



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 _____ . Just as it took you time to master your _____ , it will take time to learn how to _____ .
2. You've been told that there is a _____ that will solve your marketing problems and _____ .
3. The courses you have bought _____ , but either the step-by-step of that course _____ , or you did _____

What You Need Instead

1. _____ of online marketing one skill at a time and have _____ to make progress from where you are right now.
2. No more _____ ... just best-in-class learning to build _____ in _____ and _____ .
3. _____ and _____ where there are leaders who can give you real help in real-time.

Discover The Simple Equation For How We Make Money Online

_____ + _____ = Money.

Your best audience is _____.

Everything you do on social media is _____.

Knowing how to make offers that convert is _____.

Know your ideal customer's _____ and _____ - and use _____ that they use to describe this _____.

Sell them _____ and give them _____.

Choose The Right Funnel/Launch Mechanism For Your Niche

The higher your price point is, the _____.

You can either buy a _____ and move them through your funnel _____ or you can build your audience _____ and start by making _____ more often.

Choosing the right funnel for your price point -

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

1. _____ sequence
2. _____ with an upsell on the thank you page
3. _____ with an offer on the _____ or in the _____

<\$500

1.
2.
3.

<\$1000

1.
2.
3.

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

1. with
2. with
3. with
4. with

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

You'll want to track _____ in your funnel so that you know _____ as they moved through your funnel.

EMAILS

Email _____

Email _____

SOCIALS

Number of _____ and _____

ADS

Unique _____ Rate

_____ views

Landing page _____

Cost per _____

LAUNCH

Total number of _____

Number of _____ or people who _____

Number of people who _____

Sales page _____

_____ based on bonuses available on that day

MOST PROFITABLE CUSTOMER JOURNEY

Out of those that became _____ what else did they do
_____ and _____ were they on your list?

This helps you know what to do _____ so you attract
_____ and _____ in a way that will help convert
them _____.

Learn To Troubleshoot When Things Don't Go Your Way

Did you have _____ in your funnel?

On average only _____% of total registrants end up purchasing.

Did your offer match the _____ and _____ 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