



POST LAUNCH

LESSON TWO - REFLECTION

Launch Events

Overall:

- Which launch events felt good to you?
- How was the frequency?
- Which ones do you want to keep and which would you shift for next cart?
- What else would you do differently?



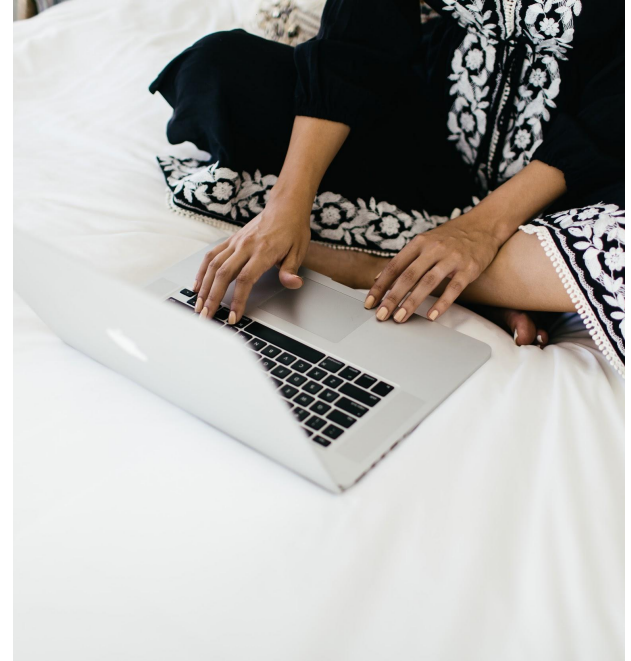
Themes and Patterns



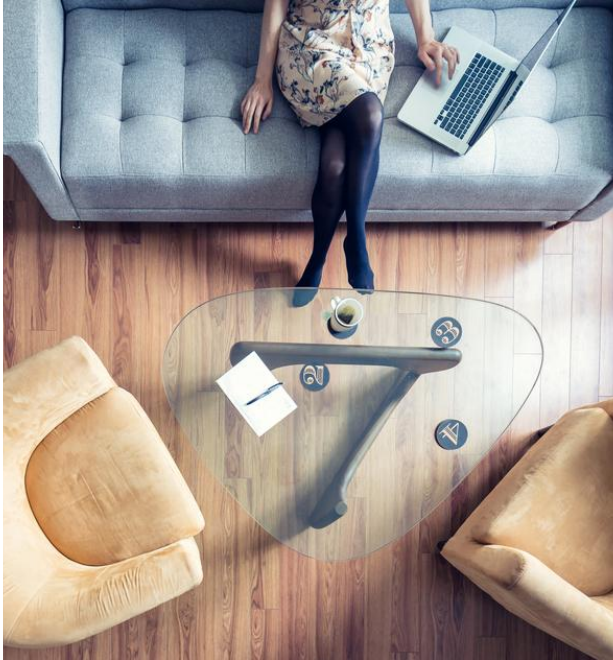
- What questions and feedback did you get?
 - Couldn't afford it
 - Look at a longer payment plan
 - It was confusing
 - Too many options/wasn't clear
- Are there themes and patterns to them?
- This will inform what shifts you make to your next launch.

Lead Building Events

- Did the same things work? Just rinse and repeat.
- Examples:
 - If challenges worked well, do you want to increase the frequency of challenges with different topics?
 - If webinars didn't work well, you should look at either doing something different such as a topic change or something else completely.

