



Full Email Sequence from the “Lucrative Launch Blueprint” Launch

July 23rd, Whole List

Subject: Clients --even if you don't have a big list!

Dear NAME –

Did you know that I made over 6-figures with about 650 people on my mailing list?

Yep, it's true. When I first started out, it was “slow going” to meet people and get them to join my database. (And that's normal... it takes some time to get traction).

And I thought it was impossible to fill a group program successfully with such a small list..

But guess what... I was WRONG! My wonderful mentors showed me that instead of merely announcing a new program, I could **create pent up demand by designing and executing a strategic LAUNCH SEQUENCE** to fill a group program, sell your product or even enroll private clients quickly.

That's right – the secret is to do a demand-inducing LAUNCH. Even with a small list!

A powerful launch sequence not only creates a big spike in you're your list building, but it creates **excitement and suspense around your offer until people just can't wait to jump at it once you finally give them the chance.**



This made such a big difference for me – and it seems almost ALL of my clients are asking about how to do a successful launch these days – that I’ve put together an All-New Webinar Training:

All-New Webinar Training

“SECRETS OF SUCCESSFUL LAUNCHES: How to fast-track filling your group program or even private client spots... even if you don’t have a big list!”

Wednesday, August 6th at 5pm PT / 8pm ET

[Grab your FREE spot right here](#)

Here’s just a peek at what I’ll be covering in this game-changing webinar:

- ***The 5 biggest blunders*** that keep soul-centered entrepreneurs from making money from their launches... and easy fixes for these.
- ***How to beat the “Fanfare Flop”*** – where you wholeheartedly present your new program with excitement and flourish... and then no one buys.
- Exactly how to set your “launch numbers” so that ***you exceed income and attendance expectations.***
- ***The #1 secret to filling your group program or private client spots***, especially when you don’t have a huge mailing list.
- Simple shifts that make ***the difference between a launch that sizzles and a launch that fizzles!***



Seriously – I want you to know how quickly doing a formal “launch” elevates your credibility and reputation, and inspires a lot of people to take fast action!

(Instead of trickling in one client here, one client there, it’s like opening the floodgates!)

So make some plans to join us!

[Yes Barb, I want to learn all about how launches can get me clients and cash quickly!](#)

“See” you on August 6th!

(SIG)

P.S. Again, when I did my first formal launch, I booked 27 people into a \$297 program. I was thrilled!

You can do the same thing. Join us and get the inspiration and information you need!

www.barbwade.com/launch

July 25th, Whole List minus Bucket

Subject: Your first (or next) group program—here's how!

Hey there NAME –

Do you have any group programs – Tele-Classes, Webinars, In-Person Courses – that you facilitate for your clients?

There are a few incredibly important reasons to do so:

1. You **impact a lot more people** with a “one-to-many model”



2. You **make a lot more money** with a “one-to-many model”
3. It **gives ideal clients a chance to take a “small step”** into learning from you, at a much more reasonable price point than your private work
4. A segment of those **people who start with that “small step” will upgrade afterwards and hire you** for more and more services (I promise).

And I KNOW – without question – that you have knowledge and expertise that can be delivered to a group of people all at once.

It can still be participatory, it can still be interactive... and there’s nothing like the positive energy and buzz you feel when you’re leading a powerful, eager, and appreciative group of clients on a journey to what they want most!

But here’s the thing...

I’ve seen too many coaches, healers, consultants, and other types of experts get all excited about a new group that they’re going to do – and announce it with a bit “TA DA” – and then it FLOPS.

What I mean is, **they can’t fill it. Not enough people sign up. The course gets canceled.** And the coach really takes a “hit” in the area of confidence.

But this doesn’t mean that the course wasn’t EXCELLENT and badly needed! **Chances are they just didn’t know the steps and strategies to successfully LAUNCH and FILL the course!**

Yes, there’s a science to effectively launching a program – even a small one – in a way that gets clients to buy, and buy NOW. (In fact, you can even use a powerful launch to fill private client spots in one fell swoop!).



Doing a formal “launch” when I had something to offer has made a humongous impact in the quick growth of my coaching business, and is doing the same for more of my clients than I can count. And you don’t even need a bit mailing list!

That’s why I’ve put together this ALL-NEW FREE TRAINING for you:

All-New Webinar Training

“SECRETS OF SUCCESSFUL LAUNCHES: How To Fast-Track Filling Your Group Program Or Private Client Spots... Even If You Don’t Have A Big List!”

Wednesday, August 6th at 5pm PT / 8pm ET

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NAME, I know you’re in this business because you care. You’re a soul-centered entrepreneur, meaning that you have an inner calling to do this work in a way that makes a difference in people’s lives.

Am I right?

Well then you just can’t limit the amount of impact you’re capable of! The world needs your gifts.

If you know how to launch and fill programs (and even private client spots), you’ll help more and more people and make more and more income.

And once you’ve done a successful launch, you can RINSE and REPEAT every time you have something new to offer!

So make plans to join us on Wednesday evening.



[Yes Barb, I want to learn how to successfully LAUNCH and FILL programs](#)

“See” you then!

(SIG)

P.S. There aren't a lot of business coaches teaching about effective launches these days... one of the reasons I'm doing it. ;-)

So if you know of anyone who you BELIEVE in – who you know needs to get their work out into the world in a bigger way – please invite them to join us!

Consider it “paying it forward.” Just remember to send them here to get all of the info:

www.barbwade.com/launch

July 29th, Whole List minus Bucket

Subject: they say size doesn't matter

Dear NAME,

Ahem. Ok, be warned. This is a very delicate subject.

We need to face the truth about the size of your.... list.

That's right. Some people feel strongly that a bigger list is more appealing, sexier, and performs better. Others say that no, even a small list can produce “magic” if you know what to do with it!

Let me tell you where I stand on this, from personal experience.



I have made tens of thousands of dollars from a very, very small list.

I remember having “list shame” when people would ask how big it was. At the time, I had worked my tail off for the just-a-bit-more-than 600 folks I had in my database – but I felt it paled in comparison with others.

