

[EBB] #29 - 如何设置滚动发布日历

[EBB] #29 - 如何设置滚动发布日历

嘿 你好!

今天我将向你展示如何在短短几个小时内规划一整年的内容。

这是一节稍微高级的课程——它最适用于那些已经有一个运营中的业务并有几款产品要推广的人。

但是,如果你目前只有1款产品(比如只有一个挑战产品)要推广,你仍然可以使用这个方法。

这将给你一个相对清晰的计划——“我需要在某某日期创建一个新产品或重新发布我的第一个产品。”

滚动发布模式

在滚动发布模式中,你将开放产品销售7天,然后关闭它们直到下次发布。

我们正在利用最强大的说服工具之一:*稀缺性*。

在这个模式中,你希望每月至少有1次发布——意味着至少有一个7天的窗口期让你的课程可供销售。

不要对这种“每月只有7天”来产生收入的设置感到恐慌。这并不意味着你不能在网站上一一直销售其他产品(如果你希望的话)。而且,我将讨论如何在其他3周内销售东西来填补收入缺口。

如你所见,我在滚动发布模式中使用2种类型的为期一周的邮件系列:

1. 发布周(我销售自己的产品或联盟产品)
2. 纯内容周(包括预售周,为发布周做铺垫)。

让我们深入日历,规划出整整一年。

设置你的滚动发布模式日历

打开Google日历(不要使用任何“花哨”的工具,比如Notion日历等)。

从当前月份的一个周一开始,以周为单位来思考。

我喜欢在内容周从周一到周五发送邮件,在发布周从周一到周日发送邮件(每天发送多封邮件)。

这是我在2025年4月的日历样子。



-
- 3月31日至4月4日是我的旗舰课程CopyHour的预售周(又称内容周)。
 - 然后下一周4月7日,我有CopyHour的发布周。
 - 然后,接下来的3周是内容周(同样,我只在周一到周五发送邮件)。
 - 然后在5月5日,我开始预售Email Based Businesses课程。

开始逐周规划一年中的其余时间

规划你何时有内容周(包括预售周)来为发布周做准备。

你希望每月至少有一个专门的发布周。

如果你只有一个产品,可能是你的挑战产品,计划每月开放一次作为开始。

注意:我接下来要给出的建议有点回顾性质。

当我最初开始CopyHour时,我的发布是每月一次,但后来我很快转向季度发布(1月、4月、7月和10月发布)。原因是CopyHour直到2017年才成为我的主要收入来源。

当我全职投入时,我有其他产品可以销售,所以季度发布是可以的,收入缺口也没那么痛苦。

如果你有很多产品可以轮换,你可以每月有2个发布周。然后是2个内容周。

你也可以尝试基于内容的销售方法,我将在下面概述。

让我重复一下昨天作业中的这个流程

示例 #1:产品阵容中有1款产品

第1个月:

- 第1周:产品A的发布周
- 第2-4周:内容周

第2个月:

- 第1周:产品A的发布周
- 第2-4周:内容周

第3个月:

- 第1周:产品A的发布周

- 第2-4周:内容周

如果你这样规划,我可以保证会发生一些"神奇"的事情。你会看着你的日历,感受到一些健康的、积极的压力。

你会对自己说:"好的,我最迟需要在第6个月之前创建一些新东西。"

你会想要在你的产品阵容中添加第二款产品。

第二款产品可以简单到另一个不同的挑战,如果你仍然不确定你的受众、问题选择或你构建的解决方案。

它也可以是我想推广的联盟产品。

示例 #2:3款产品阵容

第1个月:

- 第1周:产品A的发布周
- 第2-4周:内容周

第2个月:

- 第1周:产品B的发布周
- 第2-4周:内容周

第3个月:

- 第1周:产品C的发布周
- 第2-4周:内容周

第4个月:

- 第1周:再次发布产品A(新受众+现有客户的复习)

这个阵容也会激励你——一次又一次地发布相同的产品而不稍作改变会让人有动力。

我创建你现在正在阅读的这个产品(EBB)基本上就是出于同样的原因。

你在某个时候需要新鲜感。

你通过3种方式制造新鲜感:

- 你创建新产品或销售新的联盟产品
- 你更新现有产品
- 你编写或更新现有的销售页面

(我们将在本课程中讨论所有这些内容)

