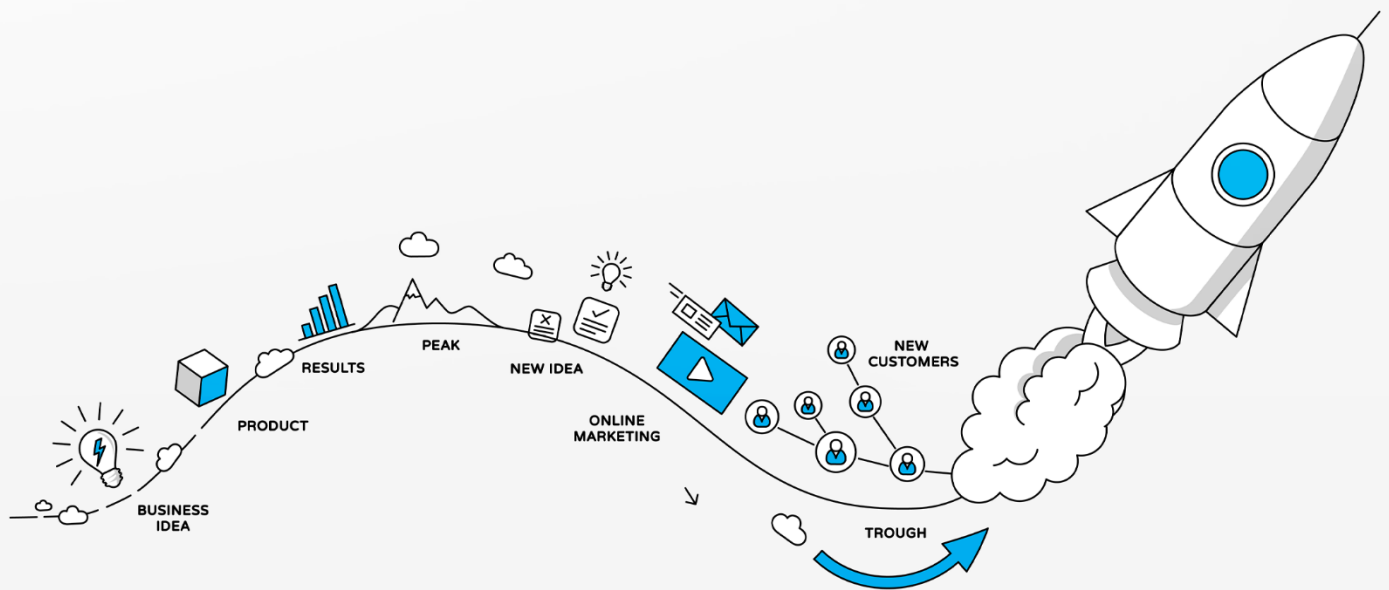




The Art of Product Launch.

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Introduction

Hey brother/sister,

Thank you so much for purchasing this guide on successfully launching a digital product. I'm very happy that you've decided to take the next step in your business and LAUNCH something.

As a creator, I've networked with a lot of "influencers" who have a lot of YouTube subscribers, X followers, readers on their blog, Facebook groups with lots of members, etc. But many of them make a round 0 dollars from their "influence" because they aren't selling anything.

Remember - if you aren't selling anything, it's not a business. No matter how big your audience or your pride is - unless you have sales, it's worthless.

I have launched many products in the past.

I've sold tens of thousands of eBooks (from \$5 to \$200), video courses (for as much as \$1000), and I've founded multiple software companies that make tens of thousands of dollars every month.

I also have hundreds of thousands of social media followers and blog readers and tens of thousands on my email list.

I've had launches where I made as little as \$200 in the launch week and launches where I made \$100,000 on launch week.

I have launched products so many times that I can do them successfully ~~every~~ most of the time now. I came up with a replicable METHOD for launching digital products.

My most recent software launch Repurpose Pie crossed \$10,000 in RECURRING revenue within one week of launch.

The Art of Launching Products



Unlike your marketing professor in university, I have a lot of **real practical experience** with launching digital products on the internet (and you don't need to pay me \$200k over 4 years to learn it).

You are in good hands.

Obviously, you need some kind of lead source for a launch to make sense.

This means some kind of ability to reach out to people like a social media audience or a blog reader-base or an email list. If you have no "reach" or "influence" - you need to build those first because you can do a successful launch.

Note: I'm going to teach this course assuming you have an email list. The material, however, applies for all audience sources - be it X, YouTube, LinkedIn, or anything else.

How do you make sure that your launch does \$50k instead of \$2k, or \$5k instead of \$300 - obviously the actual numbers depend on the size of your leadbase and the price of your product.

A good launch strategy is the difference between getting 100 sales from a 3000 people email list and 20 sales from a list of the same size.

I've done countless launches myself, participated in countless launches done by my friends/business partners, and read all the books on the subject and experimented with their approaches.

In this course, I'll teach you a **METHOD** that produces very good results every time it's done.

Most Unplanned Launches Fail

Before you do something, you must understand WHY you are doing it.

Why are we taking the effort to go through a meticulous process to do a launch?

It's because most unplanned product launches fail.

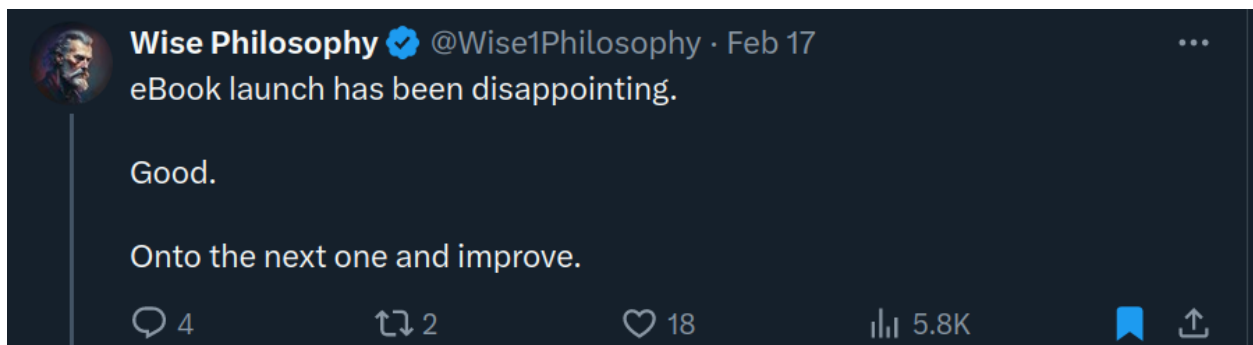
Everyone and their mama think that if you have a huge audience and just create a product, it will sell.

While this might be true for the long run, you are setting yourself up for a shit launch.

There are thousands of creators on the internet, and just because you showed up one day and said you have a product does not mean everyone's just going to line up and buy from you.

You will get sales if you have an audience, but you will be *disappointed* if you don't have a LAUNCH PLAN.

Let's take a look at this tweet. This guy has **350,000+** followers.



He launched an ebook and was disheartened to see that it didn't make much sales.

I asked him what he did for his launch and he said:

"I posted and pinned a tweet a day up my timeline and a space."

In other words, he barely put any effort into the launch.

He built:

- NO HYPE OR ANTICIPATION
- NO AWARENESS OF LAUNCH
- NO PROOF OF COMPETENCE

The Art of Launching Products

He just made a tweet, pinned it, did a space, and thought his 350,000+ followers would line up taking their cards out to pay.

This is not how the world works.

If you want to do a successful launch, you need to have a PLAN.

You need to SHOW PEOPLE THAT YOU'RE AN EXPERT.

You need to LET PEOPLE KNOW YOUR PRODUCT IS COMING.

For example, with this piece of writing, I'm showing you that I know what I'm talking about when it comes to product launches. Although in my case it's very easy for me to *establish credibility* because I've done so many *extremely* public launches in the last few years.

The thing is, just because you have a big following does not mean people will buy from you. You have to SHOW PEOPLE THAT YOU ARE AN EXPERT at the subject.

In this guy's case, most of his audience was probably unaware that he wrote a book and the ones that did probably did not think he was an expert in philosophy i.e. his launch was disappointing.

To add insult to injury, the product he launched only cost \$15 (low ticket).

With 350,000+ followers, IF HE HAD DONE THE LAUNCH PROCESS CORRECTLY (i.e. raised awareness, built hype, demonstrated competence and expertise, etc.), he would have made *at least* 1000-2000 sales at that price point (less than 0.5% of his audience).

Because he didn't have a launch strategy, he probably made fewer than 300 sales.

In other words, instead of making more than \$20,000, he made less than \$4500 in sales from his launch.

