LAUNCH HACKS

9 LAUNCH STRATEGIES FOR DRIVING TRAFFIC, LEADS AND SALES QUICKLY

TOM MORKES

INTRODUCTION

Since 2013, I have worked with hundreds of brands and companies, helping them grow their businesses by generating traffic, leads, and sales for their flagship products and services. From fast-growth startups like Teachable, to leading educational companies like The Growth Institute, to thought leaders and personal brands like Neil Patel, my clients usually hire me for one reason: **to help them achieve exponential results within a short timeframe.**

And how do we accomplish this?

Through event-driven marketing campaigns (aka "product launches" or simply "launches" for short).

Unfortunately, the idea of a "product launch" has faced criticism in recent years. This is partly because the traditional "product launch" strategies are not as effective as they used to be. It seems like everyone and their mother is "launching" something, but in many cases, these launches fail to generate significant profits. Some even result in losses.

Another reason is that "launching" is no longer trendy. As a result, influencers and content creators are no longer as motivated (or incentivized) to discuss it compared to whatever is currently popular…

However, if you take a step back, you'll notice that the largest and most profitable companies in the world consistently leverage launches to grow their sales and profit.

For instance, Apple, the most profitable company in the world, launched the iPhone X in November 2017 and sold an estimated 29 million units in the first month, despite its $999 price point (a record high, at the time). Fast forward to 2021 and you'll see the launch of the iPhone 12 helped them generate the "largest revenue and profit in company history," according to CNET.

Similarly, in March 2016, Tesla launched the Model 3, requiring customers to pay $1,000 to secure their place in line for the vehicle. Within a week of the launch, they received 325,000 pre-orders, amounting to $325 million in upfront cash. Since each vehicle sells for around $35,000, this launch potentially brought in $11 billion in sales. By 2022, Tesla had become the most profitable car company worldwide.

Or take a look at initial coin offerings (ICOs), which collectively raised over $4 billion in 2017 according to Forbes. Each of these ICOs utilized the launch strategies I will be sharing in this guide, with some individually raising over $250 million from a single launch.

So, yes, launches work…

…but there are also many ways to mishandle a launch.

That's why this guidebook focuses on sharing the most effective launch strategies used by today's most successful businesses and brands. Whether you are starting from scratch and just looking to validate a new product, or you're established and looking to generate 6 to 7-figures in a short period of time, this guide will provide you with simple steps to improve your results and generate more traffic, leads, and sales.

My hope is that you'll find at least one valuable tip, technique, or tactic to implement in your next launch. If you do, please email me at tom@tommorkes.com. I love sharing success stories with my audience and would be thrilled to feature you in an upcoming case study!

Good luck, and keep creating.

- Tom Morkes

#1. The Nightclub Sales Page

Ever walk around Vegas at night and pass by dozens (or hundreds) of people waiting patiently in line for HOURS to enter a nightclub...when there's a perfectly good alternative (or 5) right next door with no line?

Or if you're not a night owl (or into people-watching on the strip), think about the busiest restaurant you know; the one that is always full, and usually has a 60+ minute wait at peak times. Have you noticed that there's almost always another restaurant (or 5) within walking distance with available seating?

In either case, why would someone wait in line for hours when they could get an equivalent experience *right now*?

In "Networks, Crowds, and Markets: Reasoning About a Highly Connected World," authors David Easley and John Keinberg set out to explore the dynamics of networks and how other people's actions can impact your decision-making process.

Here's what they discovered:

The actions of other people influence your decisions. And the actions of people you know, like, and trust have an even greater impact on your decision-making process, guiding you subconsciously to the "right" choice (aka the choice 'people like you' made). So the more people like you who choose "Option A" instead of "Option B," the more people like you will continue to choose "Option A" instead of "Option B,"

This is what Easley and Keinberg call: Cascading Behavior.

And Cascading Behavior is one of the reasons you'll wait in line for 4 hours to get into a nightclub (when you could get your Dougie on within minutes right next door).

In a recent campaign, I put cascading behavior to the test.

The launch was for Bestseller Summit Online, hosted by Jesse Krieger of Lifestyle Entrepreneurs Press. The goal was to get as many people as possible to sign up for our free, live event, and then generate as many new, happy, and paying customers as possible.

Here's a snapshot of what our daily average sales conversion rate looked like over the three weeks of the launch:

As you can see, something happened midway through the event that doubled our average sales conversion rate, week over week.

What was it?

Simple: I updated our sales page to highlight, in real-time, all the people who were purchasing our core offer.

This meant that when people visited our sales page, instead of being greeted with a static page, they were greeted with the same sales page, but with non-obtrusive notifications that would pop out of the bottom or side of their screen, letting them know the name and location of the most recent person who purchased the product. And these notifications would cycle through one after another, showing the person who is viewing the page that this product is in demand, and being bought by people just like him or her.

While there are always many variables in a launch, this was the only change we made. The results speak for themselves.

