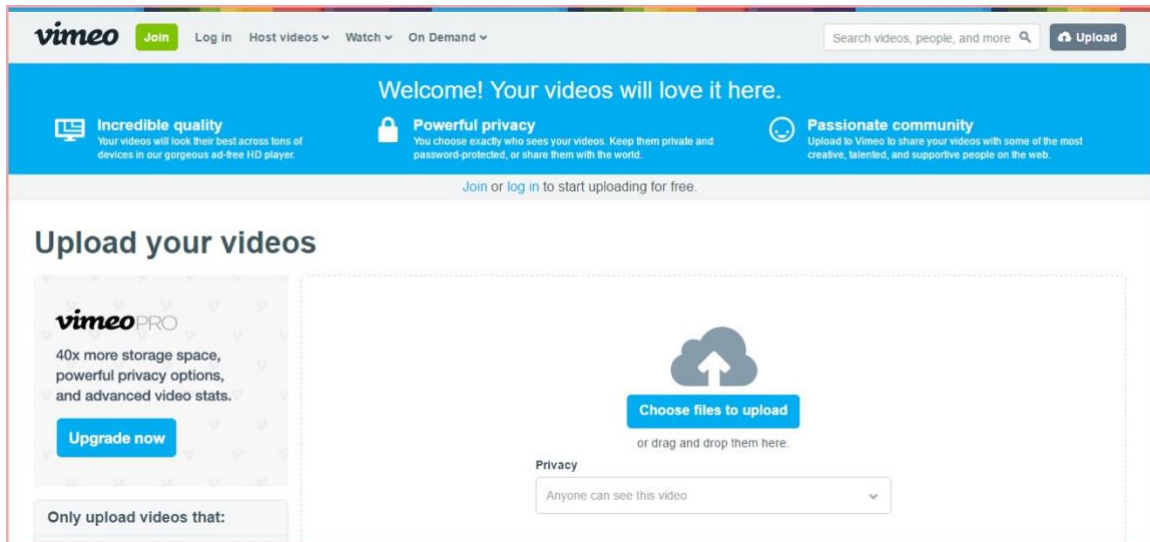
Three popular and reliable autoresponders are:

- Aweber
- MailChimp
- ConvertKit

Be sure to check each one out carefully. Each have different advantages, and each integrates with specific plugins, systems and tools. You'll want to make sure you have integration between your choices.

Essential # 6: Video and Content Hosting

If you plan to teach via video, or use videos in your list-building strategy, however, you may wish to consider signing up with [Wistia](#), a powerful video-hosting platform with equally powerful autoresponder capability. Another well-recommended alternative: [Vimeo](#).



If your course is webinar-based, choose a webinar company that also records and stores your webinars when each episode finishes. When choosing a webinar company, make sure you know if there is a limit on the number of seats allowed. Your webinar company should allow you to provide local numbers for those not in your country of origin.

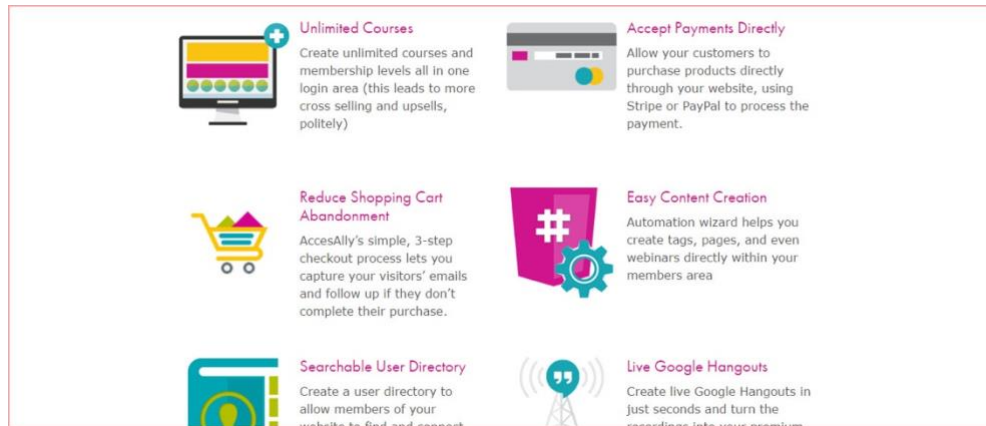
(Never host your eCourse on your own site: Your bandwidth will go through the roof and almost certainly knock out your server—and impact other people who use the server—if you attempt this!)

Popular and reliable webinar hosting companies:

- InstantTeleseminar
- GoToWebinar
- Wistia
- Zoom

If your course is content-based, you can use a plugin such as:

- AccessAlly
- AccessAlly is a great plugin from AmbitionAlly, the company that gave you PopupAlly. Notice that if you use AccessAlly, this may **eliminate other plugins and services you thought you would have to use:**
-



