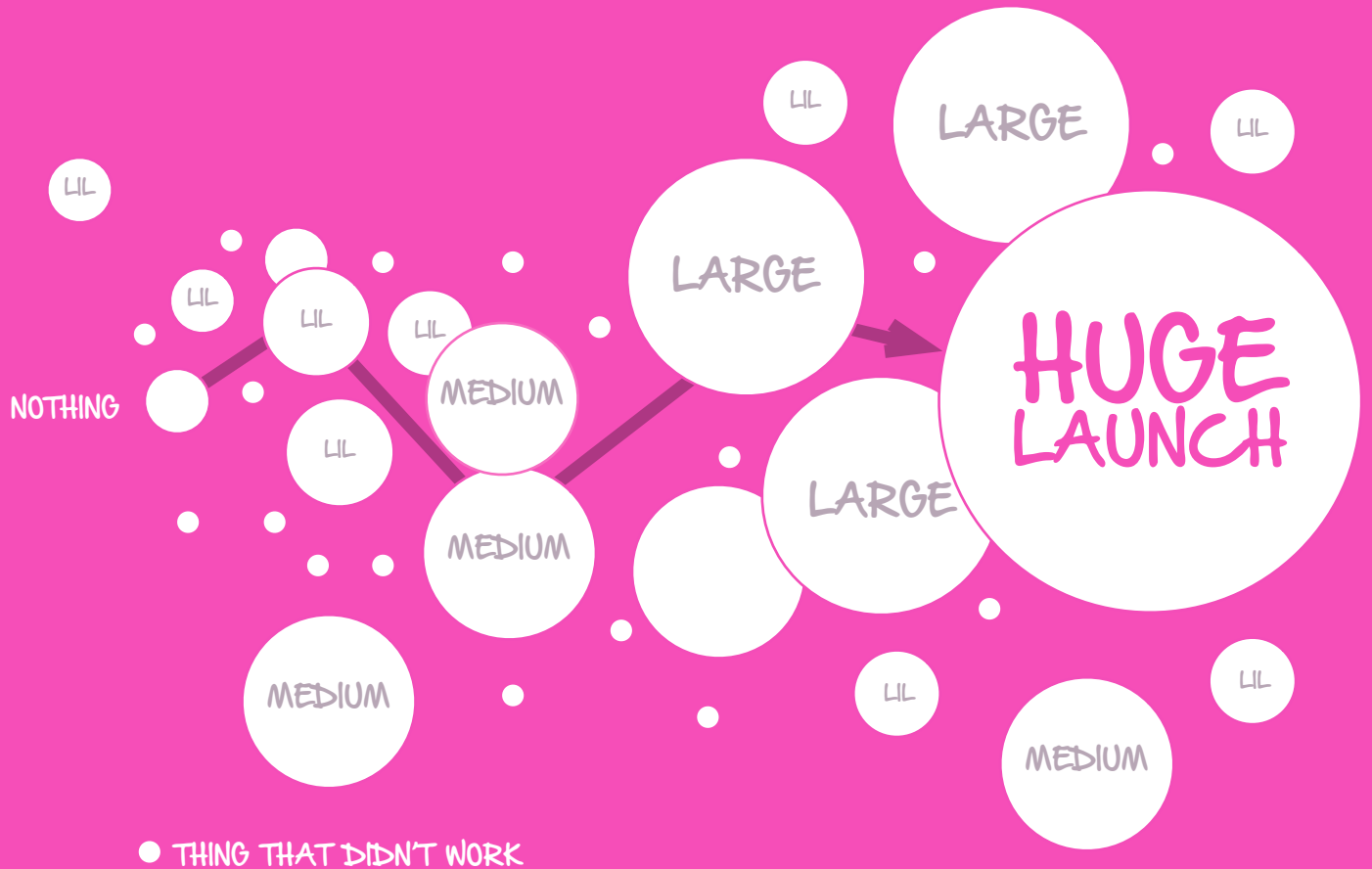


HOW DO YOU HIT A BIG GOAL?

ONE BRICK AT A TIME



Launch

FOR THE WIN



Amy Hoy

STACKING
THE BRICKS

FROM SLOUCH TO \$10K

Launch For The Win

BROUGHT TO YOU BY STACKING THE BRICKS



THE ABSOLUTELY ACHIEVABLE BOTTOM LINE NUMBERS

17 SALES PER MONTH **11** SALES PER MONTH

5.6 SUBSCRIBES A DAY **3.5** SUBSCRIBES A DAY

28 VISITS A DAY **18** VISITS A DAY

with a 20% conversion from visit to sub (high, but achievable!)

