

DAY ONE | SESSION ONE

# 2025 Launch *Playbook*

Recap Notes

## WHY THIS WORKSHOP MATTERS

Launches have changed. What worked in 2017 isn't going to get you results now. Sales  $\neq$  profit. There's a difference between making money and keeping it—I'll show you how to 10x your profits. This is about more than launches. It's about thinking like the pros, building something sustainable, and scaling without burnout.

## MY LAUNCH JOURNEY



2014



2015



2016



2024



2021



2020

**2014:** Quit my career as a creative director to work from home with my kids.  
First launch: £2,058 in two hours—more than six weeks of web design work. Mind blown.

**2016:** Shut down my web design business to go all-in on launching. Love To Launch was born.

**2017–2020:** Helped nearly 2,000 entrepreneurs through Love To Launch, plus thousands more via coaching, speaking, and training.

**2020:** Stopped selling courses. Only 10% of my students finished them—and those who did were less likely to launch.

**2021–2023:** Ran high-level launch management for 7, 8, and 9-figure entrepreneurs.

**2024:** Built ProperPlan—the first AI-powered launch campaign software.

💡 Lesson learned: Launching is about execution, not just information.

## THE PROBLEM WITH THE “ONE TIME LAUNCH” STRATEGY

### Why Most People Get Stuck In A Cycle Of Burnout & Inconsistent Results

- ❌ Unnecessary pressure. Feels like everything is riding on one moment.
- ❌ Marketing only when launching. No momentum = always starting from scratch.
- ❌ Launch paralysis. Fear of failure = playing small or not launching at all.

💡 The Solution?

- Scalable, profitable, repeatable launch marketing.
- Layering in traffic, social selling, and partnerships.
- Momentum all year round instead of last-minute hype.

🔥 **Fact:** Launches still make the most sales. If there was a better way, trust me—I'd be teaching it.

## WHAT YOU NEED IN PLACE TO SCALE YOUR LAUNCHES

### 4 Areas You Must Nail to Grow Without Burnout

- ✓ Diverse traffic → If one source dries up, your business doesn't die.
- ✓ Predictability → Knowing your numbers = confidence to scale.
- ✓ World-class offers → So good that people buy again and again.
- ✓ Optimised systems → If every launch feels chaotic, you're doing it wrong.

## LAUNCH MYTHS THAT KEEP PEOPLE STUCK

✗ “My launch flopped, so I'll take a break and start over.”

✓ **Reality:** You don't need to start over—you're probably just a couple of tweaks away.

✗ “I just need more people in my launch.”

✓ **Reality:** It's not about more—it's about better. You need people pre-sold before doors open.

✗ “I need to refilm my offer and stack more bonuses.”

✓ **Reality:** World-class offers aren't about bells and whistles. They're about certainty and speed.

## THE BIGGEST MYTH: “I NEED A 7-FIGURE LAUNCH”

🔴 A seven-figure launch is not a flex if:

You're burnt out for a month after.

You had to spend £500K on ads to get there.

You have sky-high refunds because of hype-based selling.



We want profit, not just revenue.

## KNOW YOUR NUMBERS OR YOU'RE PLAYING DARTS BLINDFOLDED

### 15 Metrics You MUST Track

- Cost per lead
- Click through
- Open rate emails
- Click through open rate
- Landing page conversion rate
- Show up rate
- Retention rate
- Sales to cart
- Checkout to sale
- Cart abandon
- Cart recovery
- Earnings per lead
- Conversion rate per channel



If you don't track your numbers, you're making decisions based on luck..

## THE MATH OF SCALING UP (MORE VS. BETTER)

Meet “Rick” – The Classic Launcher Stuck in a Cycle. Rick is running a £500 offer with monthly launches.

### Before: The “Launch Every Month” Cycle

Spends £1,000 on ads.

250 leads @ £4 CPL.

5 buyers → £2,500 revenue.

Organic traffic: 2 extra buyers → £1,000.

Total profit = £30,000/year.

### **After: Two Tiny Tweaks That 2X'd His Profit**

Launches quarterly instead of monthly.

Finds 2 partners to promote him.

Higher organic conversion (less fatigue).

Higher partner conversion (10% vs. 7%).

Annual profit = £52,000.



Launched 67% LESS, made almost 2X more.



The game-changing takeaway? If your launches feel small, it's NOT that you need to launch more. You need to optimise what's already working.