IMPLEMENT THIS HACK

Step 1. Go to usefomo.com (or an equivalent software provider) and sign up for an account.

Step 2. Implement the code (support can help), and set your parameters for how you want the software to appear and act.

Step 3. Sit back and rejoice as new sales flood in.

#2. The Masterclass Strategy

Frank Bria is a prior Fortune 500 business consultant, author of "Scale," and co-creator of the "Embark Million Dollar Authority Partnership." In a nutshell, this program helps business owners scale their companies through a joint venture partnership with Frank, his co-founder, and his team.

For the launch of the "Embark Million Dollar Authority Partnership," Frank wanted to book one person for a $100,000+ contract, with $12,500 paid upfront.

Instead, Frank implemented the masterclass strategy and signed up 11 partnerships in a one-month window, which resulted in $1.1 million in booked sales (with $130,000 paid up front).

So how did Frank generate these results?

Instead of rolling out your typical launch sequence, Frank sent all traffic to a 3+ hour live masterclass, where they taught EVERYTHING about their process.

Here's how Frank describes the masterclass strategy:

"We're going to teach you everything you need to know to start a million-dollar business. We're going to give you the entire plan. For example, during the training, we give out a business spreadsheet - the same one we used to build our business...[so students can] download the spreadsheet and use it during and after the masterclass. On the call, we also take someone through our process and we model their business [live on the call]. We give the masterclass attendee everything."

The best part?

They only made one offer during the masterclass: "Do you want some help?"

That single question helped them book $100k+ in sales.

IMPLEMENT THIS HACK

Note: this hack works best for any high-ticket, and done-for-you service.

Step 1. Outline everything you know about the subject you're teaching.

Step 2. Break this outline into 3 sections with 30 to 40 minutes of training for each section.

Step 3. When running the masterclass, end each section with a teaser for the next section, a Q and A for the current section, and make sure it's clear that you have a done-for-you or high-ticket offer available for purchase.

Step 4. When people inquire about your offer, send them a survey/form (to review their application and pre-qualify them before your call), then have them book a call to close the sale.

#3. Nudge Prizes

Teachable is a software platform that content creators and educators use to create, market, and sell their courses online. It's an industry leader in the space, used and recommended by people like Pat Flynn, Melyssa Griffin, and Carrie-Anne Moss (Trinity!).

For the past two years in a row, I've helped Teachable run its largest marketing event of the year: the Teachable Course Creation Summit.

For each of these summits, the goal was to recruit, activate, and catalyze influencers and affiliates to market and promote the summit. But if you know anything about affiliate marketing, that's easier said than done.

Why?

Because affiliates are not OBLIGATED to promote. Unlike a dedicated sales team, affiliates are voluntary marketers and salespeople. The upside is you only have to pay them for the results they generate. The downside is it's really hard to get someone to do something if they don't have to.

To incentivize affiliates to promote, the standard affiliate launch will use something called a "leaderboard." A leaderboard is a snapshot of which affiliates are generating the most clicks, optins, or sales (depending on what you want to track, measure, and share). This typically coincides with special bonuses or prizes for those that reach pre-established milestones, or make it into the 'top 10' of whatever metric you're measuring/incentivizing.

It's a good strategy insofar as it can get affiliates to promote 'just one more time' if they're near one of those top spots…

But it's ineffective for affiliates with smaller audiences who could never break into the top spots.

And that's why I decided to try something different on the most recent affiliate launch campaign (and the biggest one yet).

I call them: nudge bonuses.

A nudge bonus is a personalized incentive for individual affiliates, shared with them 1-to-1, and based on their current progress and results.

For example, for those who only shared on social, we would 'nudge' them to share via email with a small bonus or prize if they (1) emailed and (2) hit a certain number of optins.

In another example, if a particular affiliate had promoted heavily and was achieving some serious numbers, we'd give them the chance to win a special prize if they hit a new milestone, relative to where they were at (always within 'striking' distance, so that the act of sharing one more thing was always a no-brainer).

The key to the 'nudge bonus' strategy is that you must be able to track and communicate with affiliates in a 1-on-1 capacity. This takes more time, more effort, and more resources…

But the results are impressive.

By a rough estimate, we increased affiliate promotion by 15 - 25% across the board. And for some individual affiliates, we were able to get them to double or triple their promotion (based on their original promotional plans).

Ready to take your affiliate marketing to the next level?

Here's how:

IMPLEMENT THIS HACK

Step 1. Define the key metrics for your launch (clicks, optins, sales, etc.).

Step 2. Identify what numbers each individual would have to hit to merit a reward - these are your 'achievement levels' (note: don't ignore those people who might only be able to send you 25 or 50 or 100 leads; they're worth incentivizing here, so don't make the level of achievement too high).

Step 3. Research and compile prizes that have a corresponding dollar value that is equivalent to what you want to spend on a per-click / per-lead / per-sales basis.