And around that time I was CRAVING doing a small group program – a teleclass that I felt would offer a nice, “first step” price point for people who couldn’t afford my regular fees (the type who’d rather start with a small bite rather than the whole enchilada).

Well guess what – I enrolled 27 PARTICIPANTS in a course that was \$297. How?

By following the incredibly psychological and influential strategies of doing a formal LAUNCH for the program. (Thank God I had great coaching).

I honestly feel that if you don’t know how to do a launch – which creates amazing demand and provokes people to take fast action – you’re leaving money on the table.

(And guess what – you can do a launch to quickly fill private client spots, too!).

And since so many of my clients are doing launches right now – in some cases their first – I thought I’d give it to you straight in an All-New Free Training:

All-New Webinar Training



“SECRETS OF SUCCESSFUL LAUNCHES: How To Fast-Track Filling Your Group Program Or Private Client Spots... Even If You Don’t Have A Big List!”

Wednesday, August 6th at 5pm PT / 8pm ET

[Grab your FREE spot right here](#)

Here’s just a peek at what I’ll be covering so you, too, can do a kick-ass launch!

- ***The 5 biggest blunders*** that keep soul-centered entrepreneurs from making money from their launches... and easy fixes for these.
- ***How to beat the “Fanfare Flop”*** – where you wholeheartedly present your new program with excitement and flourish... and then no one buys.
- Exactly how to set your “launch numbers” so that ***you exceed income and attendance expectations.***
- ***The #1 secret to filling your group program or private client spots,*** especially when you don’t have a huge mailing list.
- Simple shifts that make ***the difference between a launch that sizzles and a launch that fizzles!***

And doing a formal launch immediately elevates your credibility and reputation (imagine how many people see the info and say “Oh, NAME’s doing an upcoming webinar on “x,” their business much be flourishing!”).

And what’s great about doing a launch is that it also serves as a big LIST-BUILDER for you... in addition to the people who step into your new program or your private spots.



(And those new peeps will also become fans and, trust me, they'll buy from you in the future).

So make some plans to join us!

[Yes Barb, I want to learn all about how launches can get me clients and cash quickly!](#)

"See" you on August 6th!

(SIG)

P.S. And guess what – you actually have more people on your list than you think.

And even though a small list can be very powerful (and make you money!), I'm going to show you where you have fans hiding out that you've never even thought of!

So register now to join us: www.barbwade.com/launch

[hyperlink to <http://barbwade.com/launch>]

August 1st, Whole List minus Bucket

Subject: Filling Private Client spots or Groups ALL AT ONCE

Dear Name –

As we all know, in order to do the amazing work we love to do – that's an expression of our God-given gifts and talents – we have to attract the clients to work with.

Now I know that for many of you, this isn't fun.

In fact, I hear from soul-centered entrepreneurs all the time that:



"I wish I could just deliver my coaching (or healing, or advising, or creative work) all day and never have to do the marketing or selling stuff."

And I get it. The fun part is doing your "magic." The fun part is seeing the "lightbulb" go off in your clients. Forever transforming their struggles to solution.

Alas, attracting clients IS a mandatory part of being an entrepreneur – it goes with the territory.

But there's one way to get a SWOOP of paying clients ALL AT ONCE!

Want to know what that is? It's to officially "LAUNCH" a Group Program or even Private Client Spots.

A Launch creates excitement. A Launch makes people stop and listen. A Launch causes pent up demand. And a Launch gives people an overt TIMELINE in which to take action or they'll "miss out."

And guess what – you can do a lucrative Launch even without a big mailing list! (I got 27 clients with a list of 600 people!).

That's why I've put together this All-new Training for you:

All-New Webinar Training

"SECRETS OF SUCCESSFUL LAUNCHES: How To Fast-Track Filling Your Group Program Or Private Client Spots... Even If You Don't Have A Big List!"

Wednesday, August 6th at 5pm PT / 8pm ET

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In this Webinar you'll learn the "how to's" of doing an effective launch, including the keys to do a launch that over-delivers, easy traps to avoid (as long as you know about them), and in particular, the pieces of the puzzle that make sure you're set up to see clients buy buy buy!

So make some plans to join us!

[Yes Barb, I want to learn all about how launches can get me clients and cash quickly!](#)

"See" you on August 6th!

(SIG)

P.S. Don't forget that that ALL launches also serve as a big LIST-BUILDER for you... in addition to the people who step into your new program or your private spots.

(And those new peeps will also become fans and, trust me, they'll buy from you in the future).

So register now to join us: www.barbwade.com/launch

August 1, Bucket only

Subject: Our meeting next week, NAME

Hey There NAME –

I'm really looking forward to our call together next week for my all new webinar training (you're registered!). I wanted to give you a friendly reminder to add it to your calendar so you can join us LIVE for:



“SECRETS OF SUCCESSFUL LAUNCHES: How To Fast-Track Filling Your Group Program Or Even Private Client Spots... Even If You Don’t Have A Big List!”

Wednesday, August 6th at 5pm PT / 8pm ET

(We will be sending you a link to join us as we get closer).

I’m going to show you all of the tips and strategies for creating pent up demand by designing and executing a strategic LAUNCH SEQUENCE.

And did you know that **you can not only use a launch to fill a group program or sell your product quickly, but even to enroll PRIVATE clients in one fell swoop?**

A powerful launch sequence not only creates a big spike in you're your list building, but it creates **excitement and suspense around your offer until people just can't wait to jump at it once you finally give them the chance.**

Here’s just a peek at what I’ll be covering in this game-changing webinar:

- ***The 5 biggest blunders*** that keep soul-centered entrepreneurs from making money from their launches... and easy fixes for these.
- ***How to beat the "Fanfare Flop"*** – where you wholeheartedly present your new program with excitement and flourish... and then no one buys.
- ***Exactly how to set your "launch numbers"*** so that **you exceed income and attendance expectations.**
- ***The #1 secret to filling your group program or private client spots,*** especially when you don't have a huge mailing list.