A good launch is not as simple as "tweet about it" or "send an email". It's a strategy and it has to be executed well.

Even large companies like Nike and Apple have launch strategies. They don't just show up one day and say, "hey you can buy this now".

Because so many people mess up their launch, and because I've done so many launches now that I have a very good understanding of how to do them well, I decided to make a full course on launching products.

Here I will show you EXACTLY what to do, how to build a waitlist, how and what EMAILS to send and WHEN - it has everything.

Does This Product Make Sense?

One of the most important things that make a good launch is the **product-market fit**.

Are you selling the right product to the right people?

Stop for a few minutes and think about the product you want to launch, and then think about your audience?

Product-Market Fit

Create a persona of the people who are your audience.

How old are they? (You don't want to sell walking sticks to 25 year olds)

Are they male, female, or both? (You don't want to sell makeup to men)

How much money are they making? (You don't want to sell an expensive product to teenagers)

What values do they have? (You don't want to sell vegan food to carnivores)

WHY DID THEY FOLLOW YOU? What are they hoping to learn or achieve from your content?

This one is important. I have a friend who runs a huge meme account. He doesn't make any money from his account because people just follow him just for jokes. They don't consider him an expert on anything to take out their card and *pay*.

If he ever makes a product about "how to make viral memes for marketing" THAT would be something that would generate a lot of sales.

Does your product help achieve those goals? Does it MAKE SENSE?

Does This Product Make Sense Checklist

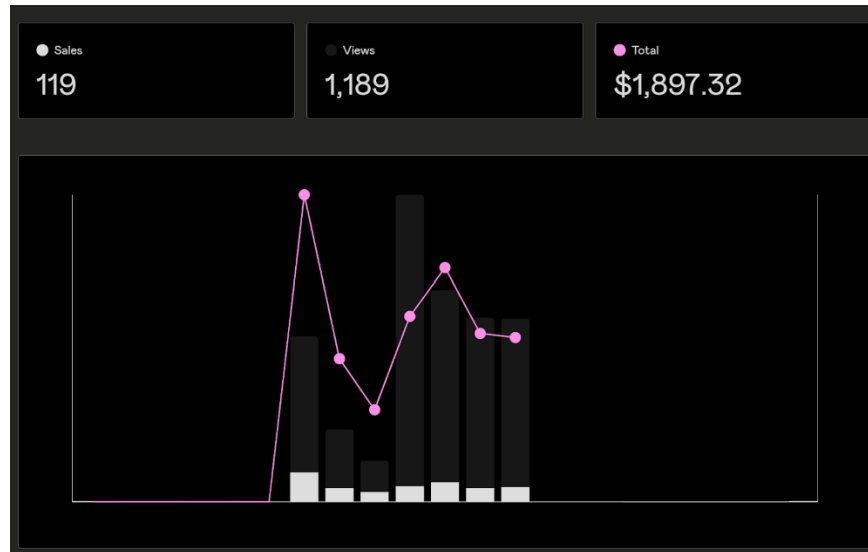
Is this product something your customer/audience wants? Does it solve a problem for the customer?

Remember that your product needs to solve some kind of pain point for the customer.

A few years ago, I launched a product called Anti-Dump's Machine which was a guide to filtering girls who are not interested in you. As it turns out, people do not want to learn if a girl is not interested in them and I only made a grand total of \$289.71 in sales.

It wasn't something people wanted so it got nowhere.

On the other hand, my flagship ebook [Live Intentionally](#) launched in 2019 was a *flash launch* (**really** bad launch strategy) but despite that it made over 100 sales at launch.



This was back in 2019 - I had only a few thousand email subscribers back then.

The reason I still made sales despite a “out of the blue” flash launch was because people were INTERESTED in the product.

The product was about being more disciplined and intentional with your life, and my entire audience base (ambitious individuals) cares about that.

Over time it’s sold more than 10,000 copies - but not that many at launch. If I knew back then what I know about launching now, I would have easily sold 500+ copies at launch week.

Can the customer pay for this product? Does the pricing make sense?

A lot of people try to launch “cheap” products for people who don’t have money thinking that they will get rich because they’ll capture the mass market.

They will come up with ideas like:

- Interviewing for a job guide
- How to ace your college exam
- Gaming credit cards to make \$100 extra each month

While they are good products, they have one fundamental problem: They are targeted towards people who don't have any money.

You cannot make juice from a stone.

No matter how good your product is or how valuable it is, an unemployed person or a college kid cannot pay a fair price for it. They don't have the money.

Typically, these people are broke and will balk even at a \$20 price. Not worth it at all.

This type of customer thinks everything is "overpriced" and a "scam" and tends to raise unnecessary support requests (like asking questions before reading the product) and has the highest refund rate.

*This is politically incorrect to say but my experience says only one thing - **avoid selling to broke people. No matter how good your product is, they will hate it because they find it "expensive" and if you have a refund policy, they will try to exploit it.***

WILL the customer pay for this?

Now, just because a customer can pay for something does not mean they will pay for it.

Just because a product is good does not mean it is saleable.

I will give you an example.

At one time, I came up with a product that was a [compilation of a set of my previous newsletters](#).

I launched it at \$4.99 - a very cheap price. I eventually raised the price to \$12.95 and then \$19.99.

So far, it's only made a total of \$10,000 in sales in the last 5 years (chump change).

Why?

Because even though it's an interesting product at a low price, people do not want to take out their credit card and PAY for a compilation of newsletters that were previously sent out for free.

Things like compilations, archives, etc. don't make that much sales. You are better off re-framing the content and launching it as an all new product.

No one wants to pay for stuff that was free in the past.

If you meet all 3 criteria - a product that solves a BURNING problem for the customer and something that the customer can pay for and will pay for - then your product idea MAKES SENSE.

Typically, ideas that make sense come from the audience themselves. Your audience will ask you to make the product.

People will reach out to you “hey I’d love it if you could write about X” where X could be any pain point eg. how to find a wife, how to lose fat, etc.

If people reach out to you asking you to produce content about something, it’s a VERY good sign that the product idea will MAKE SENSE.

Some of my most successful launches came from my X followers just asking me about it. If a lot of people ask you for something - it’s proof that there’s a market. **Take it seriously.**

Testing Demand Before Making The Product

Before you actually put in the effort of building a product, you **MUST** test demand for it.

This means you reach out to your audience and ask them if they would like to see the product or not.

For example, here's an email asking my readers if they want a product or not:

Subj: My friend earns \$11,858 per month, passively. Here's how:

I was chatting with my friend and business partner, Boris X.

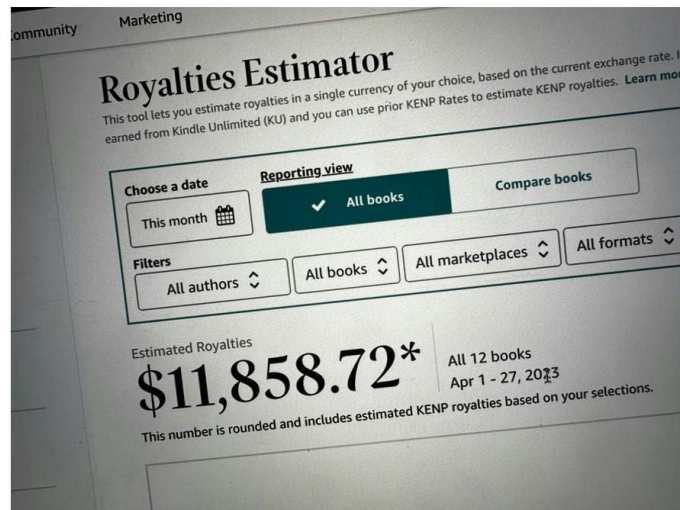
He was the audiobook producer for my publishing company for the longest time as he has a team of narrators. The very popular [Book of Pook Audiobooks](#) were narrated by his team.

We were catching up on each other's business, talking about the economy, and coming up with new ideas - and he mentioned something interesting.

He told me about an income stream that earns him \$12k per month, passively.

I asked to be shown the business (I've known him a long time so I can do this without causing offense).

Boris being Boris sent me this screenshot:



Now, this stream of income took him a few weeks to set up, and he's been making bank from it ever since (of course he's been building it more and more with time).

He did it with 0 experience, and came up with his own “trade secret” methods of doing it.

What is this stream of income?

Amazon Kindle Publishing(Also known as Kindle Direct Publishing or KDP)

I was intrigued. I asked him to tell me more.

Basically, Boris creates books on Amazon Kindle, sets up traffic sources for them, ranks them #1 in their niche... and then sits back to watch the cash roll in.

Amazon is like a search engine - if you can get a product to rank, you can make a lot of cash from Amazon's organic traffic.