Step 4. Put these 'achievement levels' and corresponding bonuses in a spreadsheet (for internal use only).

Step 5. As you monitor the campaign, when an affiliate is 50 - 75% of the way to a new 'achievement level' let them know with a personalized email and the prize they could win.

Step 6. Collect this information and the results, so you can attribute achievements and corresponding bonuses correctly post-launch.

#4. The OPA Method

John Lee Dumas is the founder of EOFire.com, an award-winning podcast, and the creator of The Freedom Journal. I first met John early in his podcasting career. As a prior service veteran,

we hit it off quickly and collaborated on several projects, including a platform to help veterans build online businesses. So when John told me he needed help with marketing The Freedom Journal, I jumped at the opportunity.

Our goal for The Freedom Journal was to raise $25,000 on Kickstarter, which would allow us to fund the full printing and distribution of the journal. We reached our $25,000 goal in the first few hours of the campaign.

By the end of the campaign, we raised more than $453,000.00.

Not only that, we set a crowdfunding record, becoming the most-funded non-fiction publishing project in Kickstarter history:
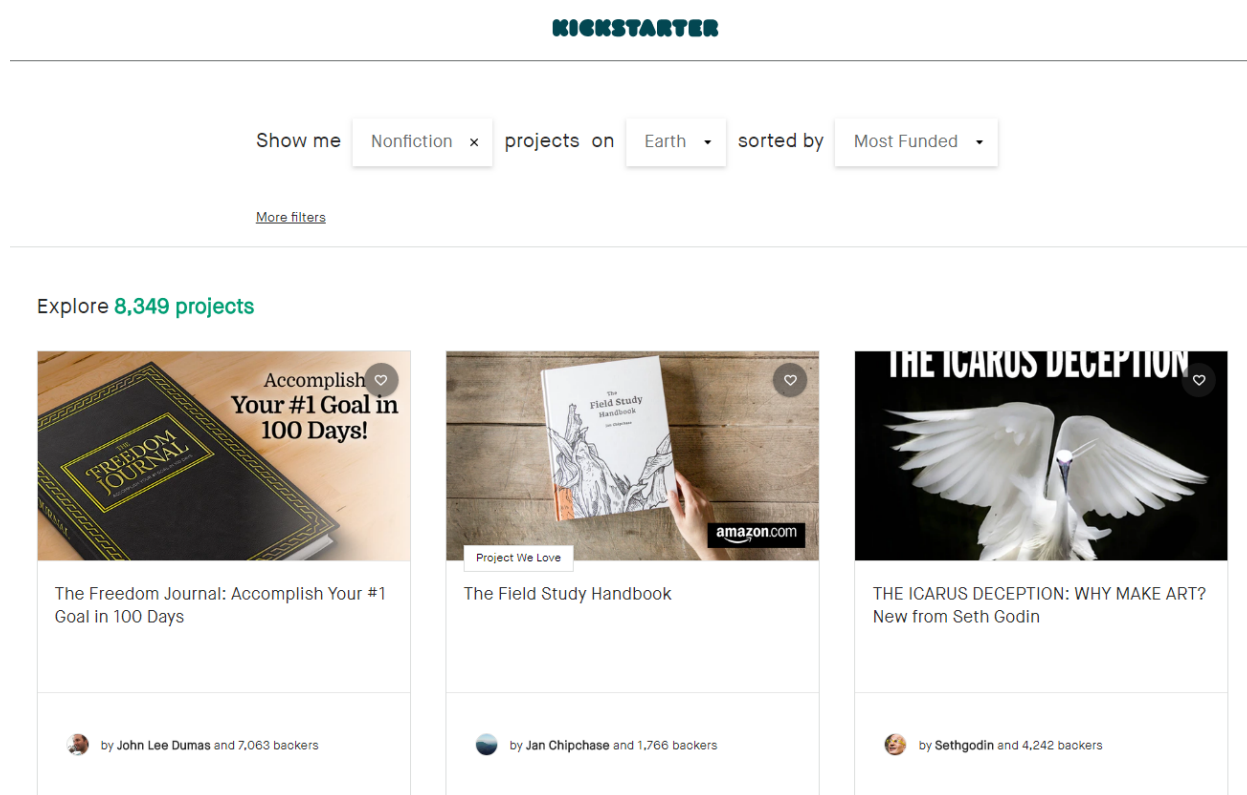
John has since gone on to sell more than $1,000,000.00 worth of journals (including copies of his latest book: The Mastery Journal).

The success of The Freedom Journal's $453,000.00 campaign was due in large part to leveraging influencers and getting the book in front of other people's audiences (OPA).

We started by reaching out to every influencer John and I knew. During this process, we emailed more than 1,000 past EOfire guests and another several hundred influencers who had audiences that would benefit from The Freedom Journal.

Next, we systematically followed up with each person to see if they would be willing to share the book. When they said yes, we provided them with everything they needed: graphics, email scripts, social scripts, and more.

