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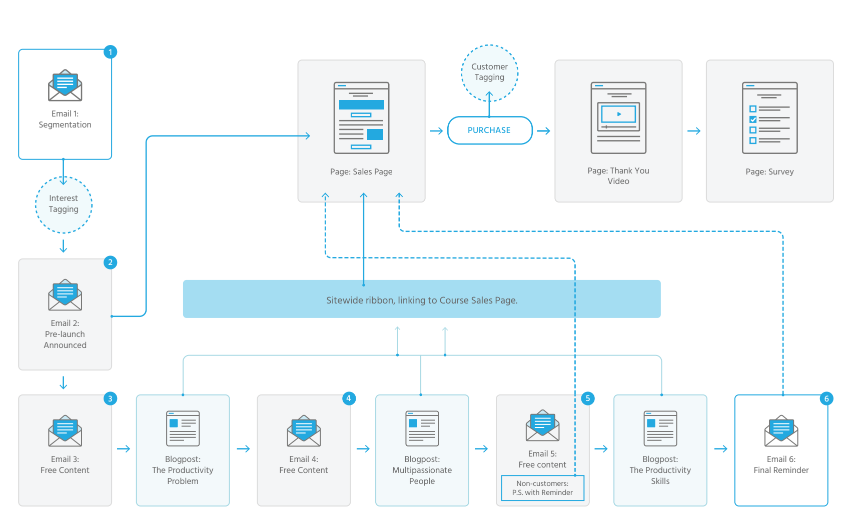
The Rapid Implementation Launch Map



Here's a breakdown of the most important aspects of the launch map, along with the email copy I used in my productivity course launch:

1. Rapid Idea Validation

Here's a **breakdown** of the most important aspects of the launch map, along with the email copy I used in my productivity course launch:

Email 1:

Hi [Firstname],

Today, I'm sending you this email because I have a question for you: do you want to learn more about **productivity**, from me?

I'm asking this because I will be launching a new productivity course soon, in which I teach the system I've created for myself, to keep distractions and procrastination at bay.

Specifically, I will be sending out a few videos with my favorite productivity tips and an invitation as soon as the pre-launch special for my course opens.

If you'd like to learn more about this course and get a chance to join the pre-launch, **click this link to let me know**.

If you aren't interested, simply do nothing and you won't receive the emails regarding my course.

That is all. :)

Cheers,
Shane

P.S.: Make sure you don't miss our latest "how to get traffic" podcast episode. Listen to it here!

I respect people's time (and generally short attention spans), so I get straight to the point.

Setting clear expectations about what will happen next.

When a subscriber clicks this link, the "interested in productivity" tag is added.

Providing an alternative for readers who aren't interested in productivity, so they can still get some value out of this email.

2. The Lean Sales Page

The next step in the process is to create a simple, first version of our product's sales page. Right away, we want to give people an opportunity to pre-order the course, which will be a further test: are people not just interested, but also willing to pay?

To make sure customers aren't left hanging after the purchase, I create a thank you page with a video message and a survey for pre-launch customers to take.

Email 2:

Hi [Firstname],

You recently indicated that you want to learn about my productivity system.

Today, I'm writing to announce a pre-launch deal for my upcoming productivity course: **focus & action**.

The course will begin on January 4th, so that you can turn your New Year's resolutions and goals into consistent action.

If productivity is something you want to work on and you have important business goals to reach, this course will be the best way to kick off 2019.

Check out more information about the course and the pre-launch special, right here.

I'm really excited about this course and would be thrilled to see you join.

In any case, I'll also be sending out more free content on the topic of productivity and I'm preparing a webinar that will be free for everyone to join.

I have a course to sell, but I also have a mission to help entrepreneurs, whether they pay me directly or not. So stay tuned for more on how to boost your productivity, coming soon!

And if you want to make sure you get your spot on my upcoming course, you can reserve it here.

Cheers,
Shane

A quick reminder to let the subscriber know why they are getting this message.

Clear communication: I want to make sure no one misses the fact that this product isn't instantly available.

Clear communication, part 2: reminder that I'm not only here to pitch my course, but also have free, valuable content coming soon.

3. The Non-Sales Launch Sequence

Now that the sales page is set up and purchases are coming in, it's time to get into the launch sequence.

This consists of 3 emails that are sent during the special offer period, each one 2 days apart. Each email contains a link to a blog post in which I share productivity advice for free. On my site, there's a ribbon at the top of the screen which reminds visitors that a course pre-launch is happening.

Here are the 3 emails in the sequence:

Email 3:

Productivity can be a frustrating thing, right?

You want to be focused, you have all these goals and you have a vision of what your ideal working day looks like.

But reality?

Reality is often disappointing, by comparison.

Too much time spent on social media. Too much time spent doing busywork. Too much procrastination.

It's possible that you're blaming yourself for something that isn't really your fault.

It's possible that one of the main obstacles to being more productive has been invisible to you, until now.

And it's almost certain that you're looking for solutions in the wrong places.