Step Five: how to install Google Analytics

- Track your sales and visitor activity across all platforms—your website and social networks. It is absolutely vital to get more sales, but grow a targeted list. With tracking, you can see real-time data on where your visitors are coming from, which posts engage them, your peak times of the month in activity, how many visitors click through on each post, article or offer and more.
- You can find out what is working ... and what is not.
- Social networks make it easy. Most have internal tracking, with Facebook Insights being possibly the best and easiest to read. You can only access Facebook Insights, however, for Facebook Pages, so be sure to create one. And you will need to quickly get at least one hundred Facebook “Likes” in order to access them. (Facebook prompts you through the quickest ways to do this.) Facebook also allows you to create a tracking pixel (piece of code) you can copy-paste onto your website. (More on that in Module 4.)
- One step you must take: install Google Analytics. Google allows you to install a snippet of custom-generated code on your website so that it can track visitors to your websites.
- Here’s how to install and start using Google Analytics without tearing your hair out from tech overload.
- On Google.com:
 1. Go to <https://google.com/analytics> and sign up, use your Gmail or YouTube identity
 2. Go to the middle “Property” window and click the “Create New Property” button

3. Fill out your Website Name and Website URL
4. Select an Industry Category and Time Zone from the drop-down buttons
5. Click on the bright-blue "Get Tracking ID" button

You will see your new, simple, ten-digit Tracking ID.

On your website:

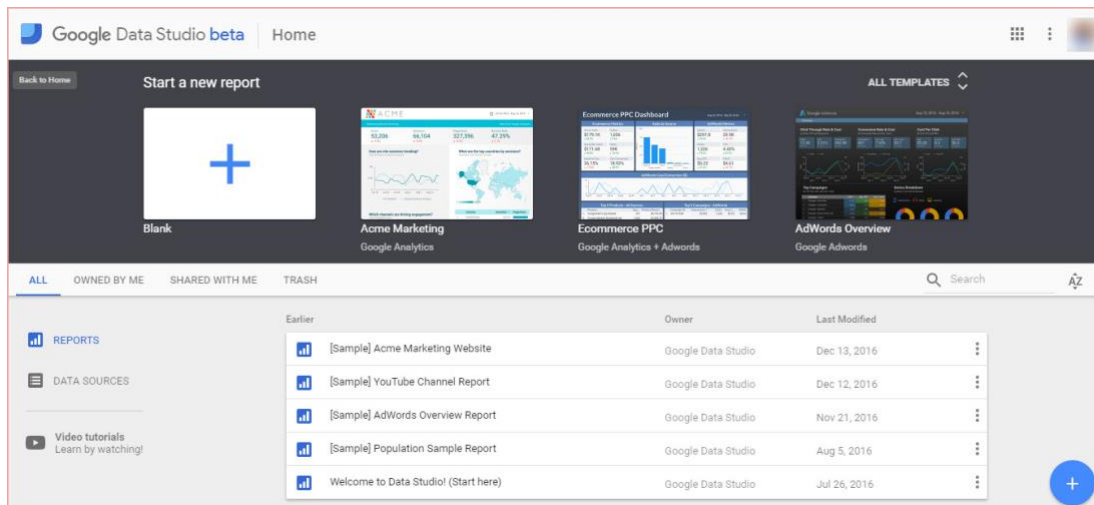
1. Log into your WordPress website
2. Click on "Plugins" in your left-hand, vertical menu, and select "Add New"
3. Type in "Google Analytics Dashboard for WP"
4. Click on "Install Now"
5. Click on "Activate Plugin"
6. Go to the Plugin in your list of plugins, and click on "Settings"
7. Click the "Authorize Plugin" button
8. Click "Get Access Code"
9. Copy your Access Code from your Google account and paste it back into the "Access Code" field in your WordPress dashboard
10. Press "Save Access Code"
11. Click on "Save Changes"

That's it! You're all set up for Google Analytics!

Now ... what to do with it?

Set up a goal for each web sign-up you create in your Analytics account. (Simply "view" your goals and select "Create New Goal", filling out your information from the easy prompts.)

You can create and customize reports—and very soon you will be able to access Google's **Google Data** to make the process of using Google Analytics easier and even more powerful.



Take the time to create and install your Facebook tracking pixel and Google Analytics. You will find the user-friendly reports you generate both helpful and exciting, because you won't be guessing any more. You will see *what your visitors are actually doing*, where they are coming from, what actions they are taking—or not taking—and more. And knowing these facts will give you confidence to make the right tweaks and changes ... ones that will help you target and build your list.

Use the right tools when setting up your eCourse. Create custom, powerful landing and thank you pages. Set up and use tracking to refine your targeting.

Taking these actions while using quality tools and services will bring a higher number of targeted highly-responsive visitors to your list ... and to your eCourse!

Chapter 3: Get the Ball Rolling

Learning Objective: Make the most of strategies to grow the conversation and get people excited about your eCourse launch.

You've created your list and incentive. You've set up a web form and landing page and decided on a starting strategy and plan for sharing. Your goal is to attract as many of your narrow target group as possible, so they will sign up—and your list will grow, while generating students for your eCourse.

Now it's time to refine that plan and set it in motion.

Step One: Three Simple Ways to Give People a Taste of your eCourse

What's the purpose of giving someone a taste? Hoping they'll find your item so delicious, they'll want more.

But you wouldn't give a seafood lover a taste of your Blue Crab Beignet, then serve pepperoni pizza as the main course when he sits down at your table. Same with your eCourse. When you serve up your taste, you want people to say, "I want more of *this*!" So be sure that what they get as a taste accurately lives up to the promise when they access the full version—your actual eCourse.