Here's a detailed look at the numbers:

From December 3rd to February 4th, we sent 7643 emails (an average of 6.4 emails per influencer)

516 people responded (43%)

139 people turned down the request to promote. (11%)

114 people said they would consider promoting. (9.5%)

92 people said yes, and supported us by sharing on social media (these are just those individuals who we confirmed...many more people promoted across social media, but this is from those who told us they posted in forums, groups, etc.) (7.7%)

Most importantly:

174 people shared through their email list and/or blog (again, this is just for those who confirmed with us they emailed or blogged about it - I estimate another 20 or 30 did the same but didn't confirm). (14.6%)

Conservatively, we estimate that the emails and blog posts alone reached more than ½ a million eyeballs.

Also, we were able to secure 7 guest posts and 15 interviews, ASIDE from the 30 special guest interviews that John lined up.

Here's a snapshot of what outreach looked like from December through February when the bulk of the outreach occurred.
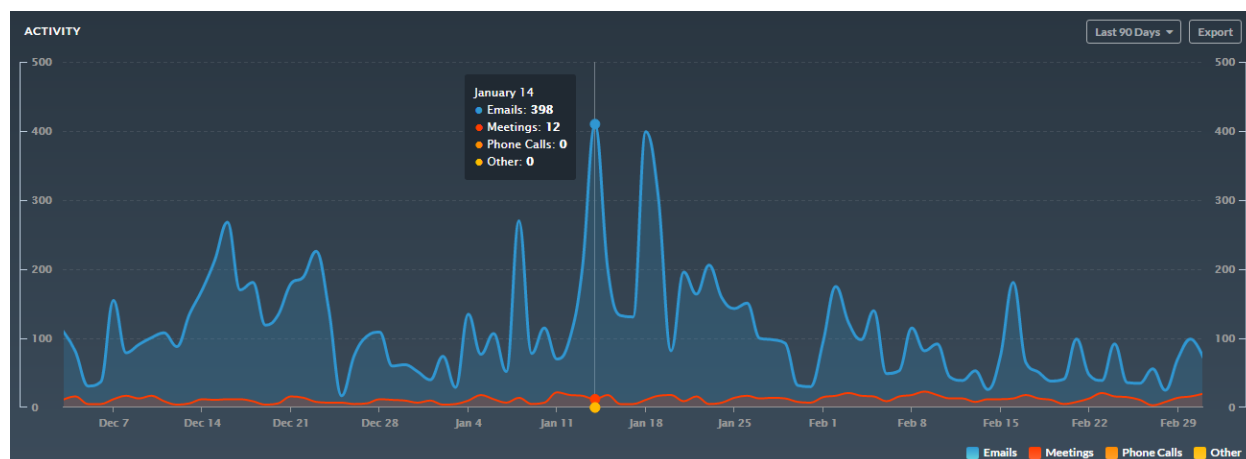
Here's how John describes his relationships and the outreach effort:

"At this point, I had completed around 1,200 interviews for EOFire...I had built a lot of great relationships with over 1,000 successful entrepreneurs and I called in my favors...[I also reached out to] people like Pat Flynn, Amy Porterfield, Lewis Howes, and I said, 'Listen, I would love to come on your show. I have a great value to add. I'm going to add value about how to set and accomplish goals that every one of your audience members is going to get value from. Then, at the end, I'd love to give a quick call to action to check out The Freedom Journal...and I would really appreciate it if you could launch it [between] January 4th and February 3rd window, those 33 days. Because of the relationships that I built, I got a lot of yes's for that."

Yes, it was a lot of work, but by leveraging the OPA Method, we took the launch of The Freedom Journal to the next level and made it the #1 most-funded publishing project in Kickstarter history.

Here's how you can do the same:

IMPLEMENT THIS HACK

Step 1. Create a list of 'marketing verticals' - a list of outlets (blogs, podcasts, youtube channels, columnists, forums, etc.) - where your offer would resonate or be of value.

Step 2. Create email outreach templates for each marketing vertical.

Step 3. Personalize the messaging for each individual within each marketing vertical, and send out your initial emails (ideally 2 to 3 months in advance)

Step 4. Follow up, follow up, follow up. We sent, on average, 6.4 emails to each influencer we reached out to. Many came back THANKING ME for following up because they had been busy, and they ended up promoting (persistence pays off).

Step 5. Hold people's feet to the fire. Sure, a share on Twitter is nice, but it's not going to move the needle. Without a doubt, email marketing is still the most effective means of getting people to notice your offer. So for this step, we emphasized to each of our promo partners that they should send at least one email, or write and share at least one blog post. That helped us reach over ½ million eyeballs and got us to over $450,000 in sales.

#5. Epic Lead Magnets

Joseph Michael is the creator of Easy Course Creation, a training program on how to build and sell a profitable course. Now a lot of people teach course creation, but Joseph Michael walks the talk: Joseph had made more than $1 million from sales of his first course, Learn Scrivener Fast, alone.

