Sandra Martini
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Paid Teleseries Launch Outline

As part of planning your Teleseries Launch, you need to incorporate your "Connection Piece". Decide how you will frame the announcement of your upcoming paid teleseries to your audience, your choices are:

- video series
- preview teleclass
- preview webcast or webinar

Whatever method you choose: first, you need to have a "mini-launch" for it, in order to raise awareness and showcase what the experience of being in your paid teleseries will be like.

The below example includes some estimated time frames -- you'll adjust for days not working, weekends, etc. -- and excludes joint venture/partnership and direct mail time considerations.

Also, this model assumes that you have a responsive and engaged list of prospective clients and customers. If you don't, you'll need to build in more time for connecting with them consistently through articles, blog posts, audios, videos and social media.

Notice that I didn't indicate a specific number of solo emails or length of time between your Connection Piece and your actual Teleseries start date. This is because the time will differ based on your list size, open rate, topic, community engagement, and other factors.

Remember, there's a fine line between doing a good job with your Teleseries Announcement (aka "launch marketing") and annoying/overwhelming your community with too many emails or reminders.

Take this, personalize it for what resonates with you and leave the rest.

Have fun and profit!

With abundance,

Sandy

Connection Piece Mini-Launch

Note that if you have a video series, there will be additional aspects, not covered here (for example, recording separate videos, etc.).

Who	What	# of Days Before
You	Determine Connection Piece topic, title & date, select URL	20
Team	Put call title, date and "more info to come" in next ezine if applicable – create teaser environment	20
You	Start writing articles/blog posts/posting audios/videos on your topic	20
You	Write call description for landing page – create interest and excitement	18
Team	Draft autoresponder for review	17
You	Review draft autoresponder	16
Team	Create landing/registration page for Connection Piece signup	15
Team	Set up bridge line/webcast service/video series	15
Team	Update your autoresponder service with call info	15
Team	Test registration page	14
Team	Post info on event sites – alert partners or others willing to promote	13
You	Write pre-call broadcast for scheduling	13
You	Write tweets, send to Team to schedule	13
Team	Update ezine calendar w/ teleseminar info	13
Team	Schedule tweets to go out daily (if using Twitter)	12
Team	Schedule pre-call broadcasts (date w/ text)	12
Team	Prepare and send out Facebook event invite	7
You	Decide if you want Team to manage call logistics (questions, recording) & add to their calendar as appropriate	7
You	If webcast/webinar, prepare Connection Piece presentation/content	5
You	If having handout, create and send to Team to load on site	1
Team	Send reminder to Facebook "yes's" about registering for recording	1
Team	Send reminder to Facebook "maybes"	1
Team	Send courtesy reminder to call participants	1
You	SHOW UP for call, record call	Connection Day
You	Write call follow-up broadcast	+1
Team	Edit recording as necessary after call	+1
Team	Update landing page to reflect that call's been done/how to get recording	+1
Team	Depending on call type, send recording to FB "yes's"	+1
Team	Depending on call type, send recording to FB "maybes"	+1
Team	Send out follow-up broadcast w/ recording to call participants	+1

Paid Teleseries Launch

Note: "CP" stands for "Connection Piece". While you're marketing your Connection Piece, there are some items you should be doing for the Teleseries itself. "CP - 4" means 4 days before the Connection Piece occurs and "CP + 1" means the day after you host your Connection Piece.

Note the below does not include an estimate for creating your Teleseries content as that will differ for every business owner based on their topic and level of expertise in that area.

Who	What	# of Days Before
You	Determine Teleseries name & date, select marketing URL	CP - 30
You	Write information page and thank you /welcome page	CP - 20
You	Give Team everything to set up Teleseries product in cart (product details/AR/thank you page)	CP - 15
Team	Set up bridge line/webcast service for teleseries	CP - 13
Team	Set product and autoresponder up in cart	CP - 12
Team	Design/Upload information page to website (TEST Product)	CP - 10
Team	Post info on event sites	CP - 10
You	Write tweets, send to Team to schedule until first class	CP - 5
You	Decide if want Team to manage call logistics (questions, recording) & add to their calendar as appropriate	CP - 4
Team	Schedule pre-call broadcasts (date w/ text)	CP - 4
Team	Schedule tweets to go out daily (if using Twitter) until first class	CP - 4
You	Prepare list of social media posts for Team	CP - 3
You	Send solo email announcing teleseries	CP + 1
You	Mention in every newsletter until after Class 1 of Teleseries	Ongoing
You	Send solo email each week until after Class 1 (GIVE CONTENT)	Ongoing
Team	Post non-Twitter social media posts daily until Class 1	Ongoing
You	Send extra solo email to those who registered for CP	midway between CP and Teleseries Class 1
Team	Update ezine calendar w/ teleseminar info	CP + 1
Team	Prepare and send out Facebook event invite	midway between CP and Teleseries Class 1
You	Write/Send "thank you" cards for each client	Ongoing
Team	Send courtesy reminder to call participants	Teleseries - 1
You	Host first call of your teleseries	Teleseries Call 1