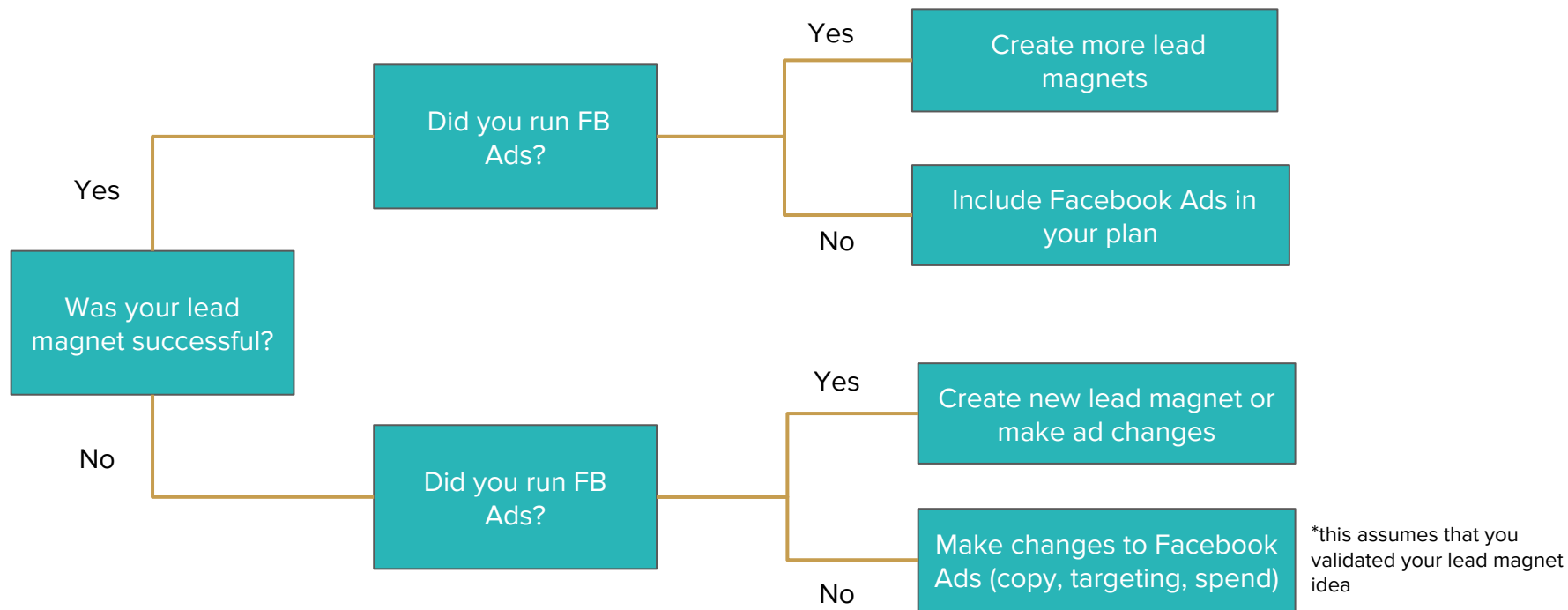


Lead Building Events



- Where did they come from? How did they get on your list?
- The key lead building efforts:
 - Summit
 - Facebook/Instagram Challenges
 - Webinars
 - Lead Magnets

Lead Magnet



Analyze The Numbers



- Calculate your conversion rates.
- Where did conversions come from? What % from ads versus your existing list?
- How many webinars did the average person attend? How did they get onto your list?
- Which days had sales? What happened on those days? Was there a webinar? A sales email? A livestream?

How To Calculate Conversion Rates

Conversion rate = Total number of sales / Number of leads * 100

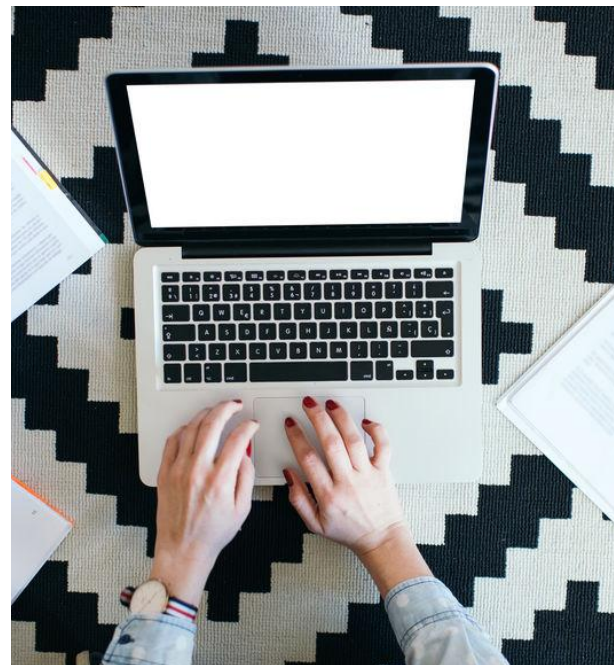
Or

Conversion rate - Total number of sales / Number of unique website visits * 100

Example: You had 2,000 unique visitors to your website and of those visitors, 20 people made a purchase. Your conversion rate would be 1%.

Conversion Data

- Of all of the different sales that you made, how many of those people attended one or more webinars?
- Tie it back to your lead building efforts.
- How long were they on your list?
- On average, someone new is following you for 3 months before they convert.



Sales Emails Review



- Look at open & click through rates of each sales email, including when it was sent.
- Review the copy, was the messaging clear?
- Look at the timing that the emails were sent? Can adjustments be made?
- Were there emails that received more response than others? *Tip:* The FAQ email typically drives sales.

Analyze The Numbers

- What % paid in full versus payment plans?
- Typically 50-60% of people choose to pay in full versus payment plan.
- If your pay in full was low, consider adding a bonus for paying in full.
- If your numbers continue to trend toward payment plans, make sure to add an administrative fee.



Ads Numbers



- Which ad placements performed best?
- What times of day or days of the week delivered the most conversions at the lowest cost?
- Out of total sales, what percentage did Facebook report?
- Calculate total ROI
 - Ad spend
 - Ad manager spend

ROI Percentage Formula

$$(\text{Money Received} - \text{Money Spent}) / \text{Money Spent} = \text{ROI}$$

Example: You spent \$5000 on Facebook Ads and you made \$20,000 in sales.

$$(\$20,000 - \$5000) / \$20,000$$

$$\$15,000 / \$20,000$$

$$\text{ROI} = 75\%$$

*if someone else ran your ads, make sure to include that expense in your calculation

The background of the slide is a collage of images related to design and architecture. On the right side, there is a close-up of a hand with teal nail polish holding a red pen, drawing red lines on a technical drawing or map. The hand is wearing several orange and red bangles. Next to the hand is a rolled-up blueprint in a brown leather case. In the bottom right corner, there is a small logo that reads 'db.'. On the left side, there is a faint, large-scale architectural drawing of a building with a grid of windows. The overall color palette is warm, with yellows, oranges, and browns, accented by the teal of the hand and the red of the pen.

Next....

What do you do when the launch is over? We will look at both the importance of a holistic business strategy, and how self-care and connecting to the shifts you've helped create is so essential.

WITH GRATITUDE