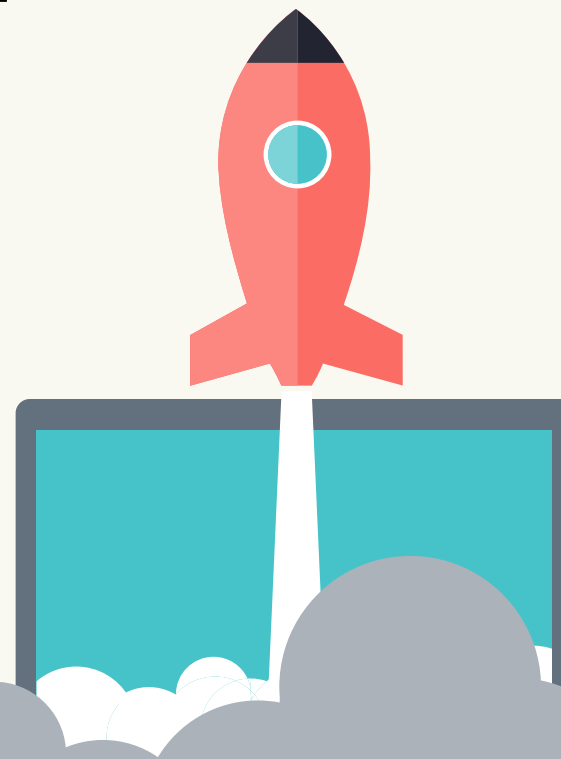


6-STEP

# PRODUCT OR BUSINESS LAUNCH

BLUEPRINT

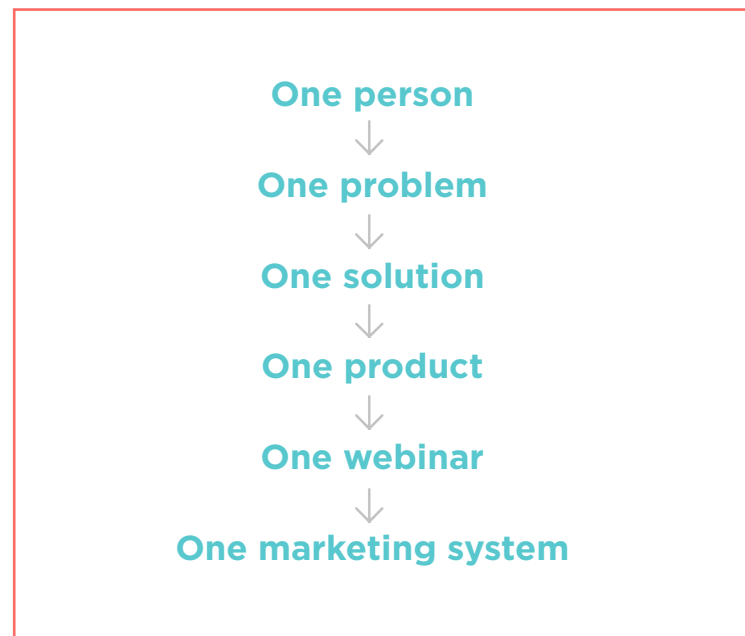


# { 6-Step Launch Blueprint }

This blueprint walks you through the 6 areas of focus that will help you get the most traction for your product or business launch.

What you're creating with this blueprint is a streamlined, automated way to test your products and ideas, create a platform of visibility where you reach hundreds of people with the same effort it would take you to reach one, and

I'm almost tempted to call it the "Launch by Ones" system. Each "one" sets a foundation for the next. Here's what it looks like:



*Let's dig in.*



## ONE PERSON

The first thing to do is to think about your favorite client, or someone you'd love to work with. Do you have a really profitable customer who you dream about getting 5 more just like?

That's your One Person... your ideal customer.