And the most astonishing part? Boris isn't even a writer.

Some of the products he's been selling are things like children's colouring books, exam guides and question banks, brain teaser books, etc. - something anybody can do without requiring special talent.

The stuff is printed and delivered directly by Amazon or sent directly to customer's kindle devices - Boris doesn't even need to manage inventory.

It took him a bunch of trial and error to get it right, but once he figured out how, he was able to scale this little side business to a tidy \$10-\$12k month.

Anyway, I've been pushing Boris to share his experience and teach his methods to those who might be interested in setting up passive sources of income. Would you be interested in a course from him?

You don't need to be a writer, or even understand how Amazon works. Boris will explain all of it in his course from A to Z. You get to learn from someone who has spent countless hours on this business and has found success in it.

If you're interested in the course when it releases, please click this link to join the waitlist:

[Click Here to Join The Waitlist](#)*(Note: When they clicked this link, they would be tagged in convertkit as “interested”)*

I'll be in touch with more details soon!

With love,

Harsh Strongman

Or, you can tell people that you're going to launch a product, explain what it's about, and then ask them a few questions about it.

Here's an example of that which I did when I launched **The Complete Web Design Course**:

Note: I launched The Complete Web Design Course before I learned that I should be testing demand first. We made the core of the content before we told anyone about it.

Even though it did well, it was a mistake. If it had failed, we would have wasted 2-3 months on building it.

*Always test demand **before** you put in the effort of building the product, building the marketing chain, sales pages, etc. It will save you a lot of time.*

I'm going to be launching our much awaited full course on web design next week.

If you're on Twitter, you already know this (I've been tweeting about it every week for the past month).

The course is **18 hours long** and has been made by the best web designer I know (Sean - the guy who also designed the new LMM website launched in Q2 2022).

The course teaches everything from *scratch* (i.e. you don't need to already know anything) and also shows you how to market yourself, how to reach out to clients, how to pitch - etc.

Sean makes over \$150k a year from selling web design (a good website sells for \$2.5-5k and takes about 1-2 weeks to make). You become faster as you do more of them.

You get to learn from a verified expert who's sold 100s of websites for large figures and **you will have telegram access** to Sean to ask him any questions.

(Imagine paying \$50,000 to go to college to learn web design from leftist college professor who's never been in business in his life when you can learn from a verified expert who actually does it for a living at less than 1% of the price. This is the best time in history to be alive.)

I will also be sending all of you some free content on web design from the course in the coming few days!

I have a small favour to ask of you though:

If you are interested in the course, can you please respond to this email with answers to two questions? This will help us with structuring the timeline and help us build some bonus content:

1. How much time will you spend hustling to start your second income stream? Say you spend December 2022 becoming a master in web design. Will you spend 2 hours a day after your work

in 2023 selling web design, 4 hours a day, or 2 hours plus the weekend, or will you be doing web design full time?

2. Do you have someone at home who could supplement the family income by learning web design? For example, if you have a stay at home wife, would she be interested in learning web design and working 3-4 hours a day from home to make high 5 figures to 6 figures a year to supplement the family income?

Just hit reply to this email. I'll personally send you a thank you.

Have a great day, and keep an eye out for the next email that will have some free videos from the web design course for you!

With love,

Harsh

If your audience is on YouTube or X, you could ask them to comment or fill up a form in the description (make sure the form captures their email addresses - you can use it for the waitlist).

Basically, you're trying to gauge how many people do the action you want them to do.

If your product is **relevant** - lots of people will click your link and/or reply to you and/or leave a comment or whatever you ask them to do.

If you get a good response - go ahead and make the product (The definition of good is up to your list size and what you want obviously. If you want to sell a \$2000 coaching to 5 people, then 100 clicks is very good. If it's a \$1 product then even 500 clicks might be abysmal).

If you don't get a good response, here's what I recommend you do:

If the product is easy to make and low effort, you should make it anyway. There's nothing to lose and on the off chance that you find a better marketing channel for it later, it'll be there for you.

If the product is hard to make and takes a considerable amount of time and energy (say, more than 2 weeks of effort) - DON'T MAKE IT and do something else. Listen to the market - the demand isn't there.

I've wasted countless hours writing code for products that made \$5k total and many months working on startups where the demand just wasn't there.

There's no point building the perfect product over months of effort only to learn that no one cares about that product enough to buy it.

Advice on Building The Product

This isn't exactly launch advice but just some practical advice you need to know.

The product must DELIVER.

It must do what it claims to do. Never sell anything you cannot be proud of. Never overpromise and underdeliver.

If you say the product will help you lose 10kg of fat, it must mean that the AVERAGE result is losing 10kg of fat. If the average user loses only 3kg and less than 5% of users lose 10kg or more, then your marketing is a lie.

Do not defraud people and don't stretch truths to absurd proportions. Just because 1% of your users get exceptional results doesn't mean you can market yourself as if everyone's getting exceptional results.

The product should be backed by EXPERIENCE.

Don't try to defraud people.

If you are fat, don't sell a "how to get abs" guide.

If you are a virgin, don't make a pickup guide.

If you make a product about "how to manage a wife" and you've never been in a relationship yourself - you are defrauding people.

It's surprising how many people try to do this and think they'll manage to succeed.

Deal honestly, back your products with real life experience, and you won't go wrong.

The product should have a good name.

Give your product a nice catchy name.

No one wants to buy "Golz's Special Cola", everyone wants to buy "Coca Cola".

Advice on Pricing

If you want to make money, charge the most expensive price you fairly can.

Don't make your product a rip off, but there's no point wasting time selling \$5 e-books if you can help it.

The math does not work. If you sell 100 copies of a \$5 ebook, it's still only \$500 before card processing and platform fees.

You are better off charging \$97 and making 10 sales.

You:

- Make more money
- Can provide a much better product
- Have enough margins to provide very good after sales service
- It's worth the time and effort for you to build regular updates and new content for your product
-

The product should have APPROPRIATE LENGTH

There's no one size fits all answer here. You need to know your audience.

If your audience is midwits and low IQ people (unsophisticated): You need to make a lengthy product with lots of pages/hours of content.

Low IQ people cannot think of a product in terms of value/performance - they live in an "income per hour" world so they are used to doing math like "how much did I pay per page/hour of content".

If you make an ebook of a video course or anything for low IQ people, you need to make it lengthy otherwise they will *not* be happy regardless of how valuable the information is.

In fact, most publishers actually pad books with extra words and margins and adjust font sizes to make the book look thicker in bookstores (low IQ people think more pages = more value for their money). Making the book thicker increases sales because many people in the world have a low IQ.

Fun fact: Older people tend to buy "bigger" versions of tech products (like bigger pendrives) because they think they are getting "more for their money".

Basically - if your audience is dumb or unsophisticated, the product needs to be lengthy and make the buyer feel like he's getting a "lot". Think back to those infomercials where you buy 1 thing for 90% off and then 40 free products along with it.

If your audience is high IQ people (sophisticated): You need to make a to-the-point product that doesn't bullshit around and doesn't contain fluff.

This doesn't mean it needs to be deliberately short, it just means it needs to be only as long as it needs to be to cover all the material. Just give all the information that needs to be given and don't ramble on to add length.

Smart people are busy, have shit they need to do, and if they can - they would prefer to get the same information in 40 pages instead of 400 pages. Most smart people do not have time to sit and watch a 50-hour course.

Sometimes you just can't help it - our [Web Design Course](#) is 20 hours long. We couldn't make it shorter because we are already at max information density (it's just a huge topic and can't be helped). It's meant for smart people (dumb people aren't spending their time learning web design) but we just can't make it shorter because the topic is so wide that it doesn't allow us to.

If you make a fat loss product for high IQ people, and it's 20 hours long - be prepared for some very pissed off customers.

On the other hand, if you make a fat loss product for low IQ people and it's only 20 pages long - be prepared for some very pissed off customers.

You need to be very honest with yourself about your audience. Don't make it an ego issue.

Like they say - you gotta feed the man what he wants to eat. How long the product needs to be depends on the type of customers you have.

The thumb rule is that if your audience is on video platforms, there are more low IQ people than high IQ people. Text platforms have more high IQ people than low IQ people.

If you are selling a broad market product like a Yoga guide by running Facebook ads, you are probably going to get low IQ customers. If you are targeting businesses, content creators, etc (like this product is doing), it's a high IQ market.

Personal story:

I once had a very good copywriter analyze one of my sales pages and this is what she sent me:

“Add CTA and an FAQ section. Everything else is OK.”

(This was back in the days where I didn’t know that much copywriting.)

If a low IQ person received this, they’d think “I got such a short response. I overpaid.”