We've already discussed creating webinars and mini-email courses as incentives in Module One. When you share tidbits of knowledge—takeaways your audience can use straight away—in your webinar and email mini-course, you give them a taste of the 'real thing'. They come away with an accurate idea of **what they'll get in your paid eCourse**.

When deciding what to share, always keep two things in mind:

1. Your end goal.
2. Your ideal subscriber.

Think of one person among your existing clients or subscribers who most closely resembles that ideal. Ask yourself, "What's the best tip or strategy can I share that would get [Name] excited, and prove to her that I've got what she needs?"

Don't be afraid to share your best and most exciting takeaways. NOW is the time you want to 'sell' the course and convince your subscriber it's right for her. You are giving her just a piece of a really exciting 'whole'. On their own, your pieces are helpful ... but let your ideal subscriber imagine what will happen if she helps herself to the whole pie.

The 'whole pie' result you want her to see? That she will—with your help—reach the goal you are promoting in your eCourse.

Here are three more simple ways to give people a taste of your offer:

1. Give the takeaway tips right in your pre-launch emails
 - Once they have signed up, include real goodies that make them glad they did sign up right in your pre-launch (and post-launch) email series. Share secret links to resources no one else knows. Share a game-changing tip. Ask a question that helps them clarify a point of confusion.
 - Use your own experience of what it was like to be where they are now to help you decide what would have excited you or helped you at that stage.

PURPOSE: To get your subscriber thinking,
“Wow, I need this lady!”

2. Offer an ebook that gives your core philosophy and position
 - This is good if you plan to teach an eCourse
 - Give a complete overview of what being yourself in spite of what others think looks like—a very alluring picture. And it’s a promise of what she can help you to achieve if you sign up for coaching.
 - If you go this route, your eBook has to encapsulate your philosophy and teaching goal; be clear, concise and eloquent; use impact words and positive positioning. But most of all, it has to speak with your actual voice, just as if you were talking to your ideal subscriber.

PURPOSE: To get your subscriber thinking,
“She can help me make this transformation!”

3. Create a quiz
 - This is a wonderful way to give people a taste of the sort of transformation they may experience if they work with you.

- Quizzes are **fun, fast and entertaining**. That's why even the most serious entrepreneurs furtively click the button to find out frivolous things like "Which Disney Princess are You?" or "Would You Pass High School Math Now?"

PURPOSE: To tap into your ideal subscriber's biggest
Need and dream.

The best way to decide which of these strategies to use? Concentrate on what type of eCourse—and result—you are offering and how your sign-up strategy can best give visitors a glimpse of the end result.

Ask yourself questions such as:

- "Do I want to show them I'm the ultimate resource to help them on a journey?"
- "Am I promising personal transformation that will make an impossible dream possible?"
- "Am I teaching a new, important skill that will create more income?"

When you know what your best result is, you can more confidently pick the right strategies and sign-up incentives.

Step Two: Deciding on Your Platforms

Which platforms will help you grow your devoted community and build your list the best? Which ones will see the most shares? Why will your followers care?

It can take a very short hop from being someone they instantly forget to someone who they look for first in their social feeds. And it's all about three things:

1. Action
2. Fun
3. Results

Your posts need to be wrapped up in a big package of “I’m here because I care about YOU GUYS!” and tied up with the big, sparkly bow of your authentic voice and personality. That can feel risky. If you’re not used to being prominently in the public eye there’s a huge temptation to copy others who already are. Don’t do it. This is where you need to step out of that comfort zone and be yourself.

If you don’t, people will forget you.

If you do allow yourself to be you, the right people—your target audience—will “click” with you and pay attention to you ... and the wrong people won’t waste your time and sap your energy.

The right people get excited about what you are sharing. This is the start of buzz creation and sharing, which helps build your list.

The payoff is worth it!

The key is not to care about anyone **except your target subscriber**. Write for her. Talk about what interests her. Share personal things that only she can relate to, when you do share personal things. And remember that above all, social networks are SOCIAL. They are for cementing the relationship.

Before deciding how many social networks and online platforms you need to use, keep these tips in mind:

Suit your primary social network(s) to your industry

For example, if you are teaching anything to do with writing, you probably already know that the two most popular platforms for writers are Twitter and Facebook—with Twitter actually leading the pack. So you would know that strategies **writers** love are:

- Pinned posts to landing pages on their Twitter feed
- Hashtags important to their audiences and genres
- Facebook Event Launch Parties (with prizes and giveaways)

- Closed Writers' Facebook Groups

On the other hand, if you teach anything related to **visual arts**, or you are working hard to **brand** yourself and a signature program, then make like life coach [Leonie Dawson](#) and create a strong visual presence on Pinterest and Instagram. Use SnapChat and Facebook Live.

- Choose only the networks where your ideal subscriber spends most of her time
- Don't waste time trying to build subscribers on networks where your target group rarely drops in. Find out their patterns of social interaction and communication, and join in.
- Start with only one or two networks: The ones that your ideal subscriber appears and comments on the most **regularly**.

(You can always add other networks later, as you start to gather insights from your tracking statistics.)

Track and observe your analytics

Your social analytics can tip you off to possible groups you can target on another social network. Paying attention to real-use data tracking results from your social networks and website will help you create strategies that actively grow your list. And since you are reacting to live results, you'll gain confidence and clarity in expanding these results-based strategies as you grow!

