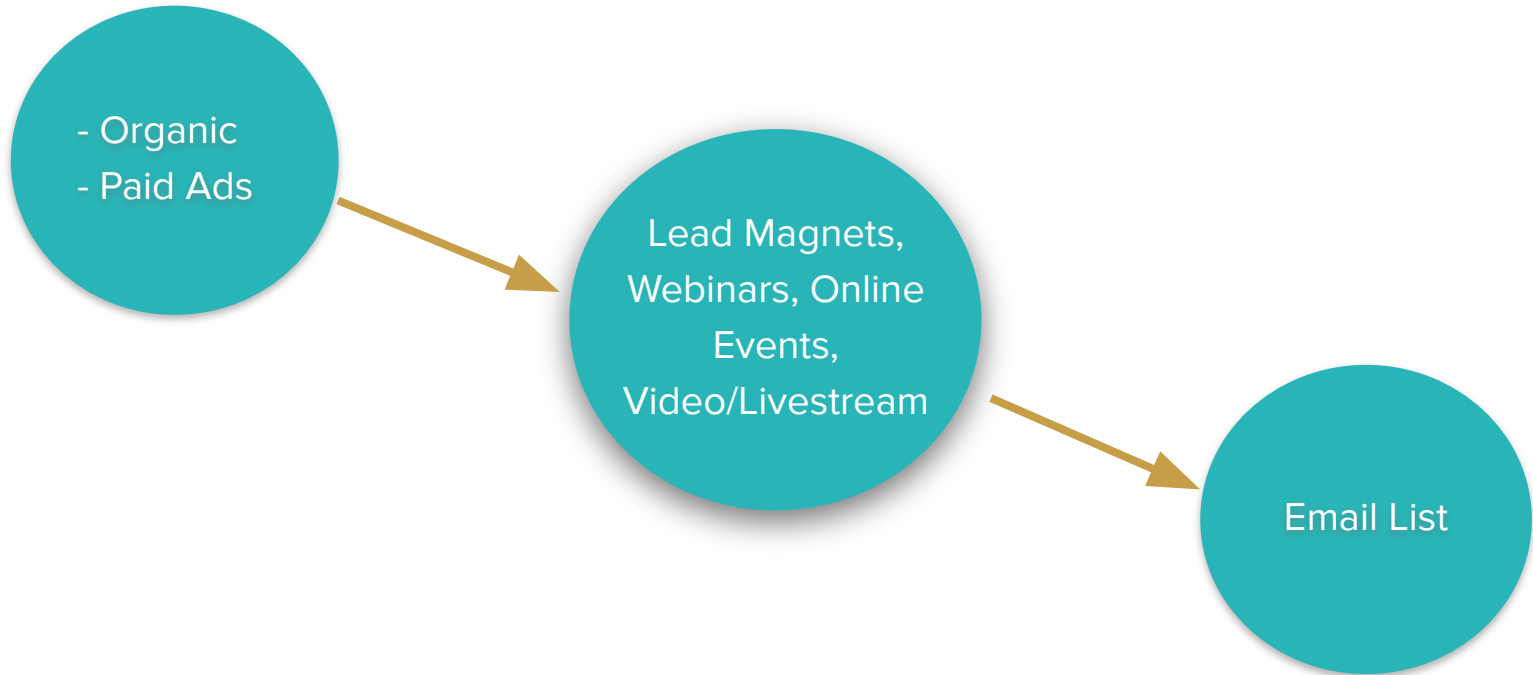




LAUNCH FRAMEWORK

LESSON FOUR - TRAFFIC

Traffic Sequence



Warm vs. Cold Traffic



- Cold traffic = people who have never heard of you or interacted with your online offerings
- Warm traffic = people who are in your online universe -- they have watched a piece of video content, engaged with a lead magnet, registered for a webinar. They've been exposed at some point, for some time to you.
- You want to drive warm traffic to the waitlist and a percentage of warm traffic to webinars (so they are warmed up).

Lead Building vs. Audience Building

Lead Building

Capturing Email

- Lead magnets (freebie)
- Instagram/Facebook Challenge
- Summits
- Webinars

Audience Building

Building Brand

- Videos + live-streaming
- Getting people to your blog
- Driving people to videos
- Pixel everything!

Modern Marketing

- Personalization and segmentation is key.
- Know who they are (and tag them appropriately in your email system).
- Know where they came from.
- Over time, you'll get to customize campaigns to parts of your audience. It's all about making it relevant and connected to what they care about.



Homework

ACTION STEPS

1. Set your launch goals. Choose simple, medium or in-depth.
2. Map out your launch calendar. (hint: work backwards)
3. Concretely identify who you are serving (one person).
4. Take the time to do research and tune in!

Next...Module 3

We will complete the art of **positioning and messaging**, work on pricing (including inner worth triggers that arise with this).

WITH GRATITUDE

