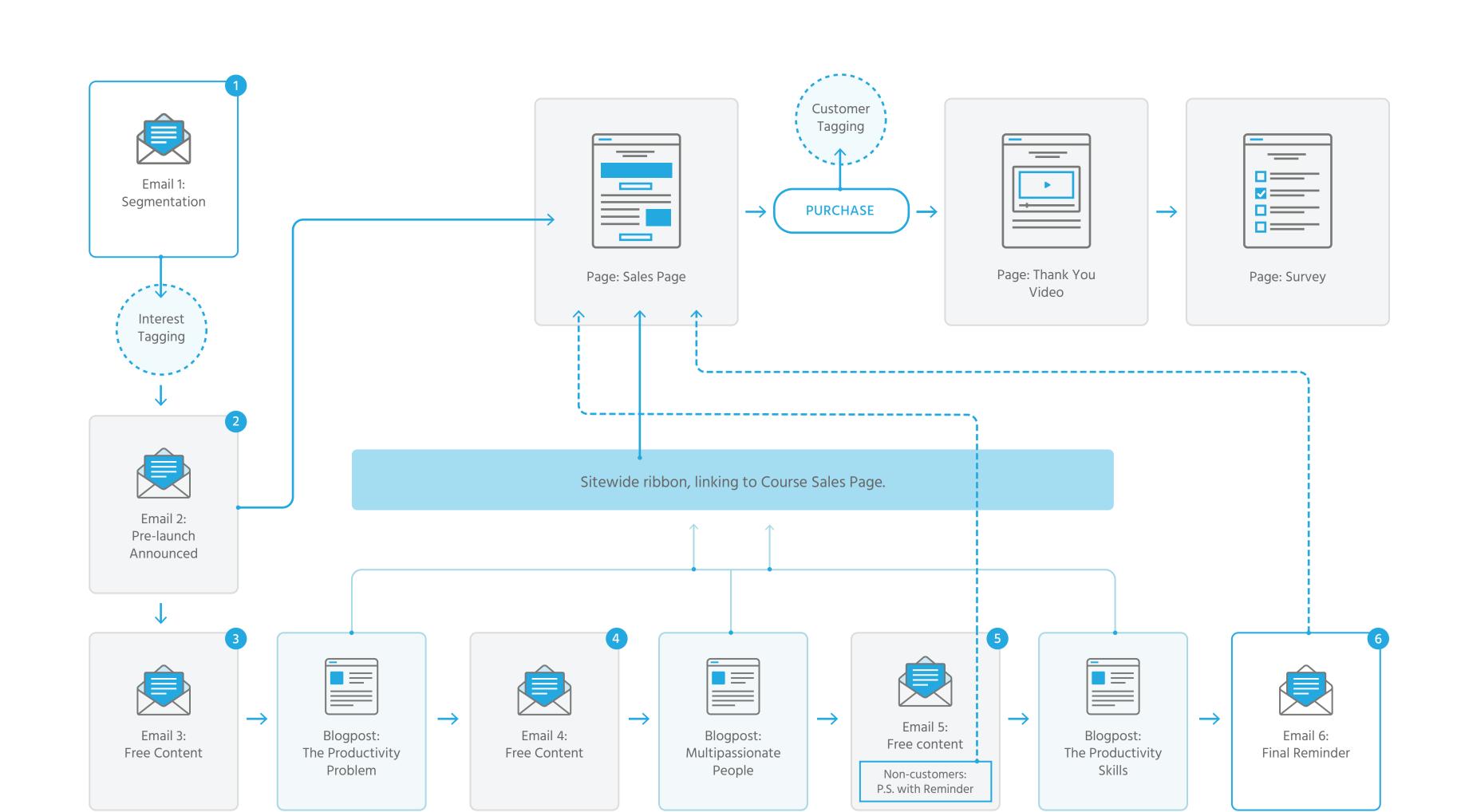