Step Three: Strategies that engage your list

Email list strategies are all about ways to keep the conversation going and the ways to keep them opening your emails. (Nurturing your subscribers is even more important than landing them!) But all the sign-ups in the world won't get people to your eCourse if they never open your emails.

There are three reasons people open a certain person's email over all the other emails that flood their inboxes:

1. **They remember** who the sender is. They LIKE that person—and trust her not to waste their time

2. **They feel positive** gut feelings when they see that person's name in their inbox
3. They know they're going to find the content inside **useful or interesting**

Any strategy that you choose should advance all of these reactions.

The best way to know your strategy is on target? **Treat your subscribers like friends** ... friends you happen to be helping with something important to them.

Chances are that you will know at least a handful of your subscribers really well—and like them as much as they like you. Choose ONE of this small group of “friend” subscribers ... and write all your emails for her.

That's the core of your email strategies. Each follow-up series needs a GOAL and a PURPOSE. And you need to always keep in mind what your goal and purpose is.

Your pre-launch series is all about:

- Get your ideal student excited about your topic and interested in what you're doing for her
- Invite questions
- Your mid-launch series is about:
 - Reminding those who haven't purchased about the goodies that await them and what your course can help them do or overcome
 - Delighting those who HAVE purchased with extra tips and yummys
 - Reassuring them you care and telling them how to reach you
- Your post-launch series is about:
 - Keeping people in the habit of reading your emails
 - Rounding up stragglers who haven't yet purchased

- Reassuring people who have bought that they have made a great choice (be specific on the benefits! That will help stragglers make a final decision too).
- Getting people to share and spread the word about your eCourse
- Talking about results people are already reporting
- Moving your loyal subscribers towards the next step

Your emails hit these high points can be a powerful strategy to keep your subscribers engaged with you and viewing you as a leader. Be someone they are happy to follow and interact with. This type of email conversation should result in **feedback and tips that spark ideas for your next course**. This happens because people trust you, and they feel you care about what they really need, so they start opening up to you.

A steady flow of focused emails and well-designed pre-, mid- and post-launch emails also primes your subscriber for your NEXT course.

Step Four: Social Strategies to Integrate

Combine your email strategies with any of the following six social media strategies that resonate with you.

- Live streaming
 - We've already discussed at length in Module 1 why making live streaming part of a Facebook Group is a really effective tactic for coaches in particular. Coaches can use live streaming as proof of authenticity, sharing unadorned moments in their daily lives that prove they are always thinking about their subscribers.
- And if your audience likes to communicate visually, using an app like [SnapChat](#) can build on the excitement of live, 'in-the-moment' feeds.
 - You can use these live feeds to add impromptu thoughts you have about your eCourse launch; or show something you are doing to make the launch even more relevant and exciting. Or

share a quick tip that shows what they'll learn on the eCourse.

- You can use a live feed to talk about WHY you are creating your eCourse.
 - Create a Sign-up Button on your Facebook Page Cover Photo
 - If you are creating a new Facebook Page, it's already done for you! All you have to do is send it to your email sign-up landing page.
 - The Sign-up button is one of the reasons that it's a good idea to create a Facebook Page. It's free promotion, expertly working for you to grow your email list and help your branding.
1. Invite Followers and Subscribers to Add to your eCourse Vision Board on Pinterest
 - People are warming up to creating Vision Boards on Pinterest—and using them for specialty purposes such as identifying and representing goals and inspirations.
 - Create a Vision Board for your eCourse or topic and invite like-minded followers and subscribers to share and add to it.
 2. Post Reviews on Social Media
 - If you run a beta-launch (a "soft" launch) to a smaller, closed community such as your Facebook Group or within a Mastermind Forum you belong to, make sure you also ask for honest feedback and reviews.
 - Then share links to these reviews (put them on your own block, if they're sent to you in a form you can't like to).
 - And ask your followers to share these posts too.
 3. Create a YouTube Video About Your Course and Share it with Your List

Whatever strategies you choose, keep them simple and make sure you understand and know when to use them—and what you want them to achieve.

Step Five: Knowing When You Have Hit The Sweet Spot

When you see positive movement in your list—notifications that you are adding new people—that's the first sign that what you are doing is working.

When conversations start and people start asking you for solutions, you'll know that your branding is catching on. When people randomly ask you questions on social media, related to what you are providing in your content, emails and eCourse ... that's sign number two you are hitting the sweet spot with your integrated email and social media eCourse sign up campaign.

Other signs that you are hitting the sweet spot where constant interaction happens organically and naturally include steadily increasing click-through and open rates, unsolicited testimonials (either by email or in your social feed or blog comments), an increase in income from your paid offers and a decrease in unsubscribes. You won't have to 'guess' anymore whether or not your eCourse sign-up and follow-up campaigns are working. You'll be too busy trying to keep up to demand.

Step Six: Avoiding Pre-launch Mistakes

There are basic mistakes you can make in promotion that can negatively impact your email strategies. Take note of them and avoid making them.