示例 #3:6款产品阵容

第1个月:

- 第1周:大产品A的发布周
- 第2周:纯内容周
- 第3周:用内容和P.S.软销售来发布小产品B
- 第4周:纯内容周

第2个月:

- 第1周:大产品C的发布周
- 第2周:纯内容周
- 第3周:用内容和P.S.软销售来发布小产品D
- 第4周:纯内容周

第3个月:

- 第1周:大产品E的发布周
- 第2周:纯内容周
- 第3周:用内容和P.S.软销售来发布小产品F
- 第4周:纯内容周

第4个月:

- 第1周:再次发布大产品A

我所说的内容和P.S.软销售是什么意思

为了避免发布倦怠,我喜欢每月真正只有一个*纯*发布周。

我的发布周是有教育性的,但我会包含更多纯粹的"销售"邮件.....而且我会在发布周发送更多邮件。

- 内容周有5封邮件,没有任何销售。
- 发布周可以有12-16封邮件,穿插大量销售内容。

P.S. 软销售

我喜欢纯内容周,但我了解到对我来说.....以及滚动发布模式的所有好处.....作为一个小企业主.....**我仍然不喜欢长时间零收入进账。**

所以,我会使用我的教程序列,它们是纯内容,然后挑选一个相关的产品来销售,在P.S.中销售它。

这里有一个例子:

[邮件内容结束]

从明天开始,我将一步步向你展示如何撰写(真正)能产生销售的故事。如果你一直在努力a)为你的文案想出故事,b)在讲故事时赚钱,那么这个系列应该能为你解决几乎所有问题。明天聊!——Derek P.S. 本周我将主要讲解如何在邮件营销中撰写能销售的故事,因为那是我的强项,也是我最有经验的领域。如果你想更深入地学习讲故事,学习如何撰写能销售并帮助你在X、LinkedIn、Facebook和Instagram等社交媒体上成长的病毒式故事——那么本周我推荐你查看Parker Worth的新课程——*Digital Storytelling Masterclass 1.0*。

[P.S. 继续]

1. 你可以像这样销售联盟产品——就像我对Parker的课程做的那样。
2. 或者你可以销售你自己的"小"产品。

小产品可以是支柱产品、挑战产品或社区产品。我建议不要销售旗舰产品或咨询服务,让这些产品有自己专门的发布周。

我用这种P.S.方法销售高价产品没有取得很大成功。

重要:这些周的重点不是大力销售产品。重点应该放在邮件的内容上。在P.S.中进行软推销之前,你应该有很好的内容。

我在滚动发布模式中唯一会做的细分

我对邮件列表做的唯一"细分",是在发布客户已经购买的产品时,不给这些客户发送邮件。

如果你只有1款挑战产品,这一点尤其重要。如果你一次又一次地向购买了你挑战的人发送相同的发布序列,你会失去他们。

所以做以下3件事之一是有意义的:

1. 当你重新发布买家已经购买的产品时,不要给他们发邮件。就让他们休息一周。
2. 排列不同的内容发送给这些买家。

3. 尝试一个只有买家能看到的内容和P.S.软销售周。

在某些行业,你可以完全不做细分,让你的买家再次看到发布。但这只适用于人们可能想研究你的营销的行业。

明年会发生什么?

使用滚动发布模式度过一年后,选项是无限的。

- 你可以重复使用你的内容周——有时根本不编辑它们(如果它们很好,人们要么不记得你发送给他们内容,要么不介意再次收到——因为这是一个很好的复习)。
- 你可以在发布周换入新产品
- 你可以编辑使用P.S.软销售方法推广的产品。
- 你可以在日历中增加更多发布周。

行动项目



你今天的任务很简单但很重要:

1. **打开Google日历**
2. **本周留出2小时**来规划你的滚动发布日历
3. **从当前月份开始**,逐周规划未来12个月
4. **标记你的发布周**(每月至少1次)和你的内容周
5. **如果你只有1款产品**:计划每月发布,并记录你可能需要创建第二款产品的时间
6. **如果你有多款产品**:规划你的季度周期

不要想太多。目标是对你的整年有一个全景视图,这样你就能看到节奏,并计划你将构建什么产品以及何时构建。

让我警告你:这样的规划,即使你从零开始,也会创造喜悦和兴奋。

"规划"给你一种真实的具体感。

这是真实的。

这就是真正的企业所做的!