- *Simple shifts that make **the difference between a launch that sizzles and a launch that fizzles!***

Seriously – I want you to know how quickly doing a formal “launch” elevates your credibility and reputation, and inspires a lot of people to take fast action!

(Instead of trickling in one client here, one client there, it’s like opening the floodgates!)

So make your plans to be at your computer with us on August 6th!

(SIG)

P.S. Want to invite a friend or colleague to join us and get the inspiration and information they need to create a sizzling launch?

Just give them this link: www.barbwade.com/launch

And thanks for paying it forward!

August 4, Whole List minus Bucket

Subject: BIG money w/a SMALL list (my story)

Dear NAME –

One of the biggest FALLICIES out there is that you need to have a big list (database) of fans to make any “real” money from it.

So entrepreneurs run around frantically trying to figure out how to grow that damn list...

...OR they worry that with the small list they have, they’re doomed to a one-client-at-a-time existence with a limited income.



Not true, not true, not true, not true!

Listen, I used to feel the same way. I had a list that had barely crossed 600 names – and several were just friends and family! So I was slowly and steadily growing my coaching practice – but never really experiencing any type of “spike” of paying clients that we really needed.

(Especially given the huge debt Tim and I were in with a 2 and 4 year old!).

Enter a coach at the time who BLEW my world by **showing me how I could have a successful and lucrative LAUNCH of a new group program – even with the list I had.** She showed me the steps – in detail – and...

I enrolled 27 PEOPLE into a group program of \$497!

And – even better – as we continued to track this group of 27 people, about 25% eventually bought MORE from me – **for a grand total 2 years later of \$48,200 from this group!**

I want you to experience the same – which is why I’m leading an All-New Webinar this Wednesday evening:

All-New Webinar Training

“SECRETS OF SUCCESSFUL LAUNCHES: How To Fast-Track Filling Your Group Program Or Private Client Spots... Even If You Don’t Have A Big List!”

Wednesday, August 6th at 5pm PT / 8pm ET

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Here's just a peek at what I'll be covering so you, too, can do a kick-ass launch!

- ***The 5 biggest blunders*** that keep soul-centered entrepreneurs from making money from their launches... and easy fixes for these.
- ***How to beat the "Fanfare Flop"*** – where you wholeheartedly present your new program with excitement and flourish... and then no one buys.
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- ***The #1 secret to filling your group program or private client spots,*** especially when you don't have a huge mailing list.
- Simple shifts that make ***the difference between a launch that sizzles and a launch that fizzles!***

And doing a formal launch immediately elevates your credibility and reputation (imagine how many people see the info and say "Oh, NAME's doing an upcoming webinar on "x," their business much be flourishing!").

And what's great about doing a launch is that it also serves as a big LIST-BUILDER for you... in addition to the people who step into your new program or your private spots.

So make some plans to join us!

[Yes Barb, I want to learn all about how launches can get me clients and cash quickly!](#)

"See" you on August 6th!

(SIG)



P.S. And guess what – you actually have more people on your list than you think.

And even though a small list can be very powerful (and make you money!), I'm going to show you where you have fans hiding out that you've never even thought of!

So register now to join us: www.barbwade.com/launch

August 5, Whole List minus Bucket

Subject: My wall was covered with linguini!

Dear NAME –

Have you ever heard the phrase “throwing spaghetti on the wall and seeing what sticks?”

Well, Tim is of Italian descent – so he's always personally preferred linguini. ;-)

But what the phrase means is that you try “a little of this” and “a little of that” when working toward a goal – and see what “sticks” (works).

This is a BEAR for most Soul-Centered entrepreneurs because:

1. Just a little effort spread in a lot of areas tends to produce few or no results
2. Tremendous burnout can result when you're working so hard for so little
3. It creates massive ADD... which is the last thing an entrepreneur needs (trust me!).



It's so much better – and effective -- to FOCUS your efforts on applying strategies that are proven, and that you attend to thoroughly. **Even 1 or 2 strategies well-executed will get you substantially better results than outbursts of random effort doing 10 things at a time** (and seeing what sticks!).

One of the best strategies that I know – and that I believe every Soul-Centered Entrepreneur should be doing – is a formal “Launch” for a program, product, or even private client sessions.

And yesterday I wrote about how life-changing it was when I started doing formal launches – **I'd book 3-5 private clients within a week or two! I'd book 2 dozen clients into a group program and finally be leveraging my time!**

I'll be sharing all about this on tomorrow night's Brand-New Webinar:

All-New Webinar Training

“SECRETS OF SUCCESSFUL LAUNCHES: How To Fast-Track Filling Your Group Program Or Private Client Spots... Even If You Don't Have A Big List!”

Wednesday, August 6th at 5pm PT / 8pm ET

[Grab your FREE spot right here](#)

In this Webinar you'll learn the “how to's” of doing an effective launch, including the keys to do a launch that over-delivers, easy traps to avoid (as long as you know about them), and in particular, the pieces of the puzzle that make sure you're set up to see clients buy buy buy!

So make some plans to join us!



Yes Barb, I want to learn all about how launches can get me clients and cash quickly!

“See” you on August 6th!

(SIG)

P.S. Don't forget that that ALL launches also serve as a big LIST-BUILDER for you... in addition to the people who step into your new program or your private spots.

(And those new peeps will also become fans and, trust me, they'll buy from you in the future).

So register now to join us: www.barbwade.com/launch

August 5th, Bucket Only

Subject: [Launch Secrets] NAME, we're on for tomorrow!

Hey there NAME –

Just a friendly reminder that our webinar is tomorrow! Make sure you have our date and time marked in your calendar:

All-New Webinar Training

“SECRETS OF SUCCESSFUL LAUNCHES: How To Fast-Track Filling Your Group Program Or Private Client Spots... Even If You Don't Have A Big List!”

Wednesday, August 6th at 5pm PT / 8pm ET

Lucrative Launch Blueprint program

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**At the time of our call join us here:
<http://barbwade.com/launchwebinar>**

There is a science to effectively launching a program or product – even a small one – in a way that gets clients to buy, and buy NOW. (In fact, you can even use a powerful launch to fill private client spots in one fell swoop!).