These basic mistakes include:

- Not sending a welcome email from your autoresponder straight away
- Sending people to a default Thank You page generated by your autoresponder
- Not sending emails at the exact intervals you promised
- Not creating a consistent flow between your pre-launch, mid-launch and post-launch email series
- Not putting yourself in your subscriber's shoes before deciding when to include a sales call to action
- Not putting your sales calls-to-action in the right places (or omitting clear calls to action completely)
- Not positioning your sales call to action as something that can help your subscriber
- Not tracking and tweaking emails and Subject Lines (especially ones that result in unsubscribes or no click-throughs)

Running powerful email campaigns that build your list—especially before an eCourse launch—requires consistency, vigilance and dedication. Don't just

'set and forget' your list. Nurture it the way you'd nurture a new puppy! Lots of care, feeding and exercise.

Step Seven: Creating a Launch Schedule That works

The best way to plan a launch schedule is to work backwards. Always build in extra time for any task you are going to outsource. Since you cannot control other people when you're dealing with others, occasionally there will be delays for various reasons.

Look for the **optimum time of year** to release your eCourse. Is it something you can relate to seasonal activities? ("30 Days to a Bikini Body" is not something you want to release in late October, if the bulk of your audience lives in North America!)

Look at how often intend to run a new course or a refresher. Will you make your course evergreen, or is it specific to a hot current trend?

Look at an actual print calendar (the bigger, the better!) **Highlight** and **color** all the days where people automatically will have other things on their minds—holidays, school breaks, conflicting eCourse launches or other live or online major events you know about. (For example, you are not going to get many takers if your ideal subscribers are artists or actors if you schedule your eCourse during ComiCon.) And block out times you know that you too will be especially busy or unavailable.

Finally, think about your subscribers. Block off any times of year you know they'll have other things on their mind—or will have depleted funds. Just before tax time is a bad idea to schedule paid launches. Likewise, the third week of the month, when many families and individuals are at their lowest cash-flow ebb.

When you've done this, you'll be left with blocks of untouched dates. Use those as a framework to decide where your best launch times are.

Paying attention to the optimum time to launch your eCourse means maximum conversions ... and a growing list.

Allow 4-6 weeks for your pre-launch process. Allow a week or two before that, if you need to contact or interview outsourcers, or arrange JV

partnerships. Add the same amount of extra time if you are doing everything yourself! Then write your email series—one series for each of the three stages (pre-launch, mid-launch and post-launch). Record the name, type or number of each email in on your launch calendar. This will make it easy for you to schedule your emails when you are uploading them to your Autoresponder.

In our final module, we'll take a closer look at leveraging the expertise of others.

Stage 4: Leverage the Right People

Learning Objective: Leveraging the expertise of others while building your reputation and earning their respect

One of the best ways to boost your eCourse launch lies in leveraging the power of others. This goes all the way from past and current clients to JV partners to outsourcing to experts.

And one of the best ways to leverage others is to use the awesome super-power of Facebook. You're literally leveraging the power of Facebook's tools and systems—as well as its audiences. While you can certainly launch without Facebook advertising—particularly if you want to keep it small because you're doing a beta run—that's certainly an option. Nor should you over-extend your budget on advertising before you've created any revenue, in the ideal world.

But advertising can make a huge difference to your eCourse launch's success. And there are different options you can use, so take a look at Facebook advertising now, and decide whether or not you want to build it into your Launch Plan and schedule.

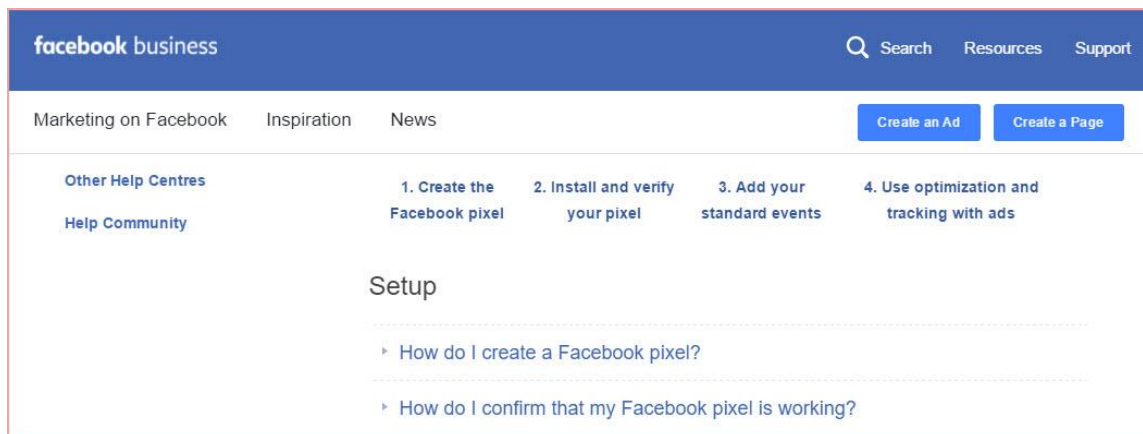
Step One: Create a simple but effective ad strategy with Facebook advertising

It's all about strategizing and making sure you don't waste your advertising budget—and that your ads actually get results.

Understanding Facebook advertising is your first step.

First create a Facebook Pixel. The Conversion Tracking Pixel and the Custom Audience. (What the new Facebook Pixel does, in effect, is combine both.)

Facebook has a whole section on creating Facebook Pixels and it will [walk you through the process](#).