2

Work Backwards

WHAT DO YOU NEED?

PRODUCT

A **SMALL, SHARP THING** that will kill **ONE PAIN**, and **SAVE** 10 - 15 hours of time and/or \$ (with **CONTENT**)

LAUNCH

4 EMAILS that share **4 QUICK WINS** then **1 EMAIL** that asks for the sale
repeatable, evergreen

SUBS

About **1,270** over the entire year
drawn in by **CONTENT**, motivated by **GOODIE**

CONTENT

A small suite of **5 - 10 BLOG POSTS** or other media each delivering a quick win with the **METHOD**

One **LANDING PAGE**

One **GOODIE** only for **SUBSCRIBERS**

METHOD

An **APPROACH** (process, knowledge, tool, etc.) to transform their **ONE PAIN** into a win

INSIGHT

A view into your customers' world: what hurts or helps **ONE (JUICY) PAIN** that wastes their time/money/stress

DATA

QUESTIONS — and **ANSWERS** — that lead you straight to the customer's **PAIN** (and **VALUE**)

STACKING

THE

BRICKS



Maximize Your Assets

HOW DO YOU GET WHAT YOU NEED... *FAST?* AND *WITHOUT FAIL?*

A. ANSWER THESE QUESTIONS TO GATHER YOUR RAW DATA

DATA

WHAT DO YOUR FUTURE CUSTOMERS NEED?

WHAT IS **ONE THING** PEOPLE IN YOUR INDUSTRY...

NEED TO KNOW?

FAIL TO DO?

WASTE TIME ON?

ALWAYS F UP?

BITCH ABOUT?

DON'T UNDERSTAND?

DON'T HAVE TIME FOR?

LOVE ACHIEVING?

FEEL GREAT ABOUT?

CONSIDER "SUCCESSFUL"?

WHAT'S ONE THING THAT MAKES THEM...

LOSE MONEY?

MAKE MONEY?

THE DATA PROCESS

1. Write down the above (complete) **QUESTIONS** on a sheet of real, physical paper
2. Answer as many as you can, as fast as you can! (On paper!)

PROTIP: NO NEED TO BE A "VISIONARY"... JUST IDENTIFY PROBLEMS & HELP PEOPLE

B. FIGURE OUT WHERE YOUR CUSTOMER'S WORLD INTERSECTS YOURS

INSIGHT

THEIR PAIN + YOUR SKILLS = ✨💰



WHERE DO THEY SUCK...

WHAT COULD THEY WIN...

WHERE COULD YOU SLIDE IN?

THE INSIGHT PROCESS

1. Take all the raw **DATA** you gathered
2. Divide it into **PAINS** (fails) and **WINS** (positive outcomes)
3. Fill out this madlib for as many of the PAINS/WINS as you can:

PEOPLE IN MY INDUSTRY SUCK AT _____
BUT IF ONLY THEY'D _____, LIKE ME
THEY'D HAVE _____

4. You'll generate a LOT of these insights, but pick **JUST ONE PAIN** to tackle!

PROTIP: YOUR GOAL IS \$10K... NOT A REVOLUTION
(AND YOU DON'T HAVE TO BE AN EXPERT TO HELP SOMEONE, JUST BETTER THAN THEY ARE!)

METHOD

HOW WILL YOU HELP THEM KILL THE PAIN?

MINDSET

They think productively about their work/industry

KNOWLEDGE / FACTS

They have all the pure facts and knowledge they require

SKILL / ABILITY LEVEL

They have the skills they require, **AND** are good at them

IMPLEMENTATION

They easily apply the skills they have to real-world projects

EXECUTION

They easily start, persist, and finish those projects

PROCESS

They follow a step-by-step process for reproducible success

TEMPLATE

They have the code, design elements, writing, etc. they need

TOOL

They have the tools they need to execute quickly & accurately

HOW WILL YOU HELP THEM?

THE METHOD PROCESS

1. Take the **ONE PAIN** you chose.
2. Read each of the above method statements above, aloud.
3. Make a note every time one is a blatant lie! Like so:

"THEY HAVE ALL THE SKILLS THEY NEED – AND! – ARE GOOD AT THEM... ?"