I added both a CTA and FAQ and I increased my sales by 30%. The engagement paid off many times over.

Building a waitlist

Ok, so you've tested demand and decided to go ahead and start building the product.

The last thing you want to do is build the product and then surprise your users with "here it is". I've done this a few times when I didn't know any better and believe me - it doesn't perform.

What you need to do is **build an email waitlist**.

If you already have an email list, it's as simple as asking people to click a link and then tagging all clickers to your waitlist (most bigger email players like [Convertkit](#) have this feature).

If you have YouTube, X, or anything else - you need to create an email list and have people sign up to it.

You need to tell people that your product is coming and they should sign up to the waitlist.



The Art of Launching Products

If you have never done this before, I recommend using [ConvertKit](#) for the email software and [Carrd](#) for building the landing page.

If you want to ask a bunch of questions to people to learn more about what to build (whether you should do this or not depends on the product itself) - use [Typeform](#) or Google Forms (recommended).

The landing page for the waitlist doesn't need to be complex. It just needs to explain what the product does and then have a place to collect the user's email address.

You can check out one of the waitlist pages that I used for launching my Startup Repurpose Pie at <https://rpie.carrd.co> (the waitlist no longer exists since the product is already launched. This is just to show you an example of what you can do).

The website was built in 1 hour using [Carrd](#). We had about 1000 people on the waitlist before we launched.

The Next Steps

Okay, so you have a waitlist up.

You gotta decide the date of the launch.

I recommend launching 2-3 weeks after you start telling people to join the waitlist.

10 days if you want to launch on extremely short notice, and never make people wait for more than a month (sometimes you don't have a choice especially when the product is extremely complex).

Here's a summary of what we're going to do:

- 1) **Pre- Launch Content:** We are going to send 3 to 5 emails (or videos / tweets) with free content relating to our product.
- 2) **In-content Nudges:** We're going to talk about the product, regularly tell people about the progress you've made on it and ask people to join the waitlist - all in our regular content till the product is launched.
- 3) **Launch email:** This email launches your product.
- 4) **Post Launch Emails:** These 3-4 emails are meant to pull in *maximum* sales from your launch discount.

In the next chapters, I'll elaborate on all of these and give you some examples of each.

Pre-Launch Emails

You need to send out some free content to:

1. Get people INTERESTED in your product.
2. Get people to know that you are an EXPERT.
3. Demonstrate QUALITY of content (“if the free stuff is so good, imagine the paid stuff”)

These could be delivered via email, YouTube, X, or whatever else. Just make sure you also send an email to your waitlist about it to keep them engaged and interested.

At the end of every pre-launch email, you want to ask people to join the waitlist and tell them you’ll be sending out even more free stuff to incentivize them to join.

For example, if you’re launching a healthy food recipe book:

- **Pre-Launch Content Piece 1:** Super simple 50g protein ice cream recipe
- **Pre-Launch Content Piece 2:** Bullet Coffee - easy fat loss drink recipe
- **Pre-Launch Content Piece 3:** Making grilled chicken taste better - low calorie dressings
- **Pre-Launch Content Piece 4:** Simple way to bake high protein bread
- **Pre-Launch Content Piece 5:** 70g protein blueberry greek yogurt recipe

Since you’re launching your own product, I expect you to be smart enough to figure out what pre-launch content you should send out.

Space it out evenly across the time you have before launch and at the end of each of them - ask people to join the waitlist. You want to keep building the waitlist and keep people interested.

If you’re launching in 3 weeks, this means you send out one pre-launch content every 4 days.

Here are the emails I sent out when I launched The Complete Web Design Course (I only sent out 3):

Note: The reason why I’m sticking with the launch example of The Complete Web Design Course is simply because I have all the resources still up and running. The pre-launch videos linked below are still live and viewable!

So instead of just giving you theoretical examples, you can go and watch the videos for yourself to see what good pre-launch content looks like. This course did \$30k+ at launch so it’s worth studying.

Pre-Launch Content Piece 1

Subj: How to Make Your Website Faster (The Complete Web Design Course)

How to Make Your Website Faster (The Complete Web Design Course)

Hey brothers!

The Complete Web Design Course is ready (added a bonus module and made it almost 20 hours long).

The course covers everything from scratch - it teaches you how to make beautiful websites, how to price them, and how to find clients and sell them.

If you missed the previous email - the course will launch on Friday. The entire course is made by Sean - my web designer who makes 150-200k every year selling web design (businesses will pay big money if you can make them beautiful websites that are fast and convert well).

Amazon did a study that found every 100 millisecond in latency cost 1% of sales. That's 1/10th of a second. In Amazon's case, that's about 5 billion a year.

The lesson is clear - *page speed matters*.

In this email, I'm going to share with you the module from the course that focuses on making your website *fast*. The entire 10th module of the course - website optimization.

Watch it here:

<https://youtu.be/FHd3jth6lro>

It's about an hour long, so get some coffee.

You are not a good web designer if the websites you design are slow and kill the client's sales. This module will help you make the websites as fast as possible and help the client get extra revenue (i.e. more fees for you).

Even if you are not interested in web design, I recommend watching the video. If you run any kind of online business, it's likely that your website can be at least 1 second faster by making the optimizations. 1 second = 10% extra sales.

If you do \$10k a month in sales, this means an additional \$1k a month, every month. This is not small money and is worth spending the time to get it right.

The next video I'll send you will cover how to find web design clients who pay well (\$3000 minimum) - so stay tuned.

Let me know if you have questions. **Sign up to the waitlist here if you want to get the course when it launches (you get a nice discount).**

With love,

Harsh

P.S. I realize for some of you the numbers in the email may seem insane. But these numbers are actually quite small in the world of online business. Money moves fast in the online world (anyone who has any kind of online business will agree) and people who's sole source of income is offline don't have any conception of it.

One viral post can net you \$50-75k in a day. Think 500 sales at \$100+. This is not "big" but the numbers seem unreal to offline earners, especially salary earners.

In the web design business, to make \$100,000, you just need to sell 20 websites at \$5k - about 1-2 per month. Not hard at all.

Sign up to the waitlist here if you want to get the course when it launches (you get a nice discount).

Pre-Launch Content Piece 2

Sub: How and Where to Find Web Design Clients

How to Find Web Design Clients

Hey brothers!

The Complete Web Design Course™ is ready and will launch this Friday. **Sign up to the waitlist here if you want to get the course when it launches (you get a nice discount).**

The course covers everything from scratch - it teaches you how to make beautiful websites, how to price them, and how to find clients and sell them.

The entire course is made by Sean - my web designer who makes 150-200k every year selling web design (businesses will pay big money if you can make them beautiful websites that are fast and convert well).

Because you're on my email list, I've been sending you guys some extremely high value free videos from the course. The previous email contained one of the modules related to making websites fast.

This video is about the business of web design - How and Where to Find High Paying Clients.

You will learn how to actually get clients to sell websites to. It is one thing to have a skill, another to know how to sell it.

Watch it here:

<https://www.youtube.com/watch?v=YMx43r7NV4o>

Do not share this video with anyone else. It's a valuable part of the upcoming course and I sent it to you because you're on my list and I want to help you - whether you decide to get the course or not.

I'll also be sending you guys another free video from the course this Thursday. It will cover guidelines on building a website for your web design business and how to build the foundations of your new business.

The full course will launch on Friday. The course is 20 hours long and teaches you everything about web design and how to make money from it. Stay tuned.

With love,

Harsh

P.S. Sign up to the waitlist here if you want to get the course when it launches (you get a nice discount).

Pre-Launch Content Piece 3

Subj: How to build your web design company website (And some business advice)

**How to build your web design company website
(And some business advice)**

Hey brothers!

The Complete Web Design Course™ will launch TOMORROW. **Sign up to the waitlist here if you want to get the course when it launches (you get a nice discount).**

The course covers everything from scratch - it teaches you how to make beautiful websites, how to price them, and how to find clients and sell them.

The entire course is made by Sean - my web designer who makes \$150-200k every year selling web design.

Because you're on my email list, I've been sending you guys some extremely high value free videos from the course. The previous email contained some extremely valuable information on how and where to find web design clients.

This video is about building your own web design company's website. As a web designer, your website is your sales pitch and it's important to do it right.

It also gives you some business advice - especially on what to do in the start of your business.

Watch it here:

<https://www.youtube.com/watch?v=IEAR-BycwtY>

Do not share this video with anyone else. It's a valuable part of the upcoming course and I sent it to you because you're on my list and I want to help you - whether you decide to get the course or not.

The full course will launch Tomorrow (Friday). Keep an eye out. The course is 20 hours long and teaches you everything about web design and how to make money from it. Stay tuned.