When you stop trying to be all things to all people, you'll stop feeling confused. Instead you'll have perfect clarity on who you're speaking to, and that laser focus will naturally attract your perfect clients.

**When you get this right, you'll know exactly who your ideal customer is. And you'll know exactly where to find them so you can focus your marketing efforts and save time and money.**

Let's say your perfect client is Sue, a 52-year-old divorced woman who lives in San Diego with her teenage son and works at CBS Radio...



## ONE PROBLEM

What is Sue's most pressing problem? Let her know that you can genuinely help.

You want your ideal customers to know that you get exactly what they're feeling and the pain points they have. When you can articulate their problem better than THEY can, they will automatically perceive that you have the solution.

Make a list of Sue's concerns and doubts around your product. What would stand in the way of Sue doing business with you? What challenges does she have right now? How is she feeling? What are her goals? Where are Sue's roadblocks in achieving her goals?



## ONE SOLUTION

Now that you're clear on your One Person, One Problem... you want to bridge the gap with your unique solution, the transformation you provide.

What makes you truly unique to solve Sue's problem? Briefly describe what you do, and your WHY. Communicate what makes you truly unique to solve Sue's problems.

**When you really get this, your ideal customers will actually seek you out and you'll be laser-focused on where you should be spending your time.**

**You'll know exactly what products your ideal customers will find irresistible. You'll officially toss out the window trying to be all things to all people.**



## ONE PRODUCT

Now it's time to deliver on your promise.

It can be a physical product, an info product or a service. Point is, you want to paint a vivid picture of your process so Sue can see what her experience will be. Give her a roadmap of how her transformation will occur. What milestones will she achieve as she completes it? You want Sue to visualize the end game and how you'll take her there.

**When you get this right, you will be 100% confident that you have a product/market fit. Your sales copy will practically write itself and you'll know exactly what to say to make people crave buying your product.**



## ONE WEBINAR

You can sell your product or pitch your biz the old fashioned way with manual prospecting and outreach. But who wants to do that? Doesn't really work anyway...

You can also start blogging, which is something you should definitely start doing. Content is really the way you're going to set yourself up for long-term success.

But for the purpose of this blueprint, you want to be very strategic with the content you create. Your goal is to get some interest in your product, and hopefully even sell (or pre-sell) it.

Webinars solidify you as the go-to authority on your One Thing and can lead to quick sales, which means you don't have to go through endless objections, stalls and excuses.

They're also one of the fastest ways to grow your list. On top of that, you can set the entire webinar process on autopilot once you've tweaked your presentation for conversions. That means you can spend more time creating new products and serving clients. And having fun with your business!

**When you get this, you will go from hunting customers down to them seeking you at as the expert.**



## ONE MARKETING SYSTEM

The next step is to install a marketing system that reaches a broad audience and transforms complete strangers into raving fans and ultimately, customers.

I'm talking about **automation**, where your sales process will be happening around the clock to generate leads for your business, even while you sleep. You will in control of the buying process instead of your prospects.

It's one-part art, and one-part science. The science requires digging into some technology to set these systems up. The art is in writing copy for your ads, landing pages, sales pages, webinars, and email marketing.

**When you get this part right, you will see your business skyrocket as you build your list and stop worrying about where your next sale is coming from!**

# { What's Your 6-Step Launch Blueprint? }

## YOUR 6 ONE'S:

**One person** – Who is the one customer you want to serve?



**One problem** – What is the one problem they have that you can help with?



**One solution** – What is the solution you provide them?



**One product** – How will you deliver your solution?



**One webinar** – What is the topic of your webinar and what will people learn from it?



**One marketing system** – How will you nurture potential customers from interested to excited to buy?



YOU DID IT...

*Go forth and conquer!*



Hi! I'm Sandra.

I'm devoted to sharing ideas, resources, and programs that will help you start, grow and scale a profitable online business that nourishes your soul and sets your spirit free.

Let me be the spark that ignites the fire to your creative awesomeness.