HA! THEY COULDN'T _____ IF THEIR LIVES DEPENDED ON IT

OH SURE THEY CAN _____ BUT THEY'RE STILL NEWBS

NOTED: SKILL/ABILITY LEVEL

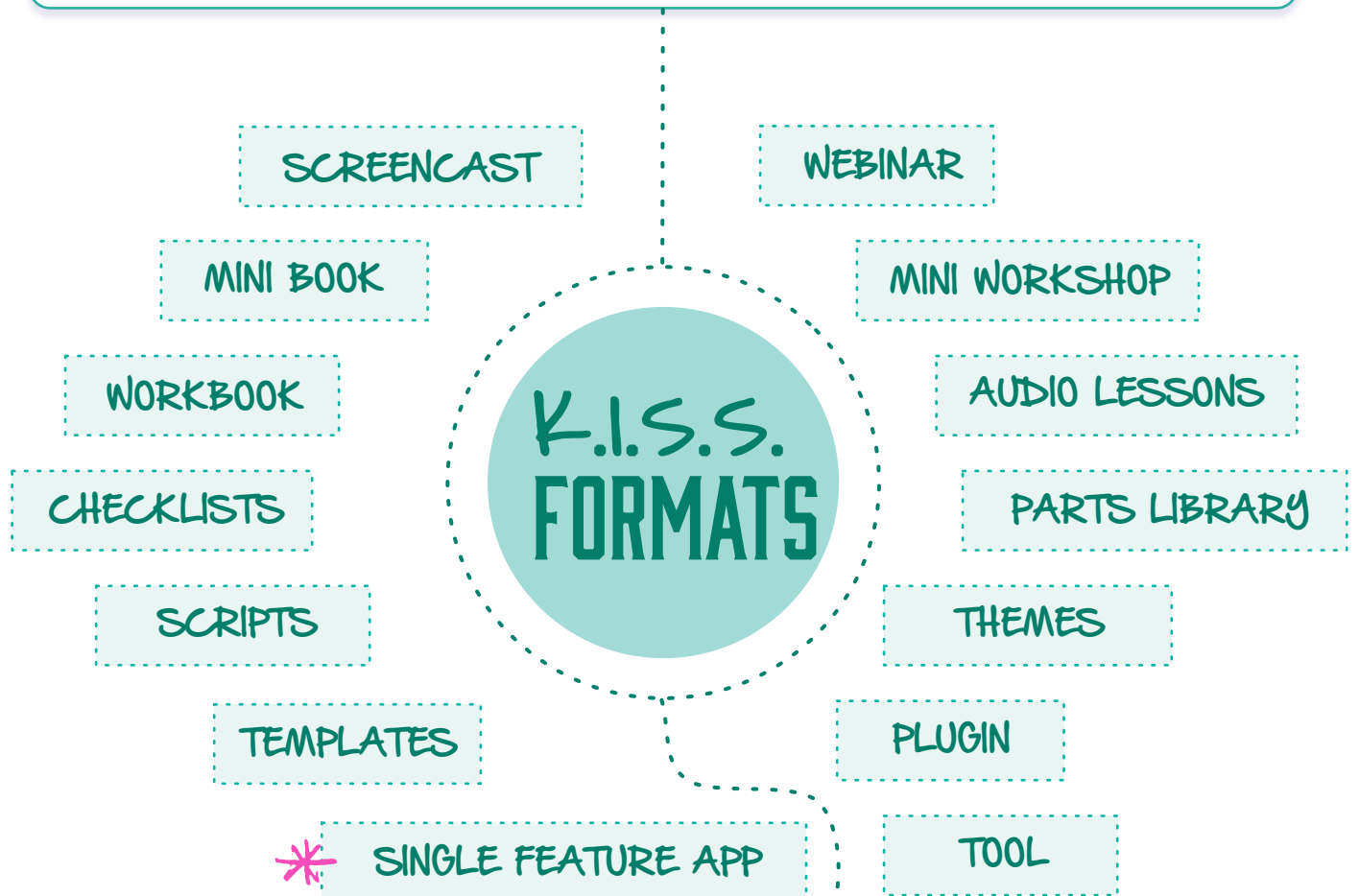
4. Of the methods you wrote down, pick the **ONE** you feel most comfy producing.

