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TRIGGERS of a Launch (11:43)

PHONE FUNNEL: Overview

PHONE FUNNEL: What to Prepare!

PHONE FUNNEL I: TASTY Content

PHONE FUNNEL II: Invitation

PHONE FUNNEL III: Pre-Qualify

PHONE FUNNEL IV: Phone Call

OPTIONAL The PRE-SELL FORMULA: How to work with Affiliates & pre-sell your course (40:01)

OPTIONAL EMAIL LAUNCH: What emails to send & when

***BONUS* Teachable: 3 months free!**

Claim your 3 months free of Teachable (when you're ready)!

***BONUS* TASTY WEBINARS**

OPTIONAL The PRE-SELL FORMULA: How to work with Affiliates & pre-sell your course

In this video, you'll learn **HOW TO PRE-SELL YOUR COURSE** and **DO A LEAN COURSE LAUNCH**.

In other words... How to get your first sales...even if you've created ZERO course content & have ZERO budget.

- The 5 steps to recruiting Affiliates/Launch Partners and pre-selling your course to their audiences
- How I pre-sold my course with \$0 and accelerated my email list growth (adding ~700 new leads)
- The timeline for executing your own Pre-Sale

LINKS:

1. Affiliate/Launch Partner Document - contains scripts & timelines for Affiliate promotion

SAMPLE OUTREACH EMAIL:

Hi [NAME],

I've been following [ORGANIZATION] for a bit now, and I LOVE how you've grown the community. Your Twitter chats are so needed!

I'm reaching out because I'm looking for launch partners, and I think it's something [ORGANIZATION] would be all about. I'd love to give you the details to explain how this could add value to your audience but also be an earning opportunity for you.

Are you available tomorrow at 12:30pm EST?

-[NAME]