Joseph's goal for Easy Course Creation was to break $100,000 in sales.

By the end of the campaign, we had surpassed $140,000 in net sales.

When I look back at the campaign we ran, it's clear to me one thing boosted our results:

Our lead magnets converted over 40% of visitors.

(and if you do the analysis by the source of traffic, and exclude things like Twitter, our lead magnet conversion rate was closer to 60%).

Why was this so important?

Because, on average, we made $11.12 per optin.

So increasing our conversion rate on the front end of the funnel (the lead magnet) was a game changer.

Here's what Joseph had to say about what made our lead magnets so attractive:

"The lead magnet is always where I start; some kind of freebie, some kind of giveaway - to basically develop the relationship; to start giving first, developing that spirit of reciprocity of: 'let me just give you so much value and wet your appetite for more of what's to come.'

So, [for Easy Course Creation] I started with this course creation toolkit bundle. [The goal was] to get the person to think about [and overcome] their objections: 'Have you ever thought about creating a course before? And if so, you're probably struggling with things like: how do I [develop] an idea for the course? Am I expert enough?'

So I put together this bundle of resources around lessons I've learned from generating over a million dollars in my previous course sales and other things that would tackle mindset issues to try to [remove those as objections to creating a course]. I was very strategic in thinking about the big objections somebody would have to buy my product later on. I then integrated those into the lead magnet, which made it attractive [as a standalone product]."
Here's the deal:

There are more options, more choices, than ever, for any customer looking to purchase any sort of product in almost any niche or industry. So the question is: how do you stand out? How do you convince a passerby to sign up for your email list, or pay attention to you?

Joseph Michael's answer: teach and give as much as you can in your free lead magnets. Don't shy away from sharing what you know. Even if you're selling an infoproduct like a course, it does not hurt to share your best 'stuff' as a lead magnet. Not only will this help you stand out from a noisy, crowded marketplace, but it also builds trust and authority much faster, which will result in more sales of your product or service.

For many people, the lead magnet is an afterthought.

But if you put in the time and energy to create an Epic Lead Magnet, you could multiply the results of your launch.

Here's how:

IMPLEMENT THIS HACK

Step 1. List out every objective someone would have to buy your course

Step 2. Create a resource that overcomes each of these objections

Step 3. Compile those resources into a single, free offer

Step 4. Send traffic to this lead magnet like you would any other, and reap the reward of much higher conversion rates across the board.

#6. The Rolling Pre-Sale

Chris Badgett is the co-founder of LifterLMS, a learning management system for digital product and course creators. It took Chris and his team only 60 days to develop the idea into a working prototype and to simultaneously get their first 42 paying customers.

While 42 paying customers validated LifterLMS as a concept, it wasn't enough cash flow to support the team. And worse news: growth slowed after the initial launch.

So Chris and his team made two big pivots:

First, they switched to a 'freemium' model, with a paid add-on model.

Second, they started launching all their add-ons using a pre-sale offer with special discounts and incentives.

Moving to a freemium model helped LifterLMS grow its audience and downloads. And by launching each new add-on as a pre-sale, LifterLMS was able to get the cash flow they needed up front while scaling their bottom line revenue through recurring subscriptions.

Since this pivot, LifterLMS has grown to over 100,000 downloads and thousands of paying customers (in less than 3 years).

Here's how Chris describes his rolling pre-sale strategy:

"[We do] a lot of pre-selling...For example, right now, I'm pre-selling something called Advanced Quizzes, which is an add-on that doesn't exist yet. You can go and buy it in our store for pre-order pricing. It's $30 off of $199 per year. So doing pre-selling is something that we do and we incentivize that...we have a very open pre-sales channel. We'll get sometimes 100 emails a day full of pre-sales questions…"

Here's what one of those pre-sale pages looks like (simple, right?):

Chris explains the reason his pre-selling strategy is so effective is that he sets launch dates and keeps his promises:

"We commit to launch days...that creates confidence in the mind of the prospect that this is real. Because people have bought stuff that didn't ship on time...that's a lesson we learned, if we're going to offer a pre-sale, we're going to put our trust on the line, and we're going to put a date out there."

Here's the deal:

Pre-selling is an effective launch strategy. However, it requires that you have earned the trust of your audience. One way to increase trust is by setting hard "ship" dates - and then making sure you ship on time. If you can pull this off, you increase trust with your audience, which in turn means more sales, and the ability to offer future pre-sale offers. And because these are pre-sales, you will never be wanting in the cash-flow department, as these pre-sales can fund the development of your product or service. Of course, this strategy can backfire if you can't hit your ship dates, so use it with caution.

IMPLEMENT THIS HACK

Step 1. Outline and define the upcoming product, service, or add-on you plan to release, as well as the retail pricing.

Step 2. Set a ship date (that you can and will meet).

Step 3. Determine pre-sale exclusives (Discount off retail price? Extra bonuses? Lifetime access?).