REMEMBER: YOUR GOAL IS TO SAVE THEM 10 HOURS OF WORK OR MONEY
NOT TO TOTALLY MAKE OVER THEIR LIFE

D. DESIGN A SMALL, SHARP DELIVERY MECHANISM FOR THE METHOD

PRODUCT

HOW WILL YOU PACKAGE THE METHOD?



KEEP IT SMALL & SHARP
THE BIGGER THE PROJECT, THE
HARDER THE FAIL

STACKING

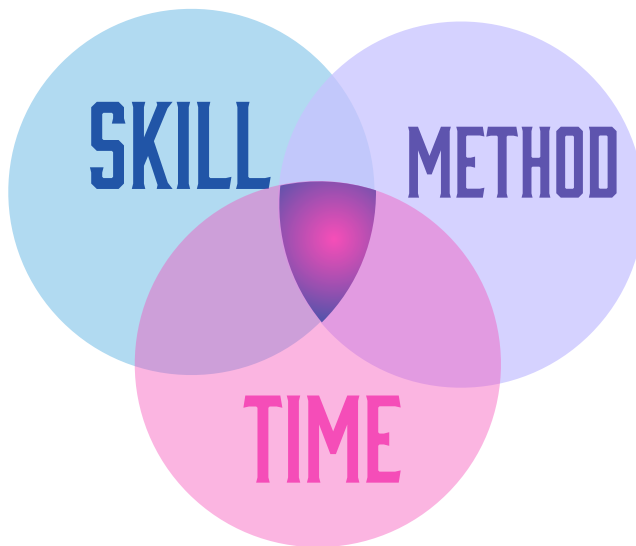
THE

BRICKS

WHAT KIND OF PRODUCT SHOULD YOU MAKE?

THE PRODUCT PROCESS

1. Inventory your skills: What comes **EASIEST** to you? Fastest? Best?
2. Inventory your byproducts: What **GOOD STUFF** (code/design/words/slides/spreadsheets/processes/templates) have you already made for your work?
3. How can you deliver on **THE METHOD** in **ONE** work week, or 35 hours?



SKILL: DESIGN
METHOD: PROCESS
TIME: 35 HOURS

Flowcharts, sample emails,
quick start guide, Pages template

SKILL: CODE
METHOD: IMPLEMENTATION
TIME: 35 HOURS

Code samples +
Guided screencast

4. **OUTLINE** your KISS product: What skills will you teach? What chapters, videos, etc. will that require? What is the one feature your tool will offer? What other things are required to ship? How will you charge? What will the interface be?
5. Cut ruthlessly. And then cut it down some more.



DON'T OVERDO IT. KEEP IT SMALL & SHARP.
YOUR GOAL: SAVE THEM 10 to 15 HOURS OF WORK OR MONEY

DO NOT — REPEAT — DO NOT GET CARRIED AWAY WITH YOUR PRODUCT SCOPE

4 Execute Like a Mofo

DESIGN, BUILD, LAUNCH, SHIP... IN 12 WEEKS

BREAK IT DOWN INTO CHUNKS AND LAUNCH YOUR BUNS OFF!





EXECUTE

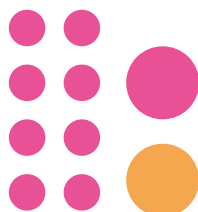
DESIGN, CREATE, SHIP, LAUNCH, SELL

CONTENT

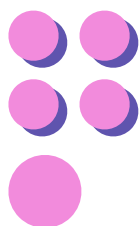
SUBS

LAUNCH

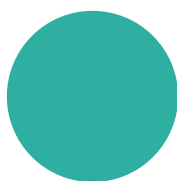
PRODUCT



5 - 10 BLOG POSTS OR OTHER MEDIA
ONE LANDING PAGE
ONE GOODIE ONLY FOR SUBSCRIBERS



4 EMAILS THAT SHARE 3 QUICK WINS
1 EMAIL THAT ASKS FOR THE SALE
EMAIL MARKETING TOOL W/ AUTOMATION



1 SMALL, SHARP PRODUCT
BROKEN INTO DISCRETE CHUNKS



STACKING

THE

BRICKS

KICK START YOUR FUTURE IN 12 WEEKS

1



Put up a **Coming Soon** page w/ a description of the pain + outline of the product, w/ **email signup**.

