



Workbook

Your First \$10K Online Course Launch:

**Launch Profitably Even If You Have A Small List
And An Even Smaller Ad Budget**

Why Making The First \$10k Is The Hardest And What You Can Do To Fast Track Your Results

1. Marketing is not a skill any of us are born with. Just as it took you time to master your niche, it will take time to learn how to be a marketer.
2. You've been told that there is a quick fix or a magic bullet that will solve your marketing problems and make money overnight.
3. The courses you have bought have been helpful, but either the step-by-step of that course did not work in your niche, or you did not get enough long-term support.

What You Need Instead

1. Master the basics of online marketing one skill at a time and have access to the education you need today to make progress from where you are right now.
2. No more magic bullets... just best-in-class learning to build consistently profitable funnels in your niche and at your price point.
3. Coaching and community where there are leaders who can give you real help in real-time.

Discover The Simple Equation For How We Make Money Online

Audience + Offer = Money.

Your best audience is your email list.

Everything you do on social media is to build your email list.

Knowing how to make offers that convert is a skill anyone can master.

Know your ideal customer's pain and their dream desire - and use language that they use to describe this in your copy.

Sell them what they want and give them what they need.

Choose The Right Funnel/Launch Mechanism For Your Niche

The higher your price point is, the longer your funnel will be.

You can either buy a bigger audience and move them through your funnel faster or you can build your audience over time and start by making smaller offers more often.

Choosing the right funnel for your price point -

< \$250 (EASIER TO SELL TO COLDER AUDIENCES BUT YOU NEED VOLUME)

1. Email sequence
2. Low \$ offer with an upsell on the thank you page
3. Lead magnet with an offer on the thank you page or in the welcome email sequence

<\$500

1. Workshop
2. Live class
3. Video Series (short videos)

<\$1000

1. Webinar
2. Challenge
3. Video Series (longer videos)

<\$3000 (EXPENSIVE TO SELL TO COLD AUDIENCES BUT YOU MAKE YOUR MONEY BACK ON THE HIGHER SALE PRICE)

1. Video series with a webinar
2. Bootcamp with a webinar
3. Webinar with a one-on-one call
4. Application with a call

Track The Right Numbers To Build Your Confidence In Knowing What Works And What To Change

You'll want to track every conversion point in your funnel so that you know where you lost your traffic as they moved through your funnel.

EMAILS

Email open rates

Email click rates

SOCIALS

Number of clicks to the landing page and sales page

ADS

CPM

Unique Link Click-Through Rate

Landing page views

Landing page conversion rate

Cost per result/lead

LAUNCH

Total number of registrants

Number of attendees or people who viewed the launch content

Number of people who viewed the sales page

Sales page conversion rate

Daily sales rate based on bonuses available on that day

MOST PROFITABLE CUSTOMER JOURNEY

Out of those that became paying students what else did they do before purchasing and how long were they on your list?

This helps you know what to do more of so you attract better leads and nurture them in a way that will help convert them sooner.

Learn To Troubleshoot When Things Don't Go Your Way

Did you have enough people in your funnel?

On average only 2-4% of total registrants end up purchasing.

Did your offer match the pain and desires of your ideal customer?

Where To Get Help

The Launch Lounge™ is the leading **coaching** and **training** community designed to help online course creators launch more profitably, scale faster and get to evergreen freedom sooner...

Without buying another course, hiring an expensive coach, or wasting money on the latest trend that leaves you feeling stuck again 12 weeks later.

You can learn more about The Launch Lounge™ Membership by clicking [here](#).



“What I appreciate most about working with Salome and being in the membership is being alleviated of the frustration & stress associated with being a new ad creator.”

LAURYN BRYGHT



“I was able to double the target market of my current email list. When I had tech glitches, without a beat her team supported me. When I had questions, they were there to inform me.”

KAT HARRIS



“To incrementally having a \$17,000 launch, to 30, to 50 to my most recent one, which was \$82,000 in one launch, and it’s a hundred percent from Salome’s advice”

LAUREN MARIE