——Derek

[EBB] #29 - How to setup a Rolling Launch calendar

Hey Jacky!

Today I'm going to show you how to schedule an entire year worth of content in just a couple hours.

This is a bit of an advanced lesson - in that it will apply most easily for those that have a business up and running with a couple products to promote.

However, you can still use this if you only have 1 product (like if you have just a challenge product for example) to promote at the moment.

This will give you a somewhat clear plan of - *"I need to create a new product or re-launch my first product on XYZ date."*

The Rolling Launch Model

In the Rolling Launch Model you are going to open up your products for sale for 7 days, and then close them down until you launch again.

We're making use of one of the most powerful persuasion tools that exists: *scarcity*.

In this model you want to have at least 1 launch per month - meaning there's at least one 7 day window where your course is for sale.

Don't panic about this "only 7 days a month" to generate revenue setup. This doesn't mean that you can't have other products that are for sale all the time on

your website, if you want them to be. Plus, I'm going to talk about how to sell stuff in the other 3 weeks of the month to fill in the gaps in revenue.

As you can see, there are 2 types of week-long series of emails that I use with the Rolling Launch Model:

1. I have launch weeks (where I sell my products or affiliate products)
2. I have content only weeks (which includes pre-sell weeks where I'm building towards a launch week).

Let's dive into a calendar and schedule out an entire year.

Set Up Your Rolling Launch Model Calendar

Open up Google Calendar (don't use anything "fancy" like Notion calendars, etc.).

Start in the current month and on a Monday and think in weekly blocks.

I like to email Monday thru Friday for content weeks and Monday - Sunday (with multiple emails each day) for launch weeks.

Here's what my calendar looked like in April 2025.



-
- March 31st through April 4th was a pre-sell week (aka content week) for my flagship course, CopyHour.
 - Then the next week on April 7th I had a launch week for CopyHour.
 - Then, the next 3 weeks were content weeks (Again, I just emails Monday through Friday).
 - Then on May 5th, I started pre-selling the Email Based Businesses course.

Start Going Through The Rest Of Year, Week By Week

Plan out when you'll have content weeks (including a pre-sell week) leading up to a launch week.

You want to have one dedicated launch week per month, minimum.

If you have just one product, potentially your challenge product, plan to open it up once per month to start.

Note: The following advice I'll give is a bit retrospective.

When I first started CopyHour my launches were monthly but then I quickly moved to quarterly (January, April, July, and October launches). The reason was CopyHour was not my main source of income until 2017.

When I went full time on it, I had other products to sell, so quarterly launches were okay and the revenue gaps weren't as painful.

If you have a lot of products to cycle through you can have 2 launch weeks per month. Followed by 2 content weeks.

You can also try a content-based sales approach that I'll outline down below.

Let Me Repeat This Flow From Yesterday's Assignment

Example #1: 1 product in your lineup

Month 1:

- Week 1: Launch week for Product A
- Weeks 2-4: Content weeks

Month 2:

- Week 1: Launch week for Product A
- Weeks 2-4: Content weeks

Month 3:

- Week 1: Launch week for Product A
- Weeks 2-4: Content weeks

If you schedule this out, I can guarantee something “amazing” will happen. You’ll look at your calendar and get some healthy, positive pressure.

You’ll say to yourself, *“Okay, I’m going to need to create something new by Month 6, at the latest for sure.”*

You’ll want to add a second product to your lineup.

That second product can be as simple as another, different challenge if you’re still not “sold” on your audience or problem selection or the solution you’ve built.

It could also be an affiliate product you want to promote.

Example #2: 3 product lineup

Month 1:

- Week 1: Launch week for Product A
- Weeks 2-4: Content weeks

Month 2:

- Week 1: Launch week for Product B
- Weeks 2-4: Content weeks

Month 3:

- Week 1: Launch week for Product C
- Weeks 2-4: Content weeks

Month 4:

- Week 1: Launch week for Product A again (new audience + refresher for existing)

This lineup too will light a fire for you - cycling through the same products launch after launch without changing them up a little bit will be motivating.

I created this product you're reading right now (EBB) for basically that same reason.

You need new-ness at some point.