And best of all, you DO NOT need a big list! (Phew, right?).

Here's a sneak-peek at what I'll be covering:

- ***The 5 biggest blunders*** that keep soul-centered entrepreneurs from making money from their launches... and easy fixes for these.
- ***How to beat the "Fanfare Flop"*** – where you wholeheartedly present your new program with excitement and flourish... and then no one buys.
- Exactly how to set your "launch numbers" so that ***you exceed income and attendance expectations.***
- ***The #1 secret to filling your group program or private client spots***, especially when you don't have a huge mailing list.
- Simple shifts that make ***the difference between a launch that sizzles and a launch that fizzles!***

"See" you tomorrow night!

(SIG)

P.S. Want to invite a friend or colleague to join us on this webinar training? Just send them here to get all of the deets:



www.barbwade.com/launch

August 6th, Whole List minus Bucket

Subject: The shortest email you've ever gotten from me

Dear NAME –

Tonight is my Brand-New Webinar:

“SECRETS OF SUCCESSFUL LAUNCHES: How To Fast-Track Filling Your Group Program Or Private Client Spots... Even If You Don't Have A Big List!”

Wednesday, August 6th at 5pm PT / 8pm ET

[Grab your FREE spot right here](#)

If you want to know the “how-to’s” of getting a SPIKE in new clients and income -- whether it be launching a group, workshop, product, or even private client spots – I'll be sharing how tonight.

So join us – your wallet will be glad you did!

[Register Here](#)

(SIG)

August 6th, Bucket Only (morning)



Subject: [Launch Secrets] Our training is today, NAME!

Hey there NAME –

I'm thrilled you will be joining us for my all new webinar training TODAY! Here are all of the deets to join us LIVE:

All-New Webinar Training

"SECRETS OF SUCCESSFUL LAUNCHES: How To Fast-Track Filling Your Group Program Or Private Client Spots... Even If You Don't Have A Big List!"

Wednesday, August 6th at 5pm PT / 8pm ET

At the time of our call join us here:
<http://barbwade.com/launchwebinar>

Here's a sneak-peek at what I'll be covering:

- ***The 5 biggest blunders*** that keep soul-centered entrepreneurs from making money from their launches... and easy fixes for these.
- ***How to beat the "Fanfare Flop"*** – where you wholeheartedly present your new program with excitement and flourish... and then no one buys.
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- ***The #1 secret to filling your group program or private client spots, especially when you don't have a huge mailing list.***



- *Simple shifts that make **the difference between a launch that sizzles and a launch that fizzles!***

So grab a bite beforehand, walk the dog a little early, get a babysitter, do whatever it takes to be able to participate fully tonight!

I'll see you on the webinar tonight!

(SIG)

P.S. Want to invite a friend or colleague to join us on this webinar training? Just send them here to get all of the deets:

www.barbwade.com/launch

August 6th, Bucket Only (1 hour before)

Subject: We're LIVE in 1 Hour!

Hey there NAME -

Just a quick note to let you know in just ONE HOUR we are LIVE for tonight's all-new webinar training:

"SECRETS OF SUCCESSFUL LAUNCHES: How To Fast-Track Filling Your Group Program Or Private Client Spots... Even If You Don't Have A Big List!"

Wednesday, August 6th at 5pm PT / 8pm ET

At the time of our training join us here:

<http://barbwade.com/launchwebinar>

You've cleared your schedule to join us, right?!



I'm going to share with you the science to effectively launching a program or product – even a small one – in a way that gets clients to buy, and buy NOW. (In fact, you can even use a powerful launch to fill private client spots in one fell swoop!).

And best of all, you DO NOT need a big list!

“See” you in a few!

(SIG)

***** FREE WEBINAR OCCURS *****

August 6th, Bucket only (5 minutes after we've started)

Subject: Join us now – we're LIVE!

Hey there NAME –

We've kicked off our LIVE webinar training and are rockin' and rollin' right NOW!

“SECRETS OF SUCCESSFUL LAUNCHES: How To Fast-Track Filling Your Group Program Or Private Client Spots... Even If You Don't Have A Big List!”

Are you on the training with us?!?!?

Here's that link to join us LIVE:

<http://barbwade.com/launchwebinar>

Tune in NOW!



(SIG)

August 7th, Whole list

Subject: When my daughter needed surgery

Dear NAME –

If you were on our “Secrets of Successful Launches” Webinar training, you heard the story of my very first launch:

- My daughter needed surgery, so we needed money quickly
- I had no idea what kind of group program to create
- I had only 600 people on my mailing list
- I had to act FAST

Thank God for the coach and mentor I was working with. She stressed to me that I **COULD** do a successful launch – and have a **SPIKE** of paying clients – with my exact circumstances.

This mentor held my hand as we designed my program, calendered out each step of the launch, wrote the email campaign, created my Free Teleclass, prepared the Offer... and everything else.

AND I BOOKED 27 CLIENTS INTO MY \$497 PROGRAM... even with a list of 600!

Since then, I’ve done tons of launches that have provided our family tens of thousands of dollars. It’s the #1 best strategy that I’ve **EVER** used to get clients and cash flow **QUICKLY**.



(And guess what – it works for Programs, Classes, and Workshops – but it **ALSO works to fill Private Client spots!**).

This is why I'm so pleased to announce my brand new program:

(GRAPHIC)

[Lucrative Launch Blueprint](#)

In this program, I take you through Worksheets, Templates, Calendars, and Checklists GALORE to walk you through every single step of doing your OWN successful launch!

Here's just a sampling:

- **Design Guide For Free Teleclass/Webinar & Paid Course**
- **"Money Goal" Attendance, Pricing, And Incentives Worksheet**
- **Color-Coded Launch Tasks Template**
- **Date-Specific "Calendar Of A Launch"**
- **Multi-Faceted Promotion Planner**
- **My Entire Email Sequence From A Recent Launch**
- **Sample Promotional Copy For Partners**
- **Template For A Client-Generating Free Teleclass/Webinar**
- **Structuring A Tantalizing Offer that SELLS**
- **Step-by-Step Sequence of a Kick-Ass Sales Page**
- **And More!**

In fact, this is fewer than half of the support materials you'll be getting in this course!