In this video, I try to shed some light (and offer a solution).

I'd love to know your thoughts on this.

Shane

This section is all about relating to the reader. Communicating that I understand the frustrating problem they are

Teaser: this sentence is designed to hint at the content of the post, without giving anything away.

If you ignore this, you might miss out on something really important...

Email 4:

Hi [Firstname],

I've got a new video for you with a BIG problem that has a relatively small fix:

Solve the "too many priorities" problem with this method.

If you have the problem of too many ideas, too many things you're interested in, too many projects you're running (plus, that book you want to write...) then this video is for you.

And if you know someone else who's like that, why not send them this video, to help them out?

Cheers,
Shane

The problem and the words used to describe it come from comments that were left on the previous blog post.

Encouraging readers to share my advice with other people.

Email 5:

Hi [Firstname],

Do you have the productivity advantage?

Watch this video to see what I mean.

This video reveals the mindset change that I discovered over 10 years ago and that completely changed the direction of my life.

And it also shows why I'm so passionate about teaching productivity, why it's especially urgent now, in the time we live in.

I'd love to hear your thoughts on this.

All the best,
Shane

P.S.: there's only about 2 days left for getting 50% off my new productivity course. If you haven't had the time to look at it yet, maybe take a moment now, before you miss out.

Quick teaser, then straight to the point.

This phrase implies that I'm not sharing the same old, generic productivity advice. This stuff is new and has never been more rele-

Encouraging feedback and comments, already in the email.

This part of the message is only shown to subscribers who haven't been tagged as customers.

4. Final Reminder

About 24 hours before the special pre-launch offer ends, I send out a final reminder email, only to readers who haven't been tagged as customers yet.

Email 6:

I hope you've gotten good value out of the productivity advice I've shared in the last few day. I'm writing you today to let you know that the pre-launch special on my "focus & action" productivity course is ending very soon.

Right now, you can get this course (which will start on January 4th) for 50% off.

At the time I'm sending this, there are just about 24 hours left, before this offer runs out. And after this, I will *never* offer the course at such a low price again.

I'm being extra explicit about this because I don't want to be accused of being unclear or blamed by anyone who misses out on this offer.

I've been told I take the non-salesy approach almost too far, sometimes. :)

So, there you go. Last chance to get the 50% off.

What do you get in my productivity course?

Let me lay out what's included in the course, so you can better make a decision about whether it's right for you or not.

The course consists of videos that you access online, along with some exercises and work assignments, to help you turn what you learn into real action and real habits.

The videos come in different modules, covering these topics:

- **The Shift:** why you need to forget everything you thought you knew about productivity & how to shift your mindset.
- **Distraction & Environment:** how to overcome distraction and procrastination by making changes to your environment (because trying to change it via willpower doesn't work).
- **Sticky Implementation:** how to not only learn, but also implement. How to build new habits and make them stick.
- **Push/Pull Goal Setting:** a strategic way to set goals that actually propel you into action. Also: how to prioritize and always know what's important and what isn't.
- **The Work Session:** how to design your work sessions for maximum productivity.
- **The Daily Schedule:** how to create a schedule that moves you towards your short, mid and long-term goals, day by day, with minimum effort or willpower required.

In addition to this, you'll also learn how to create **Freedom Time** in your day, which isn't only great for your productivity, but also for your life quality in general. Plus, there will be a few bonus modules on the mind-body connection (as it relates to productivity) and a few other topics.

Also, an extra advantage you gain by joining now, when the course is about to start is **Office Hours.** We will hold 4 office hours sessions, during which you can ask questions, get feedback etc. During these times, I will be online and fully accessible for all "focus & action" customers.

I will hold these office hours at different times of day, so that there will be suitable time slots for you, if you live in the US, Europe or Australia.

All this launches on January 4th, with the first module of lessons being published and a webinar to kick it all off.

If you want to take your productivity to a new level in 2019, this is your chance to get in at the lowest price possible.

Check out the offer here.

I hope to see you in the course!

All the best,
Shane

P.S.: everyone on my marketing team told me that I'm charging too little for this course. They'd have me charge double and give less than a 50% discount.

One of these days, I'll start listening to good advice about pricing. Today is not that day, though.

Quick summary of what's going on. I want to make sure that this message makes sense even to someone who hasn't paid attention so far.

Clear, unambiguous (and honest) urgency.

At this point, I have been working on the course, based on all the comments and feedback I've received during the launch. I have a plan for what the course structure looks like and I can advertise it here.

Emphasizing certain features in the course, which add a lot of value.

Addressing a potential objection readers will have, regarding live sessions.

True story.

As you can see, this is the longest email by far. Here, I'm letting the email do the job of selling. I want to include enough information to convince someone who's been sitting on the fence, to click through to the sales page.

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What Will Your Rapid Implementation Launch Look Like?

With this, you have a practical look at what a rapid implementation product launch can look like. No matter what niche you operate in, you can find ways to apply these same principles to validate your idea and go from initial idea to getting paid, to delivering a course, in record time.