You manufacture new-ness in 3 ways:

- You create new products or sell new affiliate products
- You update existing products
- You write or update existing sales pages

(We'll discuss all these things in this course)

Example 3: 6 product lineup

Month 1:

- Week 1: Launch week for Big Product A
- Week 2: Pure content week
- Week 3: Launch Smaller Product B with content and a P.S. soft-sell
- Week 4: Pure content week

Month 2:

- Week 1: Launch week for Big Product C
- Week 2: Pure content week
- Week 3: Launch Smaller Product D with content and a P.S. soft-sell
- Week 4: Pure content week

Month 3:

- Week 1: Launch week for Big Product E
- Week 2: Pure content week
- Week 3: Launch Smaller Product F with content and a P.S. soft-sell

- Week 4: Pure content week

Month 4:

- Week 1: Launch week for Big Product A again

What I Mean By Content and a P.S. soft-sell

In order to avoid launch burn out, I like to really only have one *pure* launch week per month.

My launch weeks are educational BUT I include A LOT more purely “sales” emails... and I’ll email A LOT more during launch weeks.

- Content weeks have 5 emails without any selling.
- Launch weeks can have 12-16 emails with lots of selling interweaved.

P.S. Soft-Sells

I love the content only weeks, but I’ve learned that for me... and for all the benefits of the Rolling Launch Model... as a small business owner... **I still don’t like having long periods of ZERO revenue coming in the door.**

So, I’ll take my tutorial sequences which are pure content, and pick a related product I could sell, and sell it in the P.S.

Here's an example:

[END OF CONTENT IN AN EMAIL]

Starting tomorrow, I'm going to show you step-by-step how to write stories that (actually) make sales. If you've been struggling to a) come up with stories for your copy and b) make money when you tell stories then this series should clear almost everything up for you. Talk to you tomorrow!– Derek
P.S. This week I'll primarily be covering how to write stories that sell in email marketing because that's my strength and what I have the most experience with. If you'd like to go deeper on storytelling and learn how to write viral stories that sell and help you grow on social media like X, LinkedIn, Facebook & Instagram - then this week I'm recommending you check out Parker Worth's new course - Digital Storytelling Masterclass 1.0.

[P.S. CONTINUES]

1. You can sell an affiliate product like this - like how I did with Parker's course.
2. Or you can sell a "smaller" product of yours.

A smaller product would be a pillar product, challenge product, or community product. I'd recommend against selling a flagship or consulting and make those their own dedicated launch weeks.

I haven't had great success selling higher priced products with this P.S. method.

IMPORTANT: The focus of these weeks is NOT on hard selling the product. The focus should be on the content of the emails. You should have great content before soft pitching in the P.S.

The Only Segmenting I'll Do In The Rolling Launch Model

The only "segmenting" I do with my list, is leaving customers off the launch of a product they've already purchased.

This will be especially important if you only have 1 challenge product. If you send people who bought your challenge, the same launch sequence again and again, you're going to lose them.

So it makes sense to do one of 3 things:

1. Don't email your Buyers when you're re-launching a product they already bought. Just give them the week off.
2. Queue up different content to send to those Buyers.
3. Try a content and P.S. soft-sell week that only your Buyers see.

In certain industries, you can just not segment at all and let your Buyers see the launch again. But this only works in industries where people might want to study your marketing.

What Happens The Next Year?

The options are unlimited after you make it through one year using a Rolling Launch model.

- You can reuse your content weeks - sometimes not editing them at all (if they're good, people either won't remember what you sent them *or* care that they're getting it again - because it's a nice refresher).
- You can swap in new products on launch weeks
- You can edit the product you promote using the P.S. soft-sell method.
- You can add more launch weeks to the calendar.

ACTION ITEM



Your assignment today is simple but important:

1. **Open Google Calendar**
2. **Block out 2 hours this week** to plan your Rolling Launch calendar
3. **Start with the current month** and plan week by week for the next 12 months
4. **Mark your launch weeks** (at least 1 per month) and your content weeks
5. **If you only have 1 product:** Plan monthly launches and note when you'll likely need to create your second product
6. **If you have multiple products:** Plan your quarterly cycles

Don't overthink this. The goal is to get a bird's eye view of your entire year so you can see the rhythm and plan what products you'll build and when.

Let me warn you: planning like this, even if you're starting from scratch, will create joy and excitement.

"Planning" gives you a real sense of concreteness.

This is real.

This is what real businesses do!

— Derek