Your Facebook Pixel is a piece of code that you can copy-paste into your website. It acts much the same as a Google Analytics tracking code ... but with an added twist of 'intelligence'. It identifies visitors to your site and notes their actions. If they leave without signing up or buying, the Pixel allows Facebook to then start serving your ads up to them.

You can only create one Facebook Pixel per ad account.

In addition to re-targeting website visitors, your Facebook Pixel will also help when it comes time to build a **custom audience** and **look-alike audience**. You can only create one Facebook Pixel per ad account, but it will be used in all your campaigns.

- ✓ **A custom audience** is created by you, from contacts you specify
- ✓ **A look-alike audience** is initiated by you, but Facebook then finds Facebook Users with similar in habits and interests to your custom audience

You do need to create a custom audience before you can create a look-alike audience, but once you've specified your custom audience, check out this January 2017 post in Social Media Examiner to follow step-by-step instructions for [4 Ways to Build Facebook Lookalike Audiences](#).



So, to recap, your Facebook advertising tools are:

- Your Facebook Pixel
- Custom audiences you specify
- Look-alike audiences that Facebook uses your custom audience to create

Types of Facebook Ads:
















If you are trying to expand your reach and add new, targeted followers, before you worry about launching—or even about planning your launch—get as many Facebook “Likes” to your Facebook Page as possible. You get access to Facebook Insights, so you can intelligently track and tweak, and choose which Facebook posts to boost when you reach one hundred likes.

All ads should be created for a specific purpose. And the first type of ad you can create for your eCourse launch is simply one that attracts more “Likes” to your Page (where you will publicize your promotions and grow your audience) in a short time frame.

If you don’t already have a Facebook Page, [create your Facebook Page now](#). You will be prompted with popups to take paid advertising actions like boost posts or get more likes for your page—all without having to sit down and create a Facebook ad. Don’t worry too much about boosting posts until you have access to Facebook Insights for your page and see how your posts are performing. The rule of thumb is ... **boost the posts that show the most**

activity and are **most relevant in topic and keywords** to what you want to promote.

Facebook makes it easy to set specific **goals** and choose which type of ad you want to create. When you log into your ad manager, you will be able to choose one of these goals, and the subsequent set up steps will all be geared toward that goal, saving you time and helping you streamline your focus.

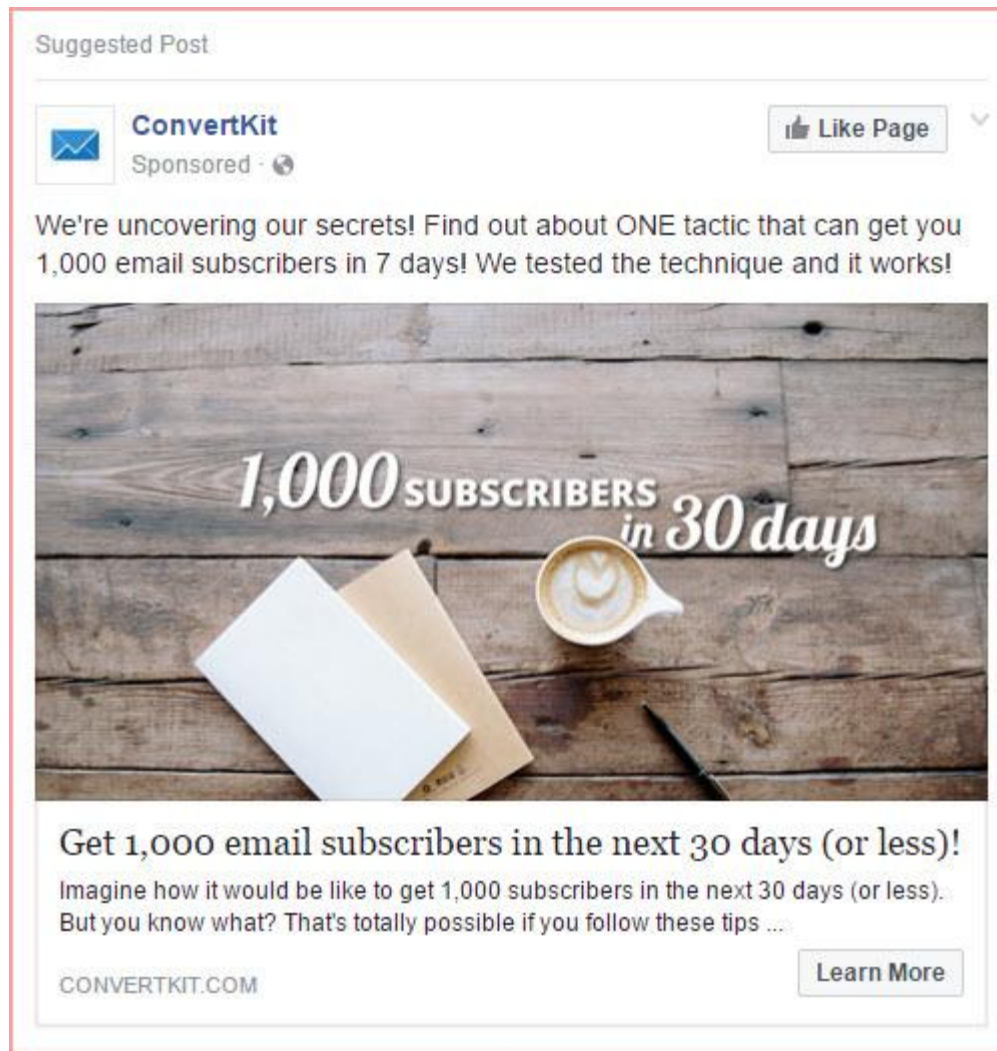
What's your marketing objective?		
Awareness	Consideration	Conversion
 Boost your posts	 Send people to a destination on or off Facebook	 Increase conversions on your website
 Promote your Page	 Get installs of your app	 Increase engagement in your app
 Reach people near your business	 Raise attendance at your event	 Get people to claim your offer
 Increase Brand Awareness	 Get video views	 Promote a product catalogue
 Increase your reach	 Collect leads for your business	 Get people to visit your shops