Create **one discrete chunk** of the product.

Share your C.S. page.

2



Write a **welcome email** that asks a **question**.

Outline, prep, and create two **content** pieces.

Publish one, with an **email signup form** that references your future product.

3



Publish the second content piece, with **email CTA**.

Create **one discrete chunk** of the product.

4



Outline, prep, and create two **content** pieces.

Publish one, with **email CTA**.

Write a **Lesson #1 email** that delivers a **quick win**.

5



Publish the second content piece, with **email CTA**.

Create **one discrete chunk** of the product.

6



Create **one discrete chunk** of the product.

Write a **Lesson #2 email** that delivers a **quick win**, related to the product chunk.

7



Outline, prep, and create two **content** pieces.

Publish one, with **email CTA**.

Write a **Lesson #3 email** that delivers a **quick win**.

8



Publish the second content piece, with **email CTA**.

Create **one discrete chunk** of the product.

9



Write a **Lesson #4 email** that delivers a **quick win**... and raises the idea of **more**.

Write a **Sales email** that offers the product at \$49 or \$79.

Write a **Reminder email**.

10



Create **one discrete chunk** of the product.

Queue up a **launch campaign** in your email list software, with the **emails** you've written.

11



Complete the **product**.

Transform the Coming Soon page into a **sales page**.

Turn a small **chunk** of the product into a free **goodie**, a reason to sign up for the list.

12



Update your **CTAs** and sequence for the goodie.

Enable the launch **sequence**.



13

Your launch sequence will now be **EVERGREEN**, so every new signup goes through it... FOREVER!

this cheat sheet comes with a free course! get it at launchftw.com

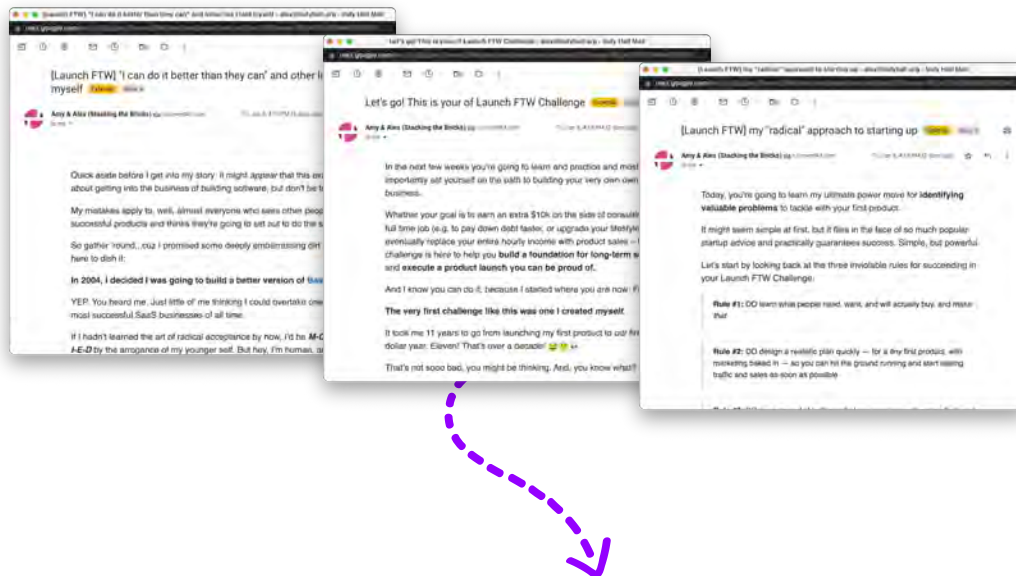
AND THAT'S IT!

STACKING
THE BRICKS

WHAT'S NEXT?!

1. Now that you've got a **PRODUCT** and an evergreen **LAUNCH PROCESS**, you can keep posting **HELPFUL CONTENT** and tweak your CTAs to get more and more people into your **FUNNEL**, for more sales! You don't need to make a **BIG SPLASHY LAUNCH** to make \$10k over a year (or faster!).
2. Hit us up on Twitter and let me know how you're using this cheat sheet! [#launchftw](#)
3. Kick ass and launch for the win!

IT'S DANGEROUS TO GO ALONE...



GET THE FREE COURSE