Most importantly, you're going to design your OWN successful launch to deliver this fall!

[Get the deets and register here](#)

Plus... and I say this straight up... because I'm so excited about this brand-new program...

*****I'm offering it at a price you will never, ever see again*****

And to sweeten the deal even further, there's a BONUS included that's worth multiple times more than the price of the course!

So check out "Lucrative Launch Blueprint" – and see if it isn't YOUR path to a big spike of income this fall!

[I want to hear more!](#)

(SIG)

August 9th, Bucket only

Subject: [Launch Secrets] Another chance to join us!

Hey there NAME –

What fun we had the other night on the "Secrets of Successful Launches" Webinar. We hit an "all time high" of people who attended, and that makes me just soooo happy!

AND.... I know that even with the best of intentions, life sometimes gets in the way. I also know that several of you are in different time zones and different parts of the world.... So how fair would I be if I gave you only ONE time to catch this info-packed Webinar?

So, I've got some great news. I've scheduled TWO more encore presentations of:



“SECRETS OF SUCCESSFUL LAUNCHES: How To Fast-Track Filling Your Group Program Or Private Client Spots... Even If You Don’t Have A Big List!”

**Saturday, AUGUST 9th at 8am PT / 11am ET
AND
Tuesday, August 12th at 4pm PT / 7pm ET**

Here’s the link to join us for one of these ENCORES:
<http://barbwade.com/launchwebinar>

We’ll send reminders again – and thanks for hanging in there with us.

(SIG)

August 9th, Whole List minus bucket

I would recommend sending one more email to the whole list minus the bucket in the morning here reminding them that there are now 2 “encores” to choose from that they can still sign up for.

I don’t have a sample for this, because it’s something I’ve added to the calendar, but I’m sure you get the idea – it’s pretty straightforward.

August 10th, Bucket only (15 minutes before)

Subject: We’re live in 15 Minutes!

Hi NAME -

We’ve are just about to kick off our ENCORE presentation of:



“SECRETS OF SUCCESSFUL LAUNCHES: How To Fast-Track Filling Your Group Program Or Private Client Spots... Even If You Don’t Have A Big List!”

Join us at 8AM Pacific / 11AM Eastern right here:

<http://barbwade.com/launchwebinar>

“See” you on the webinar!

(SIG)

***** FREE ENCORE OF WEBINAR OCCURS *****

August 12th, Whole List

Subject: I absolutely won’t do this again!

Dear NAME –

If you’ve ever wanted to do a Group Program, sell a Product or even fill Private Client spots QUICKLY – in one fell swoop – then boy, have I got the answer for you!

You might have heard that a few days ago I opened the door for my brand new program – **Lucrative Launch Blueprint** – that takes you through every single step of creating your OWN profitable launch this fall.

And **it has 3 TIMES the number of handouts, checklists, scripts, calendars, and done-for-you materials than any class like it I’ve done before!**

Including:



- *Design Guide For Free Teleclass/Webinar & Paid Course*
- *"Money Goal" Attendance, Pricing, And Incentives Worksheet*
- *Color-Coded Launch Tasks Template*
- *Date-Specific "Calendar Of A Launch"*
- *Multi-Faceted Promotion Planner*
- *My Entire Email Sequence From A Recent Launch*
- *Sample Promotional Copy For Partners*
- *Template For A Client-Generating Free Teleclass/Webinar*
- *Structuring A Tantalizing Offer that SELLS*
- *Step-by-Step Sequence of a Kick-Ass Sales Page*
- **And More!**

(GRAPHIC)

[Grab more details here](#)

And the thing I "won't do again" is this:

Without question, this is a \$997 course. It is an absolute roadmap for every single step of creating a powerful launch campaign to leverage your time and create a SPIKE of income.

And... **I'm offering it now for only \$297!**

(And there's even an easy-breezy payment plan).

I'm offering it at this crazy price because I'm just so excited about the program – I've been adding more and more goodies as I've been developing it.

And when any program of mine is brand-new, **I always offer that first group of participants a super-sweet deal that I will never repeat again!**

[Get the deets and register here](#)



Most importantly, in this program, you'll be designing your OWN powerful launch for this fall (so this isn't a course of "hypotentials" – you'll be rolling up your sleeves and applying what you're learning!).

So check out "Lucrative Launch Blueprint" – and see if it isn't your path to leveraging your time AND a big spike of income!

(SIG)

P.S. And to sweeten the deal even further, there's a BONUS included that's worth multiple times more than the price of the course!

You'll have to see it to believe it.

[Yes, Barb, I want to hear more!](#)

August 13th, Bucket only

I recommend a "last encore is tomorrow" email to the bucket here. Don't have a sample for this, as this is something I added to the calendar. But it's really self-explanatory.

Aug. 14th, Bucket only

Subject: It's all happening today

Hey there <name> -

Our FINAL ENCORE webinar of

"SECRETS OF SUCCESSFUL LAUNCHES: How To Fast-Track Filling Your Group Program Or Private Client Spots... Even If You Don't Have A Big List!"

...is happening later today and I don't want you to miss out on this final opportunity to get this game changing training.



Join us TODAY:

Tuesday, August 12th at 4pm PT / 7pm ET

Just click right here at the time of our webinar:

<http://barbwade.com/launchwebinar>

This is your final chance to catch:

- ***The 5 biggest blunders*** that keep soul-centered entrepreneurs from making money from their launches... and easy fixes for these.
- ***How to beat the "Fanfare Flop"*** – where you wholeheartedly present your new program with excitement and flourish... and then no one buys.
- Exactly how to set your "launch numbers" so that ***you exceed income and attendance expectations.***
- ***The #1 secret to filling your group program or private client spots,*** especially when you don't have a huge mailing list.
- Simple shifts that make ***the difference between a launch that sizzles and a launch that fizzles!***

Make sure to carve out some time to join us later today if you haven't caught our training already!