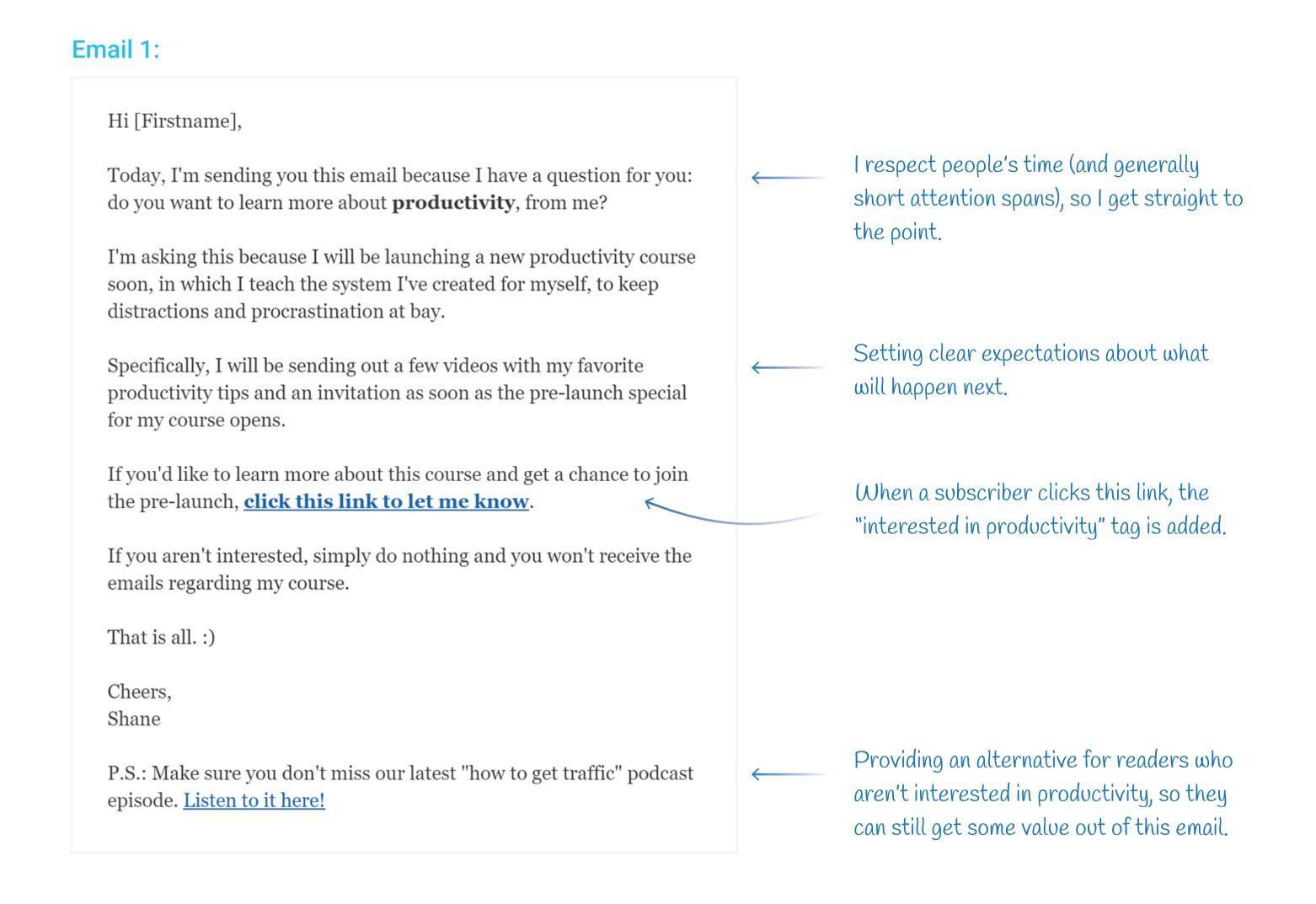
The Rapid Implementation Launch Map