You will need a credit card registered on your account for payment, and it's a good idea to add a secondary payment method such as PayPal or another card, so that if your primary card experiences a problem, your ad campaign will not abort.

There are many different types of Facebook ads, but keep it simple to start out with, set a daily limit—and make sure you let your ads run long enough to pick up some momentum and steam.

Make sure each ad campaign has a specific landing page and a specific purpose.

Watch your own Facebook feed to see examples of ads that excite you—ones that you think would work for your launch. Facebook ads always let you know what ad type you are seeing, so make a note of that type. Take a screenshot and use it as a template for the type of content you should include.



This is the easiest way to familiarize yourself with Facebook Ads. You won't be overwhelmed with all the choices and convolutions Facebook Ads offers nor will you be frustrated by irrelevant Facebook restrictions, when you try to use tools and sections meant for those with large lists of contacts.

Step Two: Hiring a Specialist—Should You?

The first way to leverage the expertise of others: **Outsourcing parts of your eCourse launch.** You can expect to grow your email list and launch your eCourse more powerfully when you outsource certain tasks to experts who specialize in that specific task, purpose or product. You will often be able to see a visible jump in returns, both in income, if you are dealing with a paid course, and in the growth of your email list.

Sometimes, having the right person at the right time on hand to point out or install a certain tweak you did not know existed makes all the difference in the effectiveness of your launch.

Here's the rule of thumb: The larger and more complex your launch, the more necessary it becomes to outsource—often because you have to institute more complex systems.

If you're new to outsourcing, take a two-fold approach. First, do what you can to cut down on complexity and confusion. Keep your eCourse launch simple (e.g. use a plugin instead of hiring a coder to turn your WordPress site into a Membership Site). Host various things on platforms that do the work for you. Use simple tools, chosen carefully so that they integrate (or at least, do not clash) with your other plugins, services and software.

Anything else that can't be dealt with in this way, outsource.

Decide on outsourcing at the planning stage. For each task or function you want to outsource, make sure you know in advance a rough but informed approximation of:

- The hours you need
- The costs you'll face

Outsource only one or two key areas. Decide what you want them to be at the planning stage.

For example, if you are planning to go all out on a massive Facebook Ad campaign because you have created a high-end course and you are investing money for top-of-the-line services, then hiring an experienced Facebook Ad manager to handle your Facebook Ad campaign is probably a sound strategy.

If you're using the Infusion Shopping Cart, which is phenomenally powerful but can be a time-gobbler for newbies since it requires a healthy learning curve, you might be better off hiring an Infusionsoft-trained VA to set it up and maintain it for you. (Tip: Choose a VA who is an **Infusionsoft Certified Partner**—and if you haven't yet purchased Infusionsoft, remember that ICPs can often get you a better price.)

Remember that using bargain-price contractors will likely lose you money and you'll quickly find out that many low-balling contractors don't know

much more than you do about the function you're trying to outsource. Use reputable contractors, interview them ahead of time, check references and set agreements in writing.

Step Three: Creating a "Street Team"

Take advantage of a technique successfully used by best-selling authors and create yourself a Street Team. Recruit this team from people already sold on you:

- Peers in Mastermind Groups, schools, clubs or forums you run or belong to
- Clients, past and present
- Friends and family who support you and have some understanding of and interest in your business
- Present subscribers

Plan this before you've even created your eCourse. Write down all your launch tasks and see if there is anything your 'Street Team' can really help you accomplish. Set a pre-launch "party" and set them specific tasks—with promise of big rewards. You can do the same thing with an affiliate program, if you have affiliates.

Position this by first telling them about your Street Team idea and the rewards and prizes it will include. Create a Street Team list in your autoresponder, and create a proper sign-up for it, complete with Thank you page, email series and information. It sounds like a lot of work, but if you plan this right from the start, it's not.

Then ask for volunteers to commit to joining and taking action when your pre-launch period arrives.

Make it FUN.

For example, create an event—a specific time such as every Thursday 8 p.m.—and chat to each other, live. You can just post ... or do a Facebook Live video talking about your eCourse. Ask them to complete activities such as sharing a specific graphic, ad or post on all their social media sites to be entered in a draw for one of your prizes.