With love,

Harsh

P.S. Sign up to the waitlist here if you want to get the course when it launches (you get a nice discount).

The Art of Launching Products

I will repeat, The free pre-launch content should:

1. Demonstrate that you are an EXPERT on the topic
2. Show people the QUALITY and LEVEL OF INFORMATION of the product
3. Get people INTERESTED and have them SIGN UP TO THE WAITLIST

This is super important because people need to believe that you can actually solve their problem. No one buys anything without trust.

If you want to make a lot of sales for a product, you must show people you know what you are talking about, that you can give them high quality information that actually works, and they must trust you enough to know that your product will solve their problem for them.

In-Content Marketing

In the time you have before you launch (2-4 week period - see previous sections), you NEED to grow the waitlist.

This means that in addition to the pre-launch free content, you need to weave your upcoming product into your regular content.

You need to CONSTANTLY promote your waitlist.

If you write a blog, find a way to mention your upcoming product in your articles (link to the waitlist).

If you make YouTube videos, talk about your upcoming product in the video and ask people to click on the link in the description to sign up for the waitlist.

Same with X - make posts about your product and link your waitlist.

Here are some ways you can do this:

- Tell people how much progress you've made on the new product (eg. the first paragraph of your blog post/email newsletters can talk about you finishing xyz chapter, etc.)
- Tell people about the pre-launch free content that are going to send out and the one you already sent out (i.e. stuff people missed by not being on the waitlist)
- Tell people about the hurdles you face as you built this product (eg. for a dropshipping product, talk about how difficult it was to find a supplier)
- Talk about how you came up with the idea for the product (ideally it was your audience already asking for it)
- Talk about what you are including in your course and why (eg. I decided to include a full module on how to manage hunger in my upcoming Product XYZ because that's the biggest roadblock to weight loss: constantly feeling hungry)
- Talk about how your advice has helped specific people in the past (eg. When I got my dad to lose weight...) and how you'll be talking about it more in your product
- Just mention your product in passing in your content (See an example of that below - The Trader Theory Article)

Basically the goal of all of this is not just to get people to join the waitlist but more importantly, keep on top of people's memories and attention.

This is not 2013 where there are only a few good blogs and YouTube channels. Now there are many good blogs, channels, podcasts, etc. - so if you aren't constantly reminding people that your product is coming, people are going to forget about you.

You need to constantly make content and be on top of the “brainspace” so to speak. If you don’t talk about your product all the time during the pre-launch period, people will forget about it and it would almost be like a surprise launch (bad idea).

Yes some people might get a bit annoyed by you constantly mentioning your upcoming product here and there and unsubscribe - let them.

You are running a business and you’re already giving away so much free content - this type of person who rage-quits over some marketing in content he’s not paying for doesn’t care about you enough to buy from you in the first place.

Don’t worry about the unsubscribes and keep pushing the product and the waitlist throughout the pre-launch period.

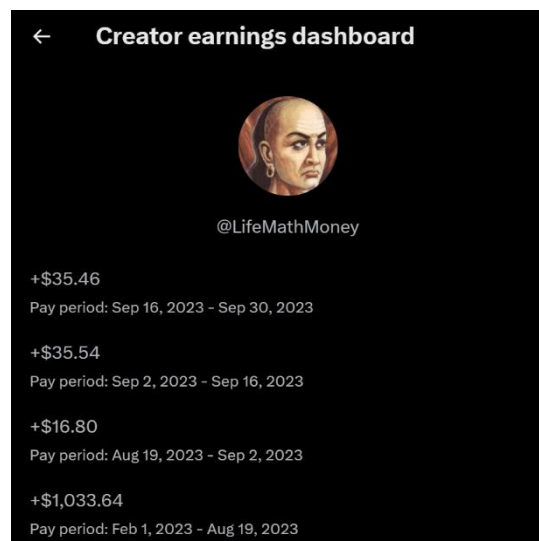
Here is an example of me weaving Repurpose Pie (one of my SaaS companies) into one of my blog posts and newsletters:

How Much Does X Pay Creators (X Creator Ads Revenue Sharing Income)

The quick answer is: Not that much.

In September, I made exactly \$71 from X Ads Revenue sharing.

You can see a screenshot of my creator earnings dashboard below:



For the first two weeks of September, I made \$35.54 and for the last two weeks, I made \$35.46.

Of course these numbers are meaningless without context, so I dug up my twitter analytics dashboard to find out how many impressions I got in the time frame.

I got 9.6 million impressions on my Tweets in September – screenshotted below:



At the moment, X only shares revenue for ads seen by [verified accounts](#) in the replies.

This means any ad views from non-verified accounts and all ad views from my profile don't add to my payout. In other words, the impressions number is not very relevant, but it's the only "context" available so far so we'll use it.

Roughly speaking, I made about \$.007 RPM (revenue per 1000 impressions) or about \$7 per million impressions.

Of course you might make more or less depending on what percentage of your followers are verified accounts and how many of them click to see the replies to your tweets (as only ads for replies are shared currently).

The point is – I have 367K followers on Twitter at the time of writing and I made \$70 a month from their X creator revenue sharing program.

Which is *almost* nothing.

Don't get me wrong – [I'm not complaining](#). Something is better than nothing and X is much better than [what Twitter used to be](#) (in growth and monetary potential and free speech).

But – [ads are not a great way to make money](#). But hey – it's better than... nothing.

Speaking of nothing:

I made 30 times X's Ad Revenue Share Payout by doing... nothing.

Yeah.

You read that right.

I made \$800 from [YouTube](#), \$700 from [Instagram](#), and \$500 from [TikTok](#) in September 2023 using my X posts.

About \$2000 from these platforms for doing 0 work. That's 30x my Twitter Ads Revenue Share income.

How did I do this?

I used a tool I founded called [Repurpose Pie](#).

What it does is simple:

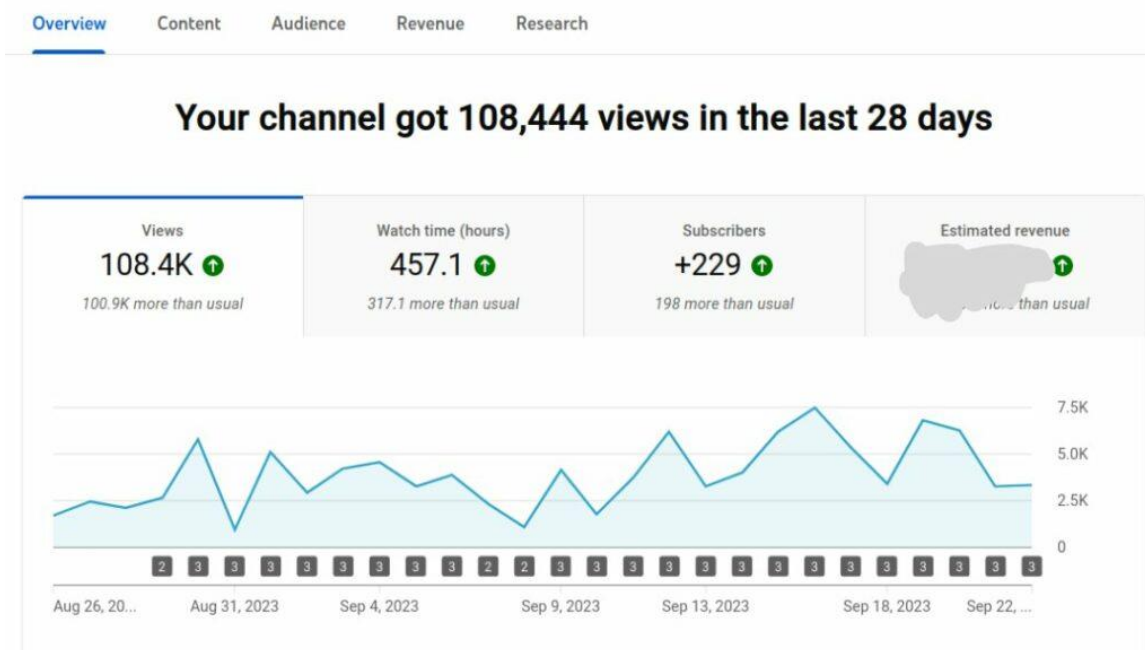
It first pulls my tweet from X (100% automatic)

It converts my tweet into a beautiful video (100% automatic)

It posts the video to all the video platforms (TikTok, YouTube, etc.) – again, **100% automatic**.