(SIG)

August 14th, Bucket only (1 hour before)

Subject: Join us in 1 hour!

Hey there NAME -



In just ONE HOUR we will be live for our FINAL ENCORE presentation of:

“SECRETS OF SUCCESSFUL LAUNCHES: How To Fast-Track Filling Your Group Program Or Private Client Spots... Even If You Don’t Have A Big List!”

Join us right here at 5pm PT / 8pm ET:
<http://barbwade.com/launchwebinar>

I know you have carved out the time to join us!

“See” you in a few!

(SIG)

***** FREE ENCORE OF WEBINAR OCCURS *****

August 14th, Bucket only (5 minutes after we’ve started)

Subject: Join us NOW!

Hey NAME,

We are on the webinar now for our FINAL ENCORE presentation of:

“SECRETS OF SUCCESSFUL LAUNCHES: How To Fast-Track Filling Your Group Program Or Private Client Spots... Even If You Don’t Have A Big List!”

Are you on the webinar with us?!?!

Click here to join: <http://barbwade.com/launchwebinar>



“See” you on the webinar!

(SIG)

August 16th, Whole List

Subject: SURPRISE BONUS for you

Dear NAME –

OK, now I’ve really done it.

It’s official. I’ve gone crazy.

But I’m in SUCH a good mood based on the volume of enrollments thus far in my All-New [Lucrative Launch Blueprint Program!](#)

(GRAPHIC)

You’ve probably already heard that it’s a soup-to-nuts program leaving no stone unturned with regards to doing a powerful LAUNCH to fill a Group Program, sell a Product, or even fill your Private Client openings FAST.

And, as I’ve shared, **it has 3 TIMES the number of handouts, checklists, scripts, calendars, and done-for-you materials than any class like it I’ve done before!**

Including:

- *Design Guide For Free Teleclass/Webinar & Paid Course*
- *“Money Goal” Attendance, Pricing, And Incentives Worksheet*
- *Color-Coded Launch Tasks Template*
- *Date-Specific “Calendar Of A Launch”*
- *Multi-Faceted Promotion Planner*
- *My Entire Email Sequence From A Recent Launch*
- *Sample Promotional Copy For Partners*



- *Template For A Client-Generating Free Teleclass/Webinar*
- *Structuring A Tantalizing Offer that SELLS*
- *Step-by-Step Sequence of a Kick-Ass Sales Page*
- *And More!*

[Register and get all the deets here.](#)

So in what way have I gone crazy?

Well:

1. I lowered the price from \$997 to just \$297 if you enroll now!
2. It includes TWO Guest Tickets to my 3-day, Live "Get To Yes Event" in Denver this October

But if that wasn't enough...

I've been asked more than once about how I incorporated my personal story into marketing of this launch and others. Well, the truth is, I got help from 2 of the foremost experts on story branding, namely:

(STORY BOYS GRAPHIC)

[Get the full scoop here](#)

The Story Boys are amazing at turning your personal brand story into gold (and enrollments!) And it turns out I've got a little pull with one of them ;-)) and so:

I added ANOTHER BONUS for participants in this course:

*****A special virtual seminar taught by the Story Boys all about how to effectively incorporate your story into a pre-launch webinar or call, an opt-in page, or a sales page.*****

You'll learn:



- What part of your story to use based on your target market and what product or program you are selling
- How to use your story to create an emotional connection and position you as an authority.
- When and where to tell your story to create the biggest impact
- And much more.

And everyone who enrolls in Lucrative Launch Blueprint gets this amazing, super-special extra training (yes, even if you've already enrolled)!

[Get the deets and register here](#)

(SIG)

August 17th, Whole List (early afternoon)

Subject: **Before you head out for the weekend...**

Dear NAME –

A couple of quick things:

1. We've had a **ton of requests to see my recent "Secrets of Successful Launches" No-Cost Webinar from last week** from people – especially overseas – who couldn't make the time.

So – we've posted it for you! Just click the link near the top of the page here: **www.LucrativeLaunchBlueprint.com**



2. Just a reminder that **our "Crazy Early-Bird Price" of \$297 down from \$997 is going away at Midnight PT this Sunday evening - Aug. 17th.**

(And there's an easy-breezy payment plan, too!)

So if you want to learn every single step of doing a profitable LAUNCH to create pent-up demand, urgency, and a SPIKE of clients and income, check out the program now:

www.LucrativeLaunchBlueprint.com

Remember:

1. It's very strategic and effective to use an official "Launch Campaign" to fill not only new Programs and sell new Products, but EVEN to fill your private client openings all at once!
2. It works even if you don't have a big list!

(I crossed the 6-figure mark, including 2 hugely successful launches, with a list of about 600)!

So be sure to register BEFORE the deadline if you want to join us!

[Get the details and register here.](#)

(SIG)

P.S. Don't forget that this program includes tons of juicy bonuses PLUS **3 TIMES the number of handouts, checklists, scripts, calendars, and done-for-you materials** than any class like it I've done before!

Including:

- *Design Guide For Free Teleclass/Webinar & Paid Course*
- *"Money Goal" Attendance, Pricing, And Incentives Worksheet*



- *Color-Coded Launch Tasks Template*
- *Date-Specific "Calendar Of A Launch"*
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- *My Entire Email Sequence From A Recent Launch*
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- *Template For A Client-Generating Free Teleclass/Webinar*
- *Structuring A Tantalizing Offer that SELLS*
- *Step-by-Step Sequence of a Kick-Ass Sales Page*
- *And More!*

[Yes, Barb, I want to check this out NOW before the Earlybird Deadline!](#)

August 17th, Whole List

Subject: Last Chance– Earlybird Ends SUNDAY

Dear Name –

Have you had a chance to check out my all-new program “Lucrative Launch Blueprint?”

SO many of my clients have needed to do a “launch” to unveil a new Group Program, sell a Product, or even fill Private Client Spots... because a launch creates a SPIKE of sales all at once.