Ask specific questions of your Street Team to get them to help you with feedback or ideas. Report on your progress. Ask them if they want to test course components or beta-test your four-video free mini course. (Formula: Three videos with powerful info on the course topic; Video #4 your sales pitch for the course; the benefits; and what it will give your viewer

Remember the principle of reciprocity and make your Street Team initiative as much about your Street Team members and their needs, hopes and dreams as about your own interests.

- Talk to them daily in your Street Team Group
- Acknowledge people who comment by name
- Thank your team members whenever they do something to promote your eCourse
- Provide fun and valuable freebies and gifts, out of the blue
- Answer their questions promptly and generously
- Invite questions on their own concerns for your next Facebook Live talk
- Make them feel special—because they are!
- Give your Street Team members credit, shout-outs and praise

Everyone loves to be acknowledged. By name, individually: Not just “you guys are fab”.

Step Four: Blog Tours: do they work

Another way to leverage other peoples’ list members and fans: Hold (or join) a Blog Tour.

If you can tie your eCourse launch in with an existing Blog Tour centered around a relevant topic or among your ideal audience, you’ve hit a goldmine. If you want to organize one yourself, allow plenty of time for this, and realize you’re creating a learning curve for yourself if you’ve never done it before.

What a blog tour can also do is foster engagement and connection among the people whose blogs you visit and who visit yours. You become someone

they know, someone they trust—and someone they feel much more inclined to help. The support and camaraderie can be exhilarating and fun.

Step Five: The Power of Interviews

Similar to this (just less formalized) is the tactic of getting (and giving) interviews on your topic. It's a really powerful tactic, but first you need **connections**. It's rare that experts will grant interviews to people with a minimal online presence, but if you want to attract them, you need to do five things:

1. Have a totally professional-looking website they would not be embarrassed to visit. Make sure it is focused and gives you a strong, specific identity
2. Find out everything you can about their business activities in advance, and see if you can use the interview to help them promote one of their events or products (make it about YOUR GUEST: Not about you)
3. Make it easy for them to say yes.
 - Send a personal request via email or snail mail
 - Remind them if and where you have met before
 - Talk immediately about what you plan to do to promote their interview ahead of time
 - Talk immediately about what you can offer (benefits for them)
 - If you have found out they're about to do a launch, tell them your readers, viewers or listeners would love to hear about their launch during the interview and again at the end of it
 - Let them know if you have a deal or gift for their subscribers
 - Let them know you've anticipated and taken care of as much as possible
4. Provide resources on my website they'll be happy to use
5. Give them lots of lead time, so they can clear a spot on their schedule.

Keep your request concise and to the point, hitting only the high points. Time for details after they say 'yes'! The closer to your launch date that you ask, the more they will be likely to say "no". The more professional and organized you are, the more likely you'll get a 'yes'.

If you have done previous interviews, give them the link so they can see if your style fits them.

And don't procrastinate on this. Make a list of who you know (or—more important—who knows YOU) and just ask. Send out as many requests as possible. Keep track of responses (create an Excel spreadsheet that also includes a field for tasks you have to do for each person).

Interviews are a wonderful way to leverage not just other experts, but also their lists.

That's how you grow your own—and get the word out about your eCourse launch.

Step Six: JV Partners: Myths and Facts

It is a fact that you won't land big-name or celebrity JV partners if you don't have a list of at least 10,000 people.

It is a myth that seeking JV partners with a small list is not a good idea.

The trick is to seek partners who are closer to you in list size and visibility. Think about it: If you have 150 people on your list, and she has 140 on hers, you both stand to increase your lists with each other's members. This can nearly double the size of your list (and hers) in one go!

Start with experts you know. The higher you go in your search for a JV partner, the more proof you have to provide, because they won't know you. You have to make it easy for your JV partner to say 'yes', which means doing the lion's share of the work, so that all she has to do is be interviewed on a certain date, introduce you to her people on your webinar or feature you as a guest and allow you to mention your eCourse.

Follow and interact with experts who would make JV partners. Don't wait till launch time to do this. Start today. Join their courses, clubs or Mastermind Groups and become a valued and active member of your community.

JV partnerships don't have to be complex or intimidating.

But you DO have to ask.

Step Seven: Leverage Your List

Finally, to keep your list growing and gather more people for your eCourses, **leverage your own list.**

Write your email series well in advance, and always have several planned. Your relationship with your subscriber doesn't stop when launch day arrives. In fact, it's just starting! Always be on the look-out for things that will help your ideal subscriber. Look for email topics even during your launch.

For example, if you've decided to include two payment options—a choice of a one-time price or three-monthly installments—email them about your decision. Let them know you were thinking of a way to help them.

Send out a **survey** at the end of your campaign. Use it specifically to keep the relationship going with those who didn't invest in your eCourse, this time around.

And **always look for upsells** to include in your emails—especially after you've made your offer. Add upsells whenever possible at point of purchase too.

You can offer any other type of upsell you want to offer. Video recordings of your course, an eBook version, extra material from the course such as course graphics, slides or templates.

Consider including an upsell as a way to further delight and hook your subscribers. It's an opportunity you shouldn't miss.

Upsells make customers out of subscribers who for whatever reason can't invest in your eCourse and cements the loyalty of this group, plus those who did invest—and want more.

Look for other opportunities to leverage the power of others. Be creative. Don't just think outside the box. Think on top of it!

Keep your goal in mind, think of all the people your eCourse is going to help—and start building your list today.