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:

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:

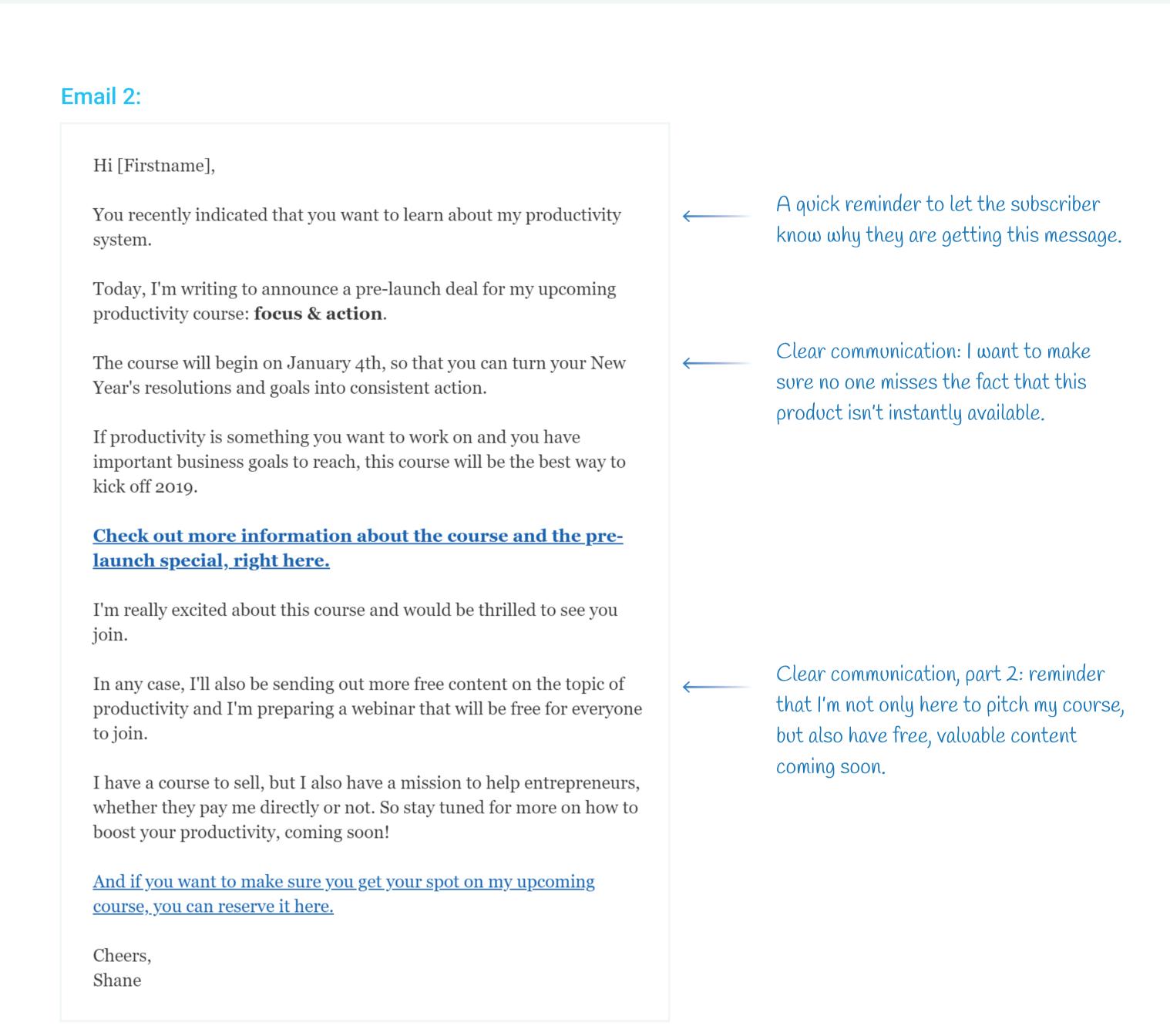


2. The Lean Sales Page

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 oppor-

tunity 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.