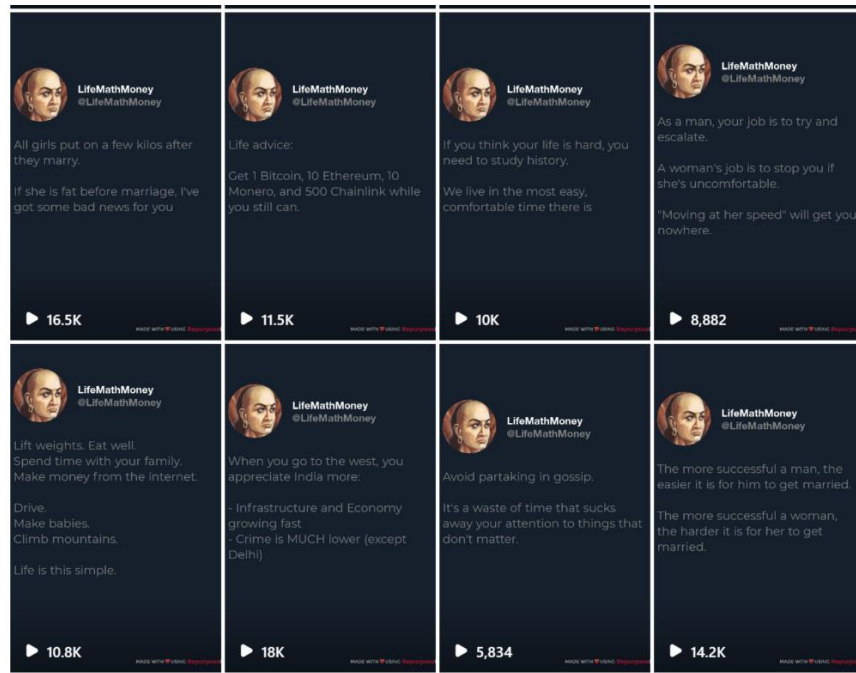
There's literally no way I can manually create content for all these platforms. I just create content for X and let Repurpose Pie automate all the other platforms away.

The automated videos work *really* well:



I got 100k views on my videos in less than one month. They are all automatic videos made from my tweets using Repurpose Pie.

The same thing on my Instagram and TikTok:



Getting 10k+ views on each video on Instagram.



Search

For You

Following

Explore New

LIVE



truelifemathmoney

truelifemathmoney

Follow

8 Following 20.2K Followers 213.8K Likes

I got to 20.2k followers on TikTok using automated videos alone.

I also got a few dollars in YouTube ad money (LOL).

All my social profiles contain a link to at least one of my products.

This is key. I've set up Repurpose Pie to post a sales link with the videos where possible, and where not – I just include the sales link on my profile itself.

The automated videos bring in traffic and followers automatically and the sales links convert the traffic to money.

I'm getting literally 100k+ views per platform (almost a million on Instagram) each month and this is just the beginning.

And it's 100% automatic and hands off. I just tweet on X which is still my main "content creation" platform and Repurpose Pie helps grow everywhere and get paid from everywhere.

If you're an X creator, [sign up to the Repurpose Pie waitlist now](#). It's going to be launched to the public in a few months.

– Harsh Strongman

P.S. We're currently in early adopter / testing phase and if you're an account with 10k followers, we can give you early access (it's not free but you get a big *lifetime* discount). You will get an email with instructions once you [sign up to the waitlist](#).

Here's another article where I mentioned Repurpose Pie right at the top:

Two Big Investing Lessons I learned Cheaply

I saw [Trader Theory](#) pose a question on X:

What's your biggest trading mistake and what did you learn from it?



Trader Theory is a [Repurpose Pie](#) early adopter.

As a general principle – I support people who support things I do (**huge** life lesson in there), so his account has been linked in the first line of this post if you are interested in following him.

To answer the question:

... (If you want to read the rest of the article, go [here](#).)

The idea is to stay on top of people's memories, keep the fact that the product is about to be launched soon in people's heads, and also to build the waitlist.

Copywriting / Sales Page Advice

This is a launch course and not a copywriting course so I won't be deep diving into the details here.

I'll give you a quick template that you can use so you don't miss any of the big parts.

Section 1: Introduction

Talk about what the product does and what the buyer will achieve in a few lines.

Section 2: Details about the product and you

Why your product? Why should people listen to you? Etc.

Section 3: What the product contains

A list of topics and more details about what is covered.

Section 4: Bonuses you offer

I highly recommend coming up with a bunch of bonuses for your product if you can.

They can be something as simple as info on a few related topics. Eg. If you are selling a fat loss course, you can include a low calorie recipe book as a bonus.

It significantly increases the value of your product and increases sales. Some people will purchase your product because they are interested in the bonus content more than your main product.

Section 5: Reviews and Testimonials

When you get reviews, add them here.

Section 6: FAQs

Make up some questions that people are likely to ask about your product and answer them. Many people will send you questions as replies to your pre-launch free content - use them here.

Section 7: Money back guarantee

Have some sort of money back guarantee. "No questions asked" guarantees lead to the most increase in sales, but if your product is expensive, I recommend asking for some sort of proof of application to deter people who purchase products with the intention of getting a refund.

Section 8: CTA

Something like "Click the buy button now."

You will be surprised how much this line increases sales. Most people do not know what to do after they read the sales page. You need to tell them to click buy.

—

Like I said before - this is not a copywriting course. I've given you a nice template you can use by yourself.

This is the template I like to use. There are many templates out there - I recommend just looking at some popular products and reading their sales page to get an idea of what to do.

If you can afford it, I highly recommend hiring a professional copywriter to write your sales page instead of doing it on your own. If you can't afford one right now, write the copy yourself and then invest in professionally written copy when you can.

Note: A good copywriter costs *at least* \$2000. If a copywriter is cheap - they likely suck. Don't try to cheap out on this by hiring some idiot from Fiverr. Even a 1% increase in conversion rate can increase sales by 50% (say going from 2% conversion rate to 3%).

Note: You should learn copywriting yourself. Since you are a creator - IT PAYS OFF 1000x. You are good at creating. If you also become good at selling, there will be no stopping you.

Launch

The launch date finally arrives.

You need send out a nice and detailed launch email to the waitlist telling people:

1. What is covered in your product
2. How much you're selling it for (This is the time to reveal the price. Don't reveal the price before launch)
3. Why they should buy the product
4. What discount they get for being on the waitlist

Give the waitlist a nice discount (I recommend 50% or more) because these guys did the work and joined your list. Make sure the discount has an end date (I recommend 3 days from launch).

Direct them to the sales page and watch the sales start to roll in.

Today is your big day

Here is an example of a launch email:

The Complete Web Design Course™ is here!

Hey brothers,

The Complete Web Design Course™ is finally here.

(Ready to buy? [Click here to the get your copy now.](#))

This is the best resource to learn web design skills and start a web design business from scratch.

It has been **made by my web designer Sean** who does web design for a living (half a decade of experience) and **makes over \$150k a year from it - and he does it from a third world country.**

You get to learn from a verifiable expert instead of going to college and paying \$50k to learn from some professor who's never done it before... at less than 0.5% of the cost.

The course is **100% beginner friendly** and **requires no prior knowledge.**

The course teaches you everything about the ART and the BUSINESS of web design.

Here is a quick summary of what you will learn:

The ART of web design:

1. Learn to **make beautiful websites that are worth a minimum of \$2500 and \$5000** without writing code.
2. **Design skills.** What actually makes a website look good? What sections to use and where? How to pick the right images and color scheme for a website?
3. Explore the best tools to **make beautiful websites fast** - WordPress and Elementor.
4. Practical things like backing up your website, protecting it from spam, making your site ready for mobile, etc.
5. **Website optimization techniques.** You learn to make your websites load fast for both desktop and mobile. Clients and users love fast websites.

The BUSINESS of web design:

1. **How to find high paying clients that will pay you \$5000+ for your services.** You don't want to be stuck selling websites cheaply for \$600 on places like Fiverr and Upwork.
2. The **tools and platforms** you need to use to run your web design business efficiently (it took years to discover some of them)
3. **How to build your own business website** and build the foundation of your web design business
4. **Template of contracts** with clients. You don't want to work "on handshakes". Contracts make sure everyone is on the same page.

Plus...

The course contains **two guided projects**. You build websites with the instructor LIVE. This is a practical course.

Even more...

And there are 3 big bonuses.

And that's not all...

You will have full email and chat access to your instructor.

This is not another half-assed course from some guru on the internet.

The Complete Web Design Course™ is 19 hours long and covers everything.

You will start with 0 knowledge and become an expert in the field. And you learn how to market your skill and make the money.

We spent an entire month putting everything learned from half a decade of experience building and selling websites into this course. There is nothing left out.

This course is a product of 5 years of blood, sweat, and tears...

You get it for just ~~\$497~~ \$225 (55% off).

(Use code NEWLAUNCH at checkout. Valid until 30th November, 2022 Only.)