...and I’ve been teaching it to each of my clients one-at-a-time!

Well, wait no longer! **It was high-time I put ALL of the steps, calendars, task lists, email sequences, sales pages scripts, and more into a leave-no-stone-unturned training:**

(GRAPHIC)

[Lucrative Launch Blueprint](#)



This is a LIVE training with me where you'll lay out a launch of your OWN for this fall or winter!

Just look at a small handful of the kinds of things being included:

- *Design Guide For Free Teleclass/Webinar & Paid Course*
- *"Money Goal" Attendance, Pricing, And Incentives Worksheet*
- *Color-Coded Launch Tasks Template*
- *Date-Specific "Calendar Of A Launch"*
- *Multi-Faceted Promotion Planner*
- *My Entire Email Sequence From A Recent Launch*
- *Sample Promotional Copy For Partners*
- *Template For A Client-Generating Free Teleclass/Webinar*
- *Structuring A Tantalizing Offer that SELLS*
- *Step-by-Step Sequence of a Kick-Ass Sales Page*
- *And More!*

*****And SUNDAY is the LAST day to get the
"Barb's Gone Totally Crazy"
Early-Bird pricing
(which you truly won't believe).*****

Plus, the program comes with some super-sweet BONUSES, like 2 GUEST TICKETS to my upcoming 3-day "Get To Yes Event" Live Training in Denver, CO this October!

So at least check it out before you miss it!

[Get the deets and register here.](#)

Let's see if doing profitable launches it isn't YOUR path to big spikes of income for years to come!



(SIG)

P.S. Wondering if this is for you? We're offering a FULL money-back-guarantee!

You can take the first two classes, and if for any reason you're not BLOWN-AWAY by everything that's included, you get a full, no-hassle refund!

So if you're even "thinking" this course could be life-changing, jump on board now and try it out. You have nothing at all to lose.

Get the full scoop and register at:
www.LucrativeLaunchBlueprint.com

August 19th, Whole List

Subject: Earlybird Savings Ends at Midnight

Dear **Name** –

Have you had a chance to check out my all-new program "Lucrative Launch Blueprint?"

SO many of my clients have done successful launches to unveil a new Group Program, sell a Product, or even fill Private Client Spots... because a launch creates a SPIKE of sales all at once.

And... **the super-special earlybird price goes away at 12 midnight tonight!**

My clients tell me consistently that I rock in explaining launches (they really do ;-)

Again, here's that link: www.LucrativeLaunchBlueprint.com



This is a LIVE training with me where you'll lay out a launch of your OWN for this fall or winter!

Just look at a small handful of the kinds of things being included:

- *Design Guide For Free Teleclass/Webinar & Paid Course*
- *"Money Goal" Attendance, Pricing, And Incentives Worksheet*
- *Color-Coded Launch Tasks Template*
- *Date-Specific "Calendar Of A Launch"*
- *Multi-Faceted Promotion Planner*
- *My Entire Email Sequence From A Recent Launch*
- *Sample Promotional Copy For Partners*
- *Template For A Client-Generating Free Teleclass/Webinar*
- *Structuring A Tantalizing Offer that SELLS*
- *Step-by-Step Sequence of a Kick-Ass Sales Page*
- *And More!*

*****Again, today is the LAST day to get the
"Barb's Gone Totally Crazy"
Early-Bird pricing
(which you truly won't believe).*****

Plus, the program comes with some super-sweet BONUSES, like 2 GUEST TICKETS to my upcoming 3-day "Get To Yes Event" Live Training in Denver, CO this October!

So at least check it out before you miss it!

[Get the deets and register here.](#)

Let's see if doing profitable launches it isn't YOUR path to big spikes of income for years to come!



(SIG)

P.S. Wondering if this is for you? **We're offering a FULL money-back-guarantee!**

You can take the first two classes, and if for any reason you're not BLOWN-AWAY by everything that's included, you get a full, no-hassle refund!

So if you're even "thinking" this course could be life-changing, jump on board now and try it out. You have nothing at all to lose.

Get the full scoop and register at:

www.LucrativeLaunchBlueprint.com

August 21st, Whole List

Subject: Boy, have I hit a nerve...

Dear Name –

A few months ago when I decided to do a program all about how to do an official LAUNCH to fill a Program, sell a Product, or fill your Private Client openings (even with a small list!)...

...I had no idea this would hit such a nerve!

But I'm thrilled – we've had more interest in this course than I ever could have imagined, and enrollments are through the roof!

And the reason that I'm so pleased is that **learning how to launch programs and private client spots literally SAVED my family when my daughter needed surgery at 5 years old.**



We needed a big spike of income to cover our portion of the medical bills (even just the 30% we were responsible for was in the 5-figures).

And within weeks **I had booked 27 people into a brand new program – all at once, my first!** And with a rather small list to boot!

Now, my new program takes you through every-single-step of launching a new program, product or private client openings... including what to launch in the first place.

AND IT STARTS TOMORROW!

GRAPHIC

[Check out Lucrative Launch Blueprint right here](#)

Maybe the overwhelming response it's the fact that I'm putting SO much done-for-you material into this course:

- *Design Guide For Free Teleclass/Webinar & Paid Course*
- *"Money Goal" Attendance, Pricing, And Incentives Worksheet*
- *Color-Coded Launch Tasks Template*
- *Date-Specific "Calendar Of A Launch"*
- *Multi-Faceted Promotion Planner*
- *My Entire Email Sequence From A Recent Launch*
- *Sample Promotional Copy For Partners*
- *Template For A Client-Generating Free Teleclass/Webinar*
- *Structuring A Tantalizing Offer that SELLS*
- *Step-by-Step Sequence of a Kick-Ass Sales Page*
- *And MUCH More!*



In fact, this program has about 3 times the number of **calendars, task lists, email sequences, sales pages scripts, checklists, and more** than I've ever offered in a training like this.

And what's best is this is a LIVE training with me where you'll lay out a launch of your OWN for this fall or winter!

