

# Recurring Revenue Rocks™

## **The Membership Launch Intensive 1:1**

You've made progress on your Membership already. You know your niche and you know what you want to include in your Membership.

You might have even enrolled your first few Members, but you're ready to have LOADS of people signing up, not just a handful every now and then.

You have a vision for how you want your Membership to run and you're so excited for big things to come, but you're stuck on how to make that happen in a predictable way in reality - with Members signing up and growing your Business income on the regular...

You know you need a game plan in place, where you know if you do X activity, you will enrol roughly Y number of new Members in - on demand, whenever you like. In a way that feels fun and that gets you the results you know you deserve.

You want to establish an enrolment method for your Membership that you can create once and then build on over the months and years - getting more and more effective each time. Each enrolment adding momentum to the next, so that all of your efforts snowball together over time...

And you're SO ready to have your breakthrough launch that delivers amazing results. Like bringing in 50 new paying Members and beyond, in one go. And knowing that you can rinse and repeat your Launch event to create new influxes of Members whenever you like.

And that's where this Membership Launch Intensive 1:1 comes in. Launch Events are my passion and I work with Business Owners to help them create an incredible Launch system that they can use over and over again to bring in influxes of new Members, whenever they like.

**In the Membership Launch Intensive, we work together on a one to one basis on the following focus areas:**

1. Deciding on which type of launch event will work best for your personality and the type of Members you want to pull in. Together we will craft a Launch Event that will wow your prospective Members, get lots of names onto your List and give you an influx of new Members signing up. I specialise in helping my Clients to create highly engaging, interactive Launch Events that will quickly earn you a reputation for delivering exceptional Events that your ideal Members to be can't wait to be a part of.
2. I will advise you on what to do in the run up to the Launch Event to get as many sign ups as possible, and to get your prospective Members excited and involved, so there's the highest chance possible that they will attend throughout the Launch Event and convert into paying Members at the end.
3. I will share templates and guidance with you for how to create high converting opt in pages for your Launch Event, as well as guidance on what to post on Social Media and what to include in your Launch Event Email Series. We will look at where your leads are coming from and I will advise you on how you can ramp up your organic audience growth in the run up to your Launch Event.
4. I will personally review your Sales materials - including your Sales Page, Email Sequence and Social Media Posting Plan to offer feedback and action points to ensure all of your sales materials are as effective as possible.
5. I will be available for voice note support throughout your Pre-Event Week, Launch Event Week and Open Doors Week to give you feedback and support, ideas for ramping up sales, and for motivation when you feel yourself flagging.

## How is the Membership Launch Intensive 1:1 delivered?

- We have 2 x deep dive 90 minute 1:1 calls on Zoom:

**Call 1:** We will have a brief chat to check that you have all of your Foundations in place with your Membership and that you're happy with how you're structuring your Content Creation and Delivery, as well as briefly checking over your fee structure. We will then move on to crafting a unique Launch Event Plan that will work best with your personality and the type of Members you want to attract. By the end of the call, you will know exactly what to work on to create your Launch Event, and you will have goals set for when to create your Launch Sales Materials by. You will have a full plan for what needs to be created and by when, as well as a date for when your Launch Event will take place.

**Call 2:** We will meet up for our second call once you have created all of your Launch Materials. I usually advise that this call takes place roughly 2 weeks prior to your Launch Event commencing. We will go through your Launch Plans and I will ask you very specific questions to help you make sure you've covered off everything you need in order to run a successful launch. This will be an amazing opportunity to get my insights into your Launch event to help prime you for effective delivery of the Launch Event and also importantly - how to switch gears into selling mode once you open doors for your Membership enrolment period.

- You will have access to me for email support and voice note support for a full 6 months from your book in date on the Intensive.
- You get lifetime access to my Magnetize Your Membership Program - for additional Membership training on Foundations, Content, Tech and Member Retention.
- You get access to 6 x Group Coaching Calls which take place once per month for 6 months from your sign up date to the offer.
- To maximise the time we have together on our deep dive calls, I will send you across a document beforehand which has a series of

questions for you to think about and answer. I ask that you send me the completed document back at least 24 hours before each of our calls, so that I have time to digest your answers and to ensure we can focus in on the most important areas for discussion and action during our call.

## **Are you a good fit for The Membership Launch Intensive 1:1?**

You will be a great fit for the Intensive if you already have your Membership planned out, you know what you want to provide with your Membership and you may have even already signed up your first few Members. What you're looking for now is a proven Launch method which will powerfully attract lots of attention to your Membership, resulting in an influx of sign ups of paying Members plus boosting your List numbers at the same time, ready to create that ongoing momentum 'snowball effect'.

You are comfortable with your niche and love what you do; you also have testimonials or case studies from either your current Members in your Membership, or from previous Clients whom you have worked with on the same topic perhaps on a 1:1 or group coaching basis.

You will be willing to take advice and to do the work to set up your sales materials. You will be happy to hear feedback and to really go for it with your Launch Event!

## **How much does The Membership 1:1 Intensive cost?**

The fee is £2,500 and includes:

1. 2 x Preparation Assignments to be completed and sent back to Laura prior to each 1:1 Session taking place.
2. 2 x 90 minute deep dive 1:1 Launch Event Planning Sessions on Zoom (these will be recorded and sent to you after each of our session have taken place).
3. Advice, guidance and feedback on your Sales Materials prior to your Launch.
4. Email support and voice note support for a total of 6 months from your sign up date.

5. Access to the Magnetize Your Membership training portal.
6. Access to 6 x monthly Membership Group Coaching Calls.

### **What happens next?**

If you think you're a great fit for the Membership Launch Intensive 1:1 (or if you have any questions about it), send me across an email to [laura@heartpassiveincome.com](mailto:laura@heartpassiveincome.com) - I will ask you a few quick questions to make sure that we're a good fit for working together and if so, then we can get you started straight away!