Step 4. Roll out your offer before it's been built and ready for official release as a time-sensitive pre-order campaign.

Step 5. When the pre-sale campaign is over, remove the discount or bonus incentives, and continue promoting the offer at its retail price.

Step 6. Deliver the product or service on time or ahead of schedule, and turn that into a mini-launch opportunity.

Step 7. Wash, rinse, and repeat for each new feature, add-on, or product launch.

#7. The Podcast Multiplier

Neil Patel is the co-founder of Crazy Egg, Hello Bar, and Kissmetrics. He is also the New York Times bestselling author of "Hustle." Neil is widely regarded as one of the best online marketers in the world. Search "online marketing" in Google, and you'll typically see one (or more) of Neil's blog posts at the top of the search engine.

So when it came time for Neil Patel to market and launch his first book, he leveraged those same strategies that helped him grow several multi-million dollar companies…

But two strategies, in particular, helped Neil (and his co-authors) land on the New York Times bestseller list:

The first strategy: corporate sales.

From Neil: "One of the big things [we did to generate pre-orders] was...corporate book sales...it's a lot of shaking down connections and asking for favors."

Corporate sales are tough, but if you can develop those relationships, they can help you reach a critical mass of bulk pre-orders. But getting on the New York Times bestseller list also requires a critical mass of individual purchases, both online and at physical bookstores.

Here's how Neil explains it:

"[Hitting the New York Times Bestseller list] is a combination of everything, because if you get the corporate sales, but [no individual sales], you're going to have a hard time hitting the New York Times bestseller list."

To hit our individual, organic pre-order goals, we focused on getting press mentions in outlets where our ideal readers were already engaging.

To get the press mentions, we implemented a simple, scalable strategy: high-leverage podcast interviews.

"We did a lot of podcast interviews. That helped a lot. It's amazing branding as well. You (Tom Morkes) were the one who set that up for us. That was amazing. I don't know how many podcast interviews we were doing but, it was just boatloads and boatloads…"

But the secret sauce here isn't the podcast interview, per se. It's what happens when that podcast goes live.

This is what I call the Podcast Multiplier.

First, we created a simple sales funnel. It included a landing page with exclusive pre-order incentives; things that you could only get if you purchased the book several weeks before the official book release. Next, we put together marketing materials for all our promotional partners. Finally, we coordinated with each of our podcast hosts to use these marketing materials, to send people to our pre-order page.

This last part is critical.

If podcasters (or any outlet) don't share the pre-order funnel, you're not going to get real traction. That's why we created an incentive for each of our podcast partners.

Here's how Neil describes it:

"You have to figure out what kind of value you can provide people. Are you going to promote the episode? Are you going to blast it out to your email list when it comes out, so that way it benefits them? Are you going to give them some exclusives on a topic that they've never heard about that's going to interest their audience? When you start combining all of that kind of stuff, that's when you can do quite well with podcasting."

All in all, we were able to line up more than 50 outlets that generated thousands of leads and sales, got us a critical mass of pre-orders, and put us on the New York Times bestseller list.

Here's how you can implement the Podcast Multiplier in your next launch:

IMPLEMENT THIS HACK

Step 1. Research and create a list of your top 100 podcasts; focus on those not just with big audiences, but those where your ideal reader is already listening.

Step 2. Put together a simple sales funnel: a landing page with a free "optin" gift (a free chapter is good; better if you include something more), and a sales page with exclusive, limited-time pre-order offers.

Step 3. Reach out to all 100 podcasts and line up interviews (ideally 4 to 6 months in advance of your book release).

Step 4. Coordinate with these podcasters to share the landing page you have set up. You can incentivize this for the podcaster by offering them an advance review copy of the book or otherwise helping them out by sharing the podcast when it comes out (win-win for everyone).

Step 5. Promote exclusive, limited-time pre-order offers across all channels. Don't just set it and forget it. Use the anticipation of your big launch to get people talking about and sharing your pre-order opportunity.

Step 6. Follow up with anyone who signed up for the freebie on your landing page, but did not pre-order. A basic autoresponder with reminders about the bonuses, the time-sensitive nature of the offer, and examples of other people pre-ordering and sharing will do the trick.

Step 7. Continue to line up as many podcasts and other partnerships as you can; don't waste any opportunity before your book launch, as this pre-order period is critical.

#8. The Bot / Call Technique

Ulyses Osuna is the founder of Influencer Press, an agency that gets influencers and thought leaders on major publications. When Ulyses first started Influencer Press, he was a solopreneur. As a solopreneur, everything from lead generation to operations to fulfilling the services required Ulyses' time, and that kept him from scaling his offer.

He had to change something if he finally wanted to grow beyond being a solopreneur.

So Ulyses did three things:

First and foremost, he hired a sales team that he paid on commission. This was the fastest, most lean way to grow a team, without requiring a ton of cash flow, and it avoided costly overhead expenses.