But don't delay – we start TOMORROW!!!

[Get the deets and register here](#)

Can't wait to see you on the call!

(SIG)

P.S. Yes, of course all calls are recorded and transcribed, for those of you in other countries or who can't make the calls "live" for other reasons.

P.P.S. Check out these SUPER YUMMY Bonuses:

1. **Two Guest Tickets to my live, 3-day "Get To Yes Event"** in Denver this October 9-11th!

Get ready for inspiration... transformation... and killer biz-building strategies to catapult your clients and income!

2. We added a bonus – a special, Tele-Training with "The Story Boys" all about **turning your personal brand story into gold (and enrollments!)**

August 22nd, Bucket Only

Subject: Lucrative Launch Blueprint starts today!

Dear Name –

Lucrative Launch Blueprint program

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There's still time to join our new **Lucrative Launch Blueprint program**, which starts today.

This is a comprehensive program that takes you through every single step of using an official "launch campaign" to fill a new program, sell a product or fill private client openings... QUICKLY.

If you need a big spike in your income – in one fell swoop – than doing a successful LAUNCH is your answer.

And, I've put together **ALL of the steps, calendars, task lists, email sequences, sales pages scripts, and more into a leave-no-stone-unturned training.**

(In fact there are more done-for-you goodies in this program than any other I've done before – you'll end up with a notebook an inch thick with detailed launch instructions and examples!).

graphic

[Check it out and Register here](#)

Also, there's:

1. A Money Back Guarantee
2. Two GUEST TIX to my big "Get To Yes" 3-day Live Event in Denver this October
3. A special bonus training with "The Story Boys" on how to share your personal story in a way that creates raving fans and eager clients

So if you're even the littlest bit intrigued about how launches create pent-up demand, urgency, and a very powerful call-to-action for your ideal clients, at least check out the info.



And most importantly, in this course you'll design and plan YOUR first or next launch for this fall! In detail!

[Get the deets and Register here](#)

Hope to see you in just a few hours!

(SIG)

P.S. Yes, of course all calls are recorded and transcribed, so even if you can't jump on today's first call, you can get caught up VERY easily!

***** PAID COURSE BEGINS *****

August 24th, Whole List (3 days after course had started)

Subject: Is one of these last spots yours?

Dear Name –

There's still time to join our new **Lucrative Launch Blueprint program**, which started on Weds.

Here's just what a few of our participants have said:

"Blew me away, if this is as much as you've included in the first class, I'm truly flabbergasted at how much we're going to get!"
-David B.

"A launch really always felt confusing to me... so many moving parts. The fact that next week's class is all about the task list,



the scheduling, the calendar... that is going to answer a LOT for me!"
-Debi H.

"I love that I can build a real launch through this class. Mine's going to a mid-October Free Webinar, then that 2 week promo period, and the class is going to start 10/29 and end right before the holidays. It's perfect."
-Lisa H.

"I'm particularly glad that the first class taught us how to evaluate what to sell in the first place... and gave us the steps to even design the course, the content, or even the angle on the strategy sessions we could offer. It's smart to work backwards, and then design how to sell the thing!"
-Rakesh K.

The first course was recorded, transcribed, and of course all of the handouts are there, so you can STILL join us.

[Yep, you can still register here](#)

If you need a big spike in your income – in one fell swoop – than doing a successful LAUNCH is your answer. EVEN WITH A SMALL LIST!

And, I've put together **ALL of the steps, calendars, task lists, email sequences, sales pages scripts, and more into a leave-no-stone-unturned training.**

(In fact there are more done-for-you goodies in this program than any other I've done before – you'll end up with a notebook an inch thick with detailed launch instructions and examples!).

graphic

[Glad it's not too late – where can I join?](#)

Also, there's:

1. A Money Back Guarantee



2. Two GUEST TIX to my big "Get To Yes" 3-day Live Event in Denver this October
3. A special bonus training with "The Story Boys" on how to share your personal story in a way that creates raving fans and eager clients

So if you're even the littlest bit intrigued about how launches create pent-up demand, urgency, and a very powerful call-to-action for your ideal clients, at least check out the info.

[Get the deets and Register here](#)

(SIG)

DIFFERENCES if you were doing a Strategy Session Launch instead of a Paid Class

If you were offering Strategy Sessions (a limited number of consultations), the beginning part of the launch sequence above would be the same. **Everything would be exactly the same through August 6th**, when you did the FREE TELESEMINAR or WEBINAR.

What would differ is this:

August 7th – This would be an email to your Whole List (black) announcing the limited number of Strategy Sessions and directing them to a LINK to an Application to get one (you can create one FREE at www.surveymonkey.com).



(You also need to change the "Opt-In" Page and "You're In" Page for your webinar or teleseminar, as well as that Autoresponder, to reflect encore dates, as it says in the calendar)

August 9th – These emails would be the same (about encores)

August 10th – This email would be the same (about encore in 15 mins.)

August 12th – This would be an email to your Whole List, again, reminding them about the limited number of Strategy Sessions and directing them to a LINK to fill out an Application to get one.

August 13th – This email would be the same

August 14th – These emails would be the same

August 16th – This would be a "Last Chance" email to the Whole List telling them that they must apply now if they want to be considered for one of the complimentary Strategy Sessions (and again you give them the link). Often, you'll say that the "winners" will be drawn the next day at midnight (so there are roughly 24 hours left).

This is where the launch campaign ENDS if it's for complimentary Strategy Sessions. What you would do now is:

- After that final deadline, you'd pick the people you wanted to give the sessions to (out of all of the applications)
- You'd then send those people a "Congratulations" email and instructions about how to get scheduled for their session.
- You'd send an email to all of the remaining applicants saying that based on the size of the response to this offer (i.e. lots of applications), you're sorry that you can't grant them one of the strategy sessions at this time.



However, in this email you want to be very encouraging to them, acknowledge them for applying, maybe send them a free report or other gift (optional)... And you can also share that you'll keep their name and application for the possibility that some additional spots will open up in the future.