Click the button below and get access now!

[Button]

A few things to keep in mind:

1. Keep the discount nice and large. 50% or more.
2. The discount must have an end date and the customer must know that the discount is for a limited time only. I recommend a 3-4 day period.

The first point is very important. I've messed up quite a few launches by not offering a big discount. You should offer at least 50% off if you want to see best results.

You paid for this course so you get to learn from my mistakes. If you were going to offer a discount less than 50%, this alone has paid for 10x+ what you bought this for. Big discount rates make a *huge* difference in sales.

The second point is even more important - make sure you let people know that the discount ends in X days. Remind them of that over and over again. **URGENCY DRIVES SALES.**

Post Launch Emails

It is not enough to just send one launch email. It does not work. I've made that mistake many times in the past and it significantly stifles sales.

You must send at least one email per day for every day the launch sale is active.

You NEED to do this. You cannot avoid it.

90% of people just send one launch email and leave so much money on the table.

Send an email every day.

The emails need to be:

1. Relevant to the product.
2. Entice people to check out the product.
3. Should remind people that there's a discount going on and that it will end soon.

Continuing in the spirit of this course, I'll give you the actual emails I sent for The Complete Web Design Course™ and why I sent them - and then I'll analyze the results in the next chapter.

Email 1: Sent 1 day after launch

Subj: Your Questions Answered: The Complete Web Design Course™

Here I just sent them the FAQ section I wrote up for the sales page. Note: A good FAQ section is such that a prospect can understand everything about your product from reading the FAQs alone.

I also attached a review I received from someone who purchased the course.

I *highly* recommend emailing the people who bought your product right on launch and ask them for their first impressions.

They are invaluable marketing materials for the entire post launch process and will get you a whole bunch of additional sales.

It took me a long time and over a dozen launches to figure this one out. If I knew everything I know about handling post launch sales that I know now, I'd *easily* have made at least another million over my past launches.

Your Questions Answered: The Complete Web Design Course [™]

Hey brothers,

As you already know, The Complete Web Design Course [™] was launched yesterday. The response has been overwhelming - lots of you bought it in the first hour itself.

We already have our first review:



If you're reading this, it shows that you're smart - you're reading LMM instead of watching TikTok.

Some of you had questions about the course. I figured I'll answer them all in one quick email.

What is The Complete Web Design Course [™] all about?

The Complete Web Design Course [™] teaches you one of the highest paying skills on the internet - web design. Everything on the internet is a website (you're looking at one right now).

The course teaches you how to make beautiful websites that are worth a minimum of \$2500 and \$5000 without writing code. It covers everything from design skills, technical skills, and teaches you all the tools you need - WordPress and Elementor.

It also teaches you the business of web design - how to find high paying clients, how to pitch them, how to close them, how to build your own website, template of web design contracts, and more.

If you want to start making money online - this course is for you.

Who is Sean and why should I learn from him?

Sean is my web designer. He designed the LifeMathMoney site and dozens of other websites. He's been in the design business for almost half a decade.

He makes over \$150K a year from his web design business - from a third world country - without a team (solopreneur). This is the perfect one man business.

Sean did such a good job on the LMM site that I asked him to produce a course teaching web design. After months of work, here is the course for you.

Do I need any prior knowledge to learn web design from this course?

No. The Complete Web Design Course™ covers everything you need to know from scratch. It is 100% beginner friendly and requires no prior knowledge.

Do I need to know how to code?

No prior coding experience or knowledge is required. We use the best tools in the business like WordPress and Elementor to allow us to make beautiful websites without having to write code. The basic CSS and HTML knowledge you need is also taught in the course.

How long is the course?

The course contains 19 hours of video content and two practical projects. In total, it should take you about 25 hours to complete.

Will I be able to contact the instructor if I have any questions or need advice?

Yes, this course comes with access to Sean, your instructor. You will get Sean's personal email address and contact information.

How long will it take me to learn web design and actually start getting clients?

If you spend 2 hours per day working on the material of the course (and some additional time on the weekends) and following the methods we suggest to get clients, you should have your first client in two months at best.

The included bonus **The Sign Your First Client in 30 Days System**™ makes it easy to find your first few clients. It'll take you about a month to go through the course, and in the second month, you need to apply the system and you should get your first clients.

How much time do I need for this course? How much time will this take per day?

We recommend spending at least two hours per day after your job on your web design business. The course itself is 25 hours of work (19 hours of video + 2 projects).

Is this a one-time fee?

Yes. The launch price of \$225 is a one time fee. This is not a recurring charge or a subscription. You never lose access to The Complete Web Design Course™.

After you have purchased it once, you get lifetime access to the product along with all future updates.

Will this work for me?

If you put in the work, yes. There is no reason for it not to. Every single business in the world needs a website. We give you all the skills you need to make a beautiful website and show you how to find clients.

It will work for you if you put in the time and energy to make it work. If you just buy the course, don't watch it fully and only make a half-assed attempt at it, then it won't work.

What if it doesn't work for me?

On the off chance that it doesn't work for you, I will give you a full refund - *no questions asked*. You need to contact me within 90 days and I will refund you every single penny you paid me.

You will need to send me proof that you applied the material in the course. Refunds for any other reason will not be considered (this is to prevent fraud).

This is as risk free for you as I can make it.

If you want to make WiFi money, this course is the easiest way to get you there.

It'll get you from 0 knowledge and \$0 online to a mastery in web design (very high income skill) and \$10k+/month online.

There's a 55% launch discount and this is the lowest the price will ever be.

So don't hesitate - get it now. Click the button below:

[Get The Complete Web Design Course TM]

Email 2: Sent 2 days after launch

Subj: How to sign your first web design client in 30 days

This is a “value” email. Here I simply include one of the modules from the course and it targets one of the biggest insecurities someone who wants to start an online business has:

“Yeah I can learn the skill but will I be able to get any clients? How will I manage to make money?”

You have to understand what hesitations your prospective customers might have before they buy your product and proactively answer them in your emails.

The emails need to be very valuable. That’s why I stuck to this particular product launch as an example throughout the course - both the product and the launch videos are still up. Watch the video and see if you are convinced of the value.

How to Sign Your First Web Design Client in 30 Days

Hey Brothers,

Hope you're doing well.

As you know, The Complete Web Design Course [™] was launched 48 hours ago. Your support has been overwhelming - **we crossed \$10k in sales in 2 days**. The sales keep pouring in.

Firstly, I want to thank you.

I'm glad that you are willing to learn new skills and start a new business in your free time (as opposed to the people who spend their time watching Netflix).

Business is the key to success. You will never get anywhere working for other people.

Secondly, I want to address something. Some of you responded to the previous email along the lines of "Can I really get a client? I don't think I can. Who will hire *me*."

This is a limiting belief. When you ask this, you are telling me that you think others can make it, but you can't. You think that somehow *you* are born to fail.

That's not true. You *can* succeed. I don't what makes you think you can't - but to think that you can't find clients who'll pay you for your skills... is retarded.

I want to give you a complete system on how to get clients in any business - regardless of whether you get The Complete Web Design Course [™] or not.

I'm sharing one of the bonuses that are included in The Complete Web Design Course [™] - **Bonus #3: The Sign Your First Web Design Client in 30 Days System**.

It shows you exactly what you need to do to find a web design client in 30 days including a live pitch.

Watch it here:

<https://www.youtube.com/watch?v=flepQPCIVTQ>

If you follow the system - it's *almost impossible* for you to not get a client.

(Note: This is not the main module on finding clients, it's just a bonus video with a quick system that works every time it's used.)

Even though the video was made for web design business, it works for every single business. I used the same strategy successfully for my SaaS company.

If you start applying the system today, you'll have your first client before 2022 ends.

Remember, there is someone out there:

1. Dumber than you
2. Less educated than you
3. From a poorer background than you

who is getting clients and making money on the internet.

You can do it too. If you give it a shot.

You just need to get out there and start pitching people how we show you.

The video I shared with you will work for you in any business (because people are people everywhere).

If you do want to start a web design business, The Complete Web Design Course™ is for you.

The course teaches you everything - web design skills, all the tools, how and where to find clients, how to pitch them, etc. The course is 19 hours long and covers everything. No prior knowledge required.

There's a 55% launch discount. The discount will be removed shortly.

If you are interested, now is the time to take action - because this is the lowest price the course will ever be.

It'll never be lower than the launch price ever. So don't hesitate - get it now.

[Get the Complete Web Design Course™]

Email 3: Sent 3 days after launch

Subj: [FREE] Take a look inside The Complete Web Design Course ™

Notice the [FREE] in the email subject line. This works very well to get people to open the email because who doesn't want free stuff.