Second, instead of a complex sales funnel, he created a single Facebook bot that would capture inquiries about his services. When someone started a conversation with one of these bots, he would automatically assign the lead to a salesperson.

Third, he promoted his services on Facebook, leveraging stories from past successful clients, and encouraged people to start a chat with his Facebook bot to learn more.

Here's an example of what this sort of storytelling + "learn more" call to action looks like:
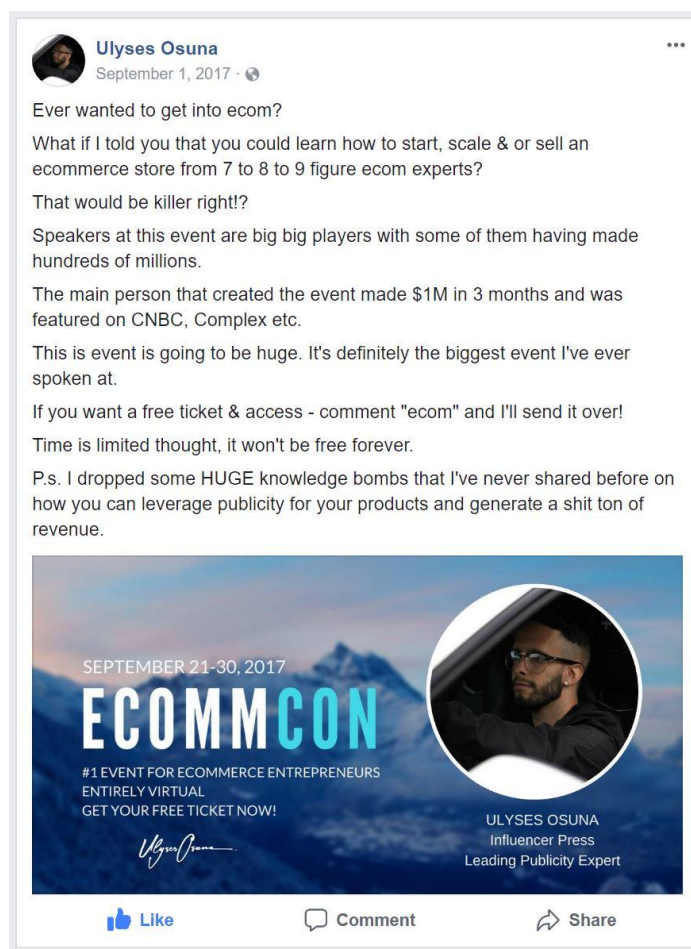
Within four weeks of promoting on Facebook, Ulyses booked $113,000 in sales, effectively generating 6 times more revenue than his typical month.

Here's how Ulyses describes the changes he made and why:

"I noticed in the months before [I made this change] I would get a ton of leads, and I would follow up a week later, and they wouldn't want it anymore...Sometimes you've got to give [prospective clients] what they want, when they want it, at that specific time. And if you don't, they've already found somebody else, or they're just not as interested anymore. So, your conversion rate decreases by a huge amount if you wait. What changed is I hired three salespeople based on commission. Then, every time I get a message, the [salesperson is notified]. My sales team closes the lead, and gets a percentage of the sale...so I make sales without even talking to [the prospect]."

The reason I love The Bot / Call Technique is that it can be used for selling anything: courses, books, software, etc.

For high-ticket sales, having a sales team is especially important...but you could automate the entire process for lower ticket offers, or simply have one person manage the chat feature inside Facebook, so people who inquire can still get that human touch.

Here's how:

IMPLEMENT THIS HACK

Step 1. Outline the questions people typically ask you before they purchase your product or service. Also outline the key information you need to quickly validate whether a prospect is a good fit for the offer, so you can weed out tire-kickers.

Step 2. Sign up for an account at chatfuel.com (or equivalent software provider), and turn your questions into a step-by-step survey sequence.

Step 3. For high-ticket offers: Ensure your salesperson or sales team is set up to quickly respond to inquiries, and close the sale. For lower-priced offers: have a customer service rep handle inquiries via the Facebook chat function (and consider a commission incentive for this person as well)

Step 4. Fill the bot funnel by sharing and telling stories on Facebook, with a call to action in your posts to learn more.

Step 5. Continue to promote and drive traffic to your Facebook posts while your sales team closes sales.

#9. The "Better Offer" Offer

Alinka Rutkowska is the founder of Authorremake.com, multiple bestselling author, writing and publishing coach, and creator of The 5-Figure Author Challenge.

The 5-Figure Challenge is, as the name suggests, a 5-day challenge for writers and aspiring authors. The goal of the challenge was to help writers learn the strategies to grow to a 5-figure monthly writing business in the next 5 months.

Once someone opted into the free challenge, they would receive daily training and 'homework' assignments each day for 5 days. During and after this event, challenge participants were allowed to purchase one of three offers.

This was the key to Alinka's success.