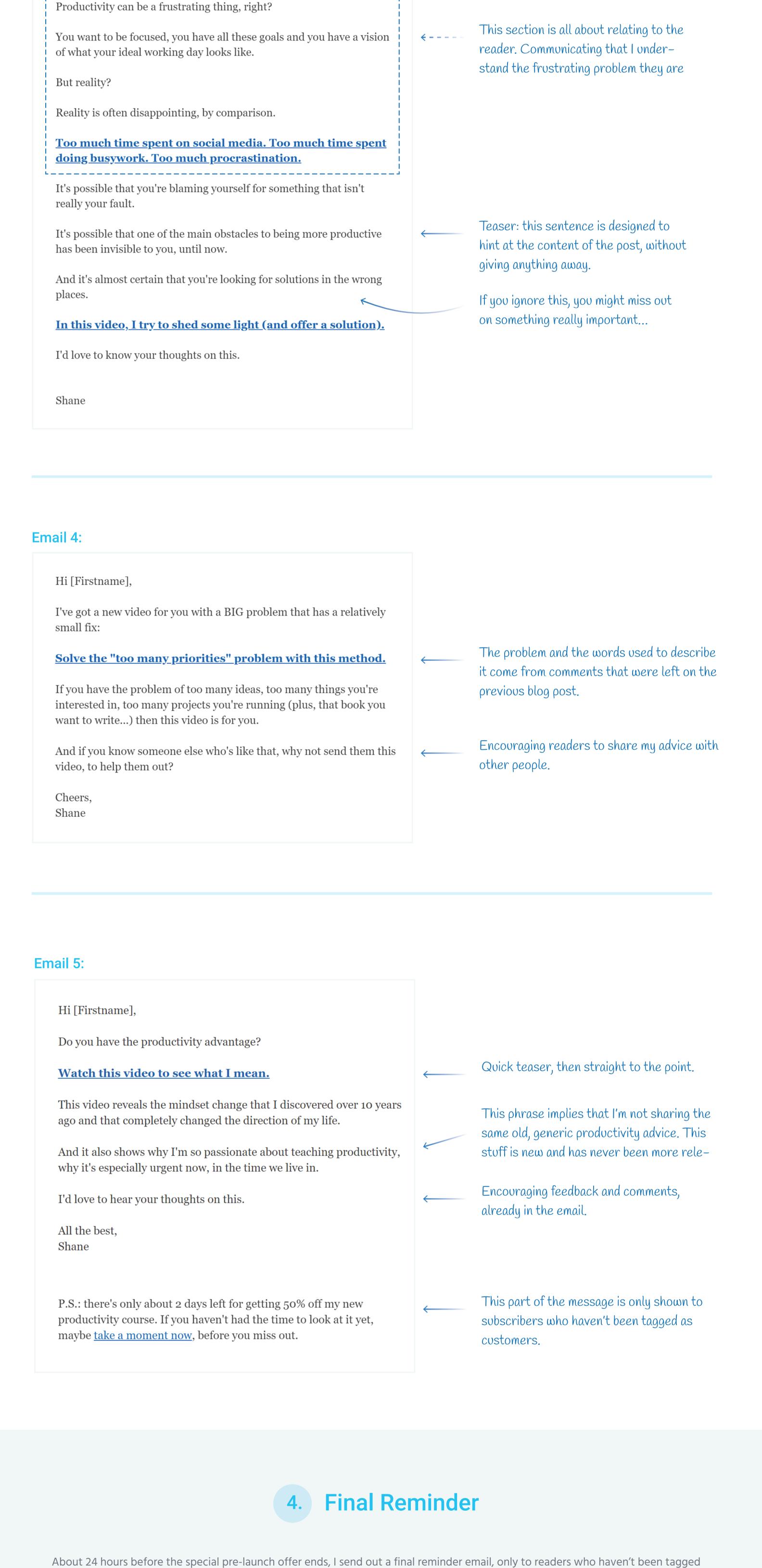
Now that the sales page is set up and purchases are coming in, it's time to get into the launch sequence.

The Non-Sales 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:



as customers yet.

Email 6:

```
I hope you've gotten good value out of the productivity advice I've
                                                                                      Quick summary of what's going on. I want to
shared in the last few day. I'm writing you today to let you know that
                                                                                      make sure that this message makes sense
the pre-launch special on my "focus & action" productivity course is
                                                                                      even to someone who hasn't paid attention
ending very soon.
                                                                                      so far.
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
                                                                                      Clear, unambiguous (and honest) urgency.
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.
                                                                                      At this point, I have been working on the
- Distraction & Environment: how to overcome distraction and
                                                                                      course, based on all the comments and feed-
procrastination by making changes to your environment (because
                                                                                      back I've received during the launch. I have a
trying to change it via willpower doesn't work).
                                                                                      plan for what the course structure looks like
                                                                                      and I can advertise it here.
- 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,
                                                                                      Emphasizing certain features in the course,
during which you can ask questions, get feedback etc. During these
                                                                                      which add a lot of value.
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
                                                                                      Addressing a potential objection readers will
will be suitable time slots for you, if you live in the US, Europe or
                                                                                      have, regarding live sessions.
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
                                                                                      True story.
```

little for this course. They'd have me charge double and give less than

One of these days, I'll start listening to good advice about pricing.

a 50% discount.

Today is not that day, though.