If you've been doing it right, you've been sending a lot of sales emails. Sending some free content restores open rates to high levels.

Also watch the video itself. It's designed to show you the value of the course.

[FREE] Take a look inside The Complete Web Design Course ™

Hey Brothers,

If you've been considering getting The Complete Web Design Course ™ - watch the linked video below.

It'll give you a detailed walkthrough of everything that's covered in the course and also show you both the practical website projects you will be building.

Check it out here:

<https://www.youtube.com/watch?v=xv-Ld-0UtlM>

The 55% launch discount on The Complete Web Design Course ™ is only available for the next 48 hours.

If you want to start an online business selling web design - get it now at a big discount. It'll never be priced lower than this.

[Get The Complete Web Design Course ™]

“24 hours left” Email - Sent 24 hours before you close the discount

Subj: [24 hours left] Get the Complete Web Design Course ™

Make sure you add the [24 hours left] in the email subject line.

This email is all about creating FOMO and telling people the discount will go away. I only sent 2 emails on the final day but I highly recommend sending 3 (24 hours, 12 hours left, 6 hours left).

Do not be afraid of people unsubscribing from your list. The list is supposed to be emailed to. SEND THE EMAILS.

The last day is the big money day. You will get nearly half your total launch sales on the last day.

You *must* send a lot of emails on the last day to get the most from your launch.

Add any testimonials you have received to these emails (I didn't do this for this product because I didn't know any better back then).

[24 hours left] Get the Complete Web Design Course ™

Hey Brothers,

The 55% launch discount for The Complete Web Design Course ™ ends in 24 hours (Midnight 30th November).

[Get The Complete Web Design Course ™]

This is your last chance to finally learn a high value skill and start a web design business.

In less than 30 days, you could learn a high-value high-demand skill, land your first client, and be well on your way to earning 6 figures in 2023.

With the recession looming and people getting laid off left, right, and centre, putting off starting a WiFi business will only lead to bigger problems in the future.

It's time to get off the fence because the clock is ticking. Don't live 2022 all over again and call it 2023.

You have the opportunity to earn a high value skill from a verified expert who makes 150K+ a year with his skillset. Are you going to seize this opportunity or let it slip?

To make this a complete non-brainer for you, I've taken up all the risk.

If you purchase the course, put in the work, and *still* don't get results, you're covered by my no BS 90 day money back guarantee - *no questions asked*. You have nothing to lose. Don't you think you owe it to yourself to at least try it out?

But it's entirely your choice. If you're the type to seize opportunities, then hit the link below. If not, it's all good.

[Get The Complete Web Design Course TM]

Offer expires at midnight, 30th November. Once the time is up, the price will increase to \$497, which is more than double the launch price. No exceptions.

With love,

Harsh Strongman

P.S. You're getting 19 hours of value packed videos (+ build two live websites in the practical projects + 3 big bonuses + email and chat access to instructor) teaching you the art and business of web design. This is the lowest the price will ever be. Once the deadline hits, your opportunity to learn the web design business from a verified expert (who also designed the LifeMathMoney website) will be gone.

LAST CHANCE.

[Get The Complete Web Design Course TM]

(Expiring in 24 Hours)

“6 hours left” Email - Sent 6 hours before you close the discount

Subj: [6 hours left] The Complete Web Design Course ™

Make sure you add the [6 hours left] in the email subject line.

Keep this email short and to the point. Add any testimonials you have received to these emails (I didn't do this for this product because I didn't know any better back then).

[FINAL REMINDER - 6 hours left]

The Complete Web Design Course ™

Hey brother,

This is your FINAL REMINDER to get The Complete Web Design Course ™ at a 55% launch discount.

The launch discount ends in 6 hours. The price more than doubles after.

Click the button below to get in now at a \$272 discount:

[Get The Complete Web Design Course ™]

P.S. You're getting 19 hours of value packed videos (+ build two live websites in the practical projects + 3 big bonuses + email and chat access to instructor) teaching you the art and business of web design. This is the easiest way to start an online business.

Don't hesitate... get in now. This course contains exactly what you are looking for.

LAST CHANCE.

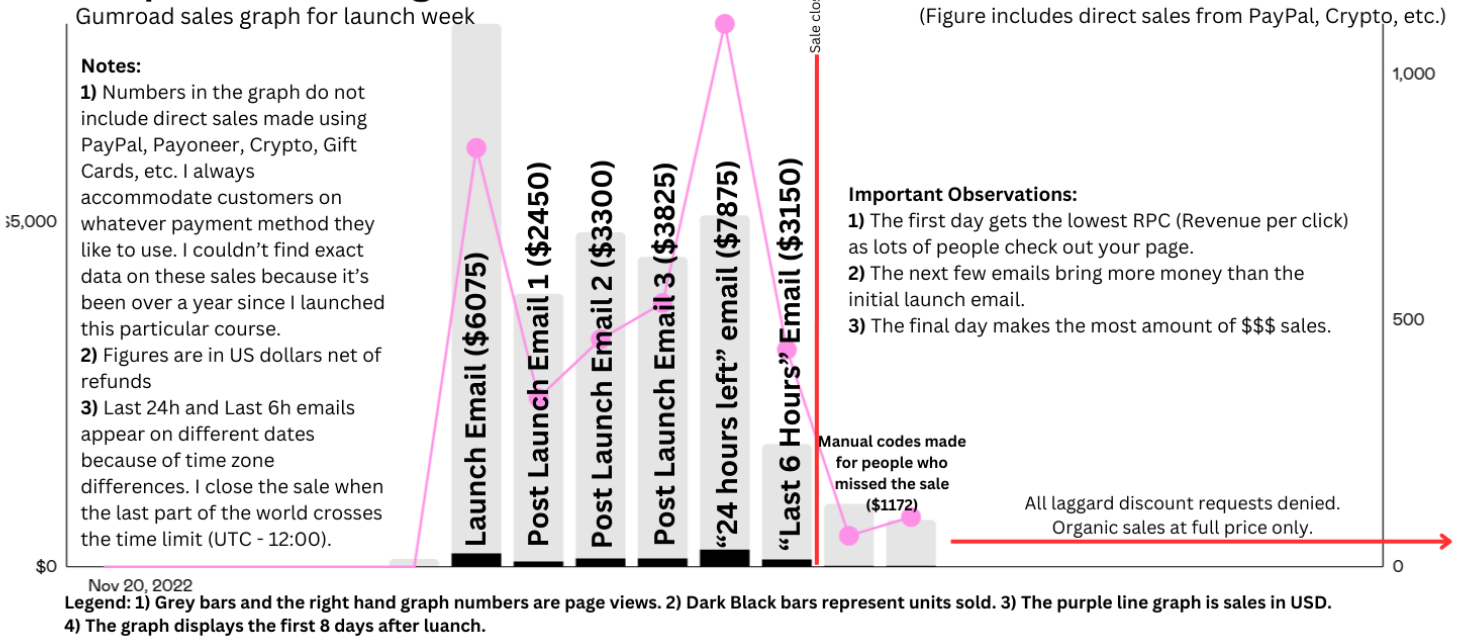
[Get The Complete Web Design Course ™]

Don't be afraid to send out a lot of email on the last day. The last day brings almost half the revenue of the total launch.

Send a minimum of 3 emails on the last day (24 hours left, 12 hours left, and 6 hours left). Some people will get annoyed and unsubscribe - let them.

Analysing Results

The Complete Web Design Course™



1. The prelaunch emails prime people to purchase the product at launch.
2. The launch date gets a lot of clicks and sales but the RPC is the lowest as many people check out the sales page but don't buy.
3. The next few days of post launch emails make bring more sales than the launch date combined. Most people don't know they should be doing them so they miss out on all these sales (*50%+ of launch revenue*).
4. The final date of sale is the most profitable day and brings in the most sales as the discount is about to end. Most people are too afraid to send 3-5 emails on the last day because they are afraid of unsubscribes (*30%+ of launch revenue*).
5. In other words, most people miss out on MORE THAN 80% of launch revenue by not following this formula.
6. To top it off, the sales they get on launch day is also much less than they get using our method because they didn't send out any prelaunch content to raise awareness, prove credibility, and establish trust.

My launch system works. TRY IT FOR YOURSELF.

Thank You

Thank you for buying *The Art of Launch*. It means a lot that you have trusted me and I hope that you found this book useful.

In case you have any questions about this guide, or want to run something by me, please send me an email at admin@lifemathmoney.com, and I'll be happy to assist you.

If you liked the course or found it useful, please email me your review! It's extremely helpful and I always love hearing from readers.

Have a good day, and I hope this guide makes you a lot of money soon.

With love and best wishes,

Harsh Strongman