



2022

**LAUNCH STRATEGY**

# 5 Types of Consumers

- **LOYAL** - (Sanctuary 61 Seers, Worthy Healing Academy)
- **DISCOUNT** -Course hoppers who will only engage in free, discounted or cheap stuff
- **IMPULSE** - Last-minute opt-ins
- **NEED-BASED** -Will only engage with content that applies
- **WANDERING** - social media followers, main email lists

# LOYAL

- **They represent 20% of our base, over 50% of sales**
- **Why They're Valuable- They bring in \$\$\$, Recommendations**
- **What They Value - Communication, exclusivity, being able to give their input**

## STRATEGY:

- **On Friday, 2/12 send an early invitation to the 2/22 YouTube launch party before everybody else gets one on Monday 2/15.**
- **Give them a Free bundle if they RSVP in Kajabi for our launch party. (Drip out 3 things during the week after they RSVP.)**
- **Give them a form to express what they want to see on the app.**

# DISCOUNT

- **They have purchasing power, but are also quick to ask for a refund.**
- **Why They're Valuable- They are engaged consumers.**
- **What They Value - An incentive, "What's In it for me?,"**

## STRATEGY:

- **On Monday, 2/15 send an invitation to the 2/22 YouTube launch party with an incentive if they RSVP and invite somebody.**
- **Give them a Freebie if they RSVP for our launch party. (Drip out 3 things during the week after they RSVP on the second Kajabi signup page. One vision video, two emails )**

# IMPULSE

- **They are engaged, but we have to work a bit harder for them to opt-in.**
- **Why They're Valuable- They have potential to become loyal.**
- **What They Value - An incentive, a strong pitch, reminders**

## STRATEGY:

- **On Monday, 2/15 send an invitation to the 2/22 YouTube launch party with an incentive if they RSVP and invite somebody.**
- **Give them a Freebie if they RSVP for our launch party. (Drip out 3 things during the week after they RSVP on the second Kajabi signup page. One vision video, two emails )**
- **Make sure that the launch party and app are highlighted in Sanctuary 61 Monday emails, Transformation Tuesday emails, the community app, Focus Friday emails as a P.S. in daily YouTube community posts.**

# NEED BASED

- **They are engaged, but only in content that interests them**
- **Why They're Valuable- They have potential to become loyal.**
- **What They Value - Their needs being met**

## STRATEGY:

- **All messaging needs to be strategically highlighting the needs that this app will meet, what the mentors have done for our community, and the need to attend the launch party .**
- **On Monday, 2/15 send an invitation to the 2/22 YouTube launch party with an incentive if they RSVP and invite somebody.**
- **Give them a Freebie if they RSVP for our launch party. (Drip out 3 things during the week after they RSVP on the second Kajabi signup page. One vision video, two emails )**

# WANDERING

- **They are engaged on YouTube but don't always follow elsewhere**
- **Why They're Valuable- They have potential to become loyal.**
- **What They Value - Quality content**

## STRATEGY:

- **We need to go where the people are wandering and blast old Facebook groups, consistently engage through the YouTube community posts, and utilize our email lists including Andrew's communities.**
- **On Monday, 2/15 send an invitation to the 2/22 YouTube launch party with an incentive if they RSVP and invite somebody.**
- **Give them a Freebie if they RSVP for our launch party. (Drip out 3 things during the week after they RSVP on the second Kajabi signup page. One vision video, two emails )**

# Execution

- **3 Freebies - e- books? (Confirm with Shannon)**
- **2 Kajabi funnels -RSVP pages, emails that drip out freebies & reminders**
- **9 emails in addition to regular weekly emails**
- **A Google form for Loyal consumer input**
- **21 social media posts (including Facebook, YT community & community app)**
- **Facebook ad??**