Here's how Alinka explained her 3-tiered offer:

"After the challenge was over, I [offered] 3 tiers of my Author Remake Course. [The least expensive option] was a self-study. The next higher offer was group coaching. The third tier was one-on-one, which I created because of you (Tom Morkes). It was because of your strong suggestion to do it...I remember when we were talking about that, you said, 'Offer 1-on-1 services, and price it in a way that would make it worth your time to offer it." I priced it and I said, 'Well, nobody's going to buy it.' I was wrong."

What happened next far exceeded Alinka's expectations.

Not only did she generate more than $50,000 in sales during the 5-day challenge, but she also broke 6-figures in her business for the first time as a result of the leads from the event. And her highest-priced offer was a big factor in this, accounting for more than 10% of total revenue during the launch, and much more in the following months as she built and scaled her coaching program.

This specific 3-tier offer setup is what I call The "Better Offer" Offer, and it's ideally suited for anyone selling infoproducts and services.

Here's how it works:

Offer 1. Do-It-Yourself (DIY)

Your DIY offer is typically your minimum offer, and typically the lowest-priced offer. It could take the form of JUST the course, JUST the ebook, or JUST the templates to do X, Y, or Z. The

benefit of this offer: it is hands-off for you as a creator, and it's infinitely scalable. The cons: low price means you need high volume to make a serious profit.

Offer 2. Done-With-You (DWY)

As the name suggests, this would be one level up from DIY and would require some of your time (or your team/coach's time).

As an example, this offer might include the course AND group coaching, or your course AND a community element (like a Facebook Group). It usually takes the 'one-to-many' approach.

The benefit of this offer: you can usually charge 2x to 5x your DIY offer, it increases engagement (which means happier customers), and it lends itself to a recurring subscription model (whether that's group coaching or some other offer). The cons: not every potential customer wants to be so involved, and would rather pay someone more to just take care of everything. This leads us to...

Offer 3. Done-For-You (DFY)

This offer is for people with money, but no time. They'd rather hire an expert or professional to get the job done and don't want to be intimately involved in the process.

If you run a professional service firm or agency, this is probably your core offer. If you typically sell infoproducts, this could take the form of a service (assuming you want to get into that game), or one-on-one coaching or consulting. For a software company, this could include migration/implementation of the software, and maybe even ongoing consulting.

The obvious 'con' to an offer like this: it's not as scalable as a single product offer, or a group program offer.

That's why it's important to price this at a premium and be transparent about how limited this offer is. So if you can only reasonably take on 5 1-on-1 clients, make that known.

The benefits of having a DFY offer are threefold:

1. These are high-ticket offers, and that means a LOT more revenue, requiring fewer inquiries (so no need for high-volume traffic). If the offer is structured correctly, that should also mean more profit.

2. This is a fantastic way to price-anchor your other offers. By including a high-priced offer, the other two offers you share will look like a steal in comparison.

3. From my work with clients, and my personal experience, having a DFY service allows a wider range of people to recommend your work.

For example, a professional service firm might not refer your ebook or your course, but they would refer your services to colleagues. This means you're reaching a demographic of people with more money, looking to do bigger deals.

In many cases, these individuals will still start with your free offer (ebook, or newsletter), and may go on to work with you. But even if they don't work with you right away, they may down the line.

And even better: they may become a fan of your work, and share it more broadly. I have seen this happen from experience, and it's a critical way I've built my consulting practice.

So in the end, I see The "Better Offer" Offer as not only an effective sales strategy but an amazing referral strategy.

Here's how to incorporate this hack into your launch:

IMPLEMENT THIS HACK

Step 1. Define three levels of service you can provide, based on the DIY / DWY / DFY framework described above.

Step 2. Include each of these offers on your sales page.

Step 3. For your DFY offer, use an application process; have prospects fill in information about why they want to work with you.

Step 4 (bonus). You can "stack" this hack with The Bot / Call Technique, for even faster growth.

LEARN MORE + NEXT STEPS

As I mentioned in the introduction, my hope is you'll come away from reading this ebook with at least one Launch Hack you can implement today or during your next launch to multiply your results.

But, as with any book, you can only go so deep on a given subject, and you may have some questions about the why, what, and how of one or more of these Launch Hacks…

Good news:

Each of these rockstar business owners was generous enough to sit down with me for a full hour to dissect each one of these methods in more depth.

I've compiled all of these training sessions (and another 30+ on key launch topics) inside my new training program:

[$100k Launch School](#)

Inside $100k Launch School, I take you behind the scenes of more than a dozen 6 and 7-figure launches, and I break down every component of the launch, from funnel design to copywriting and conversion rate optimization, to lead generation, to pricing, to upsell and downsell strategies, and more.

So if you're planning a launch, make sure to check out [$100k Launch School.](#)

And if you have any questions, don't hesitate to reach out (tom@tommorkes.com). I love hearing from readers, fans, and students.

That's it for now.

Here's to your success,

Tom Morkes
www.tommorkes.com
Creator of the $100k Launch School