DAY ONE | SESSION TWO

# Sign Up. Show Up

## *Seal The Deal*

Recap Notes

## SIGN UP, SHOW UP, SEAL THE DEAL

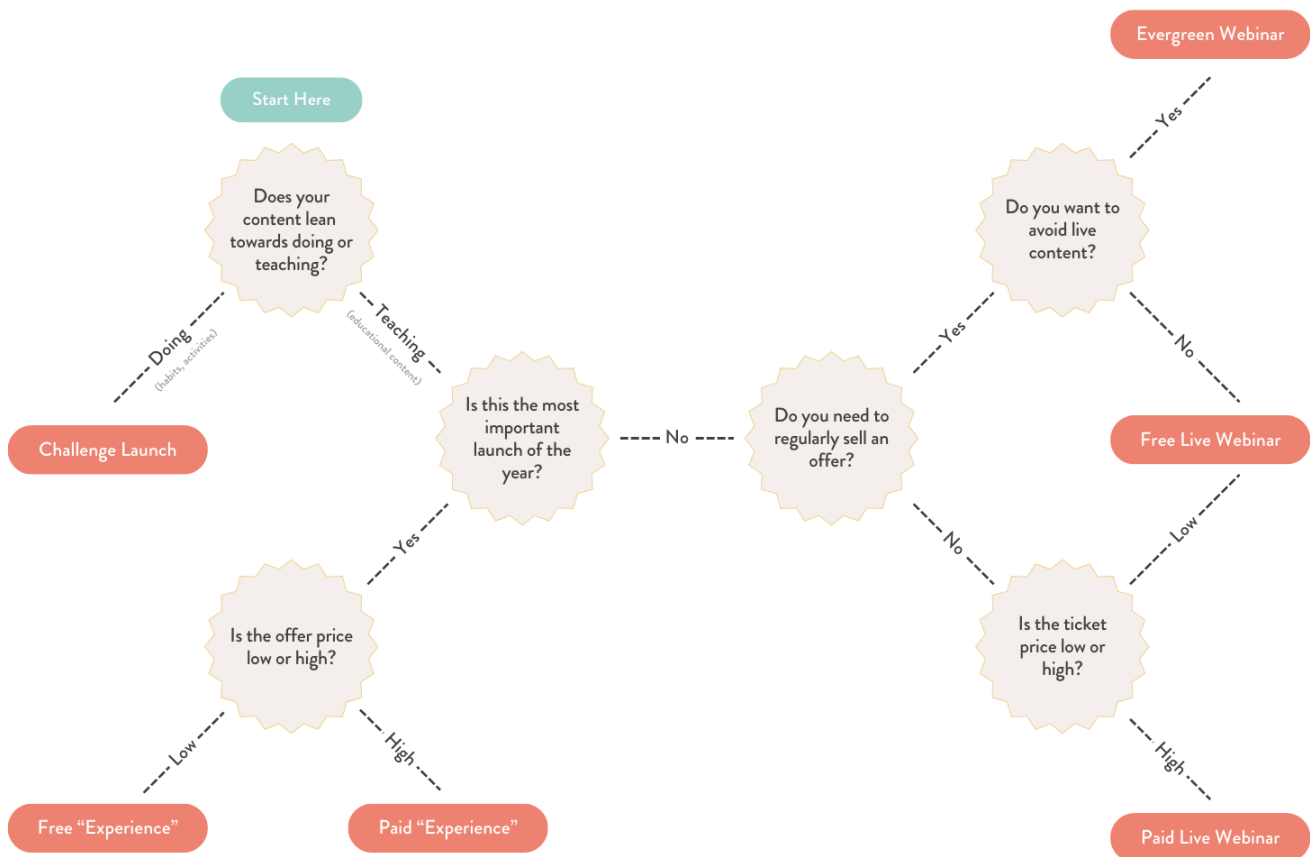
### The Biggest Sign-Up Mistakes

- 🚨 Not enough people signing up?
- 💡 You don't have enough traffic sources.
- 💡 You're targeting the wrong audience.
- 💡 Your landing page conversion is too low.
- 💡 You're running ads last-minute without testing.

💡 The Fix:

- ✅ Test messaging 3 weeks before launch.
- ✅ Dial in conversions BEFORE scaling ad spend.

## Which Launch Format Is Best For Me?



## SEALING THE DEAL: SELLING WITHOUT ANXIETY

### Why “Giving More Value” Isn’t Enough

- ❌ Too much = No urgency to buy.
- ❌ Too little = No belief in your solution.

- ✅ Balance “Wow” with “How.”
- ✅ Share enough about yourself for your audience to see themselves in you.
- ✅ Sell the first step, not the entire journey.
- ✅ Inspire them to take the next step without overwhelming them with information.

## The 3 Expert Traps

❌ “Who the hell am I to do this?”

✅ You don’t have to be the #1 expert.

❌ I’m too expert to teach the basics!

✅ Reflect on your audiences top questions right now and don’t underestimate the value of the basics.

❌ Beginners Amnesia (forgotten what it’s like to be a beginner).

✅ Meet them where they are at right now.

## KEY TAKEAWAYS

- ✓ Launches are a system, not a one-time event.
- ✓ Success comes from optimising, not starting over.
- ✓ Knowing your numbers is non-negotiable.
- ✓ Scaling happens by layering, not by chasing volume.
- ✓ Sell certainty, not hype.
- ✓ AI is no longer optional—integrate it.

## COMING TOMORROW



How to Build a Huge Audience on a Tiny Budget.



How to Layer Launch Traffic for Scaling Without Stress.



How to Attract Buyers, Not Just Freebie Seekers.



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sprints, launch implementation software and  
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