

[EBB] #28 - 滚动发布模型

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嘿 Jacky!

大多数个人创业者认为他们需要以下三件事之一:

选项1:只在需要销售时偶尔发送邮件。他们并不认为每周发送5次是他们想要或需要做的事情。

选项2:在每封发送的邮件中都销售某些东西(主要在邮件底部 - 主要是通过将邮件课程内容与他们销售的产品建立某种联系)。

选项3:每年只进行1或2次大型发布 = 收入忽高忽低(尽管大多数人不喜欢这个选项,而倾向于选项2)。

我发现这些方法对于一人企业来说并不太奏效。

原因如下:

"每封邮件都销售"的人会发现他们实际上并没有真正卖出多少。

在每封邮件中销售 - 在邮件底部 - 并不容易。

在每封邮件中销售通常意味着没有稀缺性可以依靠,而稀缺性使销售比几乎任何东西都更容易。

稀缺性是我们对事物赋予价值的核心心理原因。

(看看房地产就知道了。供应越少(需求充足),价格就越高。)

我希望我的生活和事业都很轻松。

利用稀缺性让我"销售"东西的生活更轻松。

进行**"大型发布"**意味着在发布之间会有数月没有收入。

而且发布本身会压力巨大。

此外,你通常需要一个更大的团队才能有效地完成大型发布。

所以它并不真正符合我们一人EBB的要求。

有一种更好、更有利可图、更轻松的方式来运营你的列表、进行发布并产生足够的收入来实现每月目标。

我称之为**滚动发布模型**。

滚动发布模型

首先,你的业务中只有**2种类型的周**:

1. **内容周(每月1-3周)**:这些周你编写纯价值的邮件 - 教程或带有课程的故事 - 你不做真正的硬销售。**预发布周(1周)**:这是你设置产品的一周。实际上这只是另一个内容周,因为我建议你教授能够提供真正价值的课程,这将使你的产品在发布周更好地销售。
2. **发布周(1周)**:这是你用真正的稀缺性(购物车关闭)发布你的一个产品的时候。我建议7天的发布期。周一开放,周日关闭。

然后你用下一个产品重复这个周期。你每季度重复一次,这意味着你实际上**总共只需要3个产品**。

不过正如我提到的,你需要每年至少添加2个新的/不同的产品,以保持业务的动力,并给买家提供新的产品购买。

实际上拥有更多可以更快循环的产品会更好,但先试着达到3个。

我们很快会深入讨论这些产品会是什么样子。

为什么滚动发布模型优于所有其他模型

连续发布模型=滚动发布

连续发布模型 vs 常青产品,或"每封信都销售":

- 有真正的稀缺性(购物车真的会关闭)可以依靠
- 在每封信底部销售只有在你不断获得大量新订阅者时才真正有效

连续发布模型 vs "仅大型发布":

- 对你的压力更小
- 你不需要团队
- 每次发布的压力更小(今年你还有3次机会)
- 相对可预测的季度收入

"无压力稀缺性"的心理学

大多数人认为稀缺性意味着用倒计时器制造虚假紧迫感,用并非真正有限的"限时优惠",以及让一切都感觉"令人厌恶"的持续压力策略。

那是**有**压力的稀缺性 - 它会让你和你的受众都筋疲力尽。

真正的稀缺性心理学的运作方式不同。

它基于一个简单的人性真理:**人们在必须做决定时才会做,而不是在想做时。**

关键是在一个可预测的框架内创造真实的截止日期,建立信任而不是破坏它。

心理学实际上是这样运作的:

当你的受众知道你遵循一致的模式 - 内容周之后是发布周 - 他们在内容阶段会放松下来。

他们不会一直想"这个人是不是要向我推销什么?"相反,他们可以专注于从你的邮件中学习。

这创造了所谓的"认知轻松"。你的受众不会用心理能量来防御销售推销,所以他们更容易吸收你的内容。他们开始信任你的模式。

然后,当发布周到来时,有趣的事情发生了。因为他们已经获得了数周的纯价值,他们实际上**渴望**看到你提供什么。稀缺性感觉真实,因为购物车真的会关闭,截止日期感觉公平,因为他们知道它会到来。

这与传统的"始终成交"策略相反,后者每封邮件都可能包含推销。

那种方法会产生"认知负荷" - 你的受众总是保持警惕,总是想知道下一次销售尝试何时到来。

滚动发布模型完全消除了这种紧张。

你的受众确切地知道你何时会销售(发布周)以及何时不会(内容周)。

这种可预测性矛盾地使他们在你开放购物车时更有可能购买。

滚动发布模型概述

我们将在下一课中深入了解滚动发布模型的日历系统,但我想给你一个高层次的视图,看看它可能是什么样子。

示例1:3个产品阵容

第1个月:

发布产品A,然后3周的内容。

第2个月:

发布产品B,然后3周的内容。

第3个月:

发布产品C,然后3周的内容。

第4个月:

再次发布产品A(新受众 + 现有受众的复习)。

示例2:6个产品阵容

第1个月:

发布大产品A,然后1周的纯内容。以基于内容的方法发布较小的产品B,然后1周的纯内容。

第2个月:

发布产品C,然后1周的纯内容。以基于内容的方法发布较小的产品D,然后1周的纯内容。

第3个月:

发布产品E,然后1周的内容。以基于内容的方法发布较小的产品F,然后1周的内容。

第4个月:

再次发布大产品A(新受众 + 现有受众的复习)

我们将在后续课程中讨论我所说的"以基于内容的方法"是什么意思。

行动项目



今天没有行动项目。

我只是希望你思考一下你目前产生产品销售的模式。

你是陷入“我在每封邮件中销售,但我发送的每封邮件实际上并没有赚到多少钱”模式,还是在使用可能让你压力巨大的大型发布方法?

你可以试试这个滚动发布模型。

我发现它非常自由和有帮助(而且比其他模型更有利可图)。

明天我将向你展示运行这个滚动发布模型和我整个电子邮件营销策略的确切日历系统。

— Derek



vava 备注:

1. **发布周:**密集销售,创造收入高峰
2. **内容周:**培养关系,教育受众,为下次发布积累势能
3. **重复循环:**每月至少一次发布,形成可预测的节奏

[EBB] #28 - The Rolling Launch Model

Hey Jacky!

Most solopreneurs think they need to do one of three things:

Option 1: Just email sporadically and only when they need to sell something. They don't really consider 5x a week to be something they want or need to do.

Option 2: Always sell something in every email they send (mostly at the bottom of an email - mostly with some sort of connection they've made from the content of the email lesson to the product they're selling).

Option 3: Only sell in 1 or 2 big launches per year = feast or famine income (though most people don't like this option and gravitate toward option 2).

I've found that these approaches don't quite work for one-person businesses.

Here's why:

The **“sell in every email”** crowd will find that they just don't really sell all that much.

Selling in every email - at the bottom of the email - is NOT easy.

Selling in every email normally means no scarcity to lean on, and scarcity makes selling easier than just about anything.

Scarcity is a core psychological reason we place value on things.

(Look no further than real estate. The less supply (with adequate demand), the higher the price.)

I want my life and business to be easy.

Utilizing scarcity makes my life "selling" stuff, easier.

Doing **“BIG launches”** will mean months of no income between launches.

And the launches themselves will be stressful as hell.

Plus, you typically need a bigger team to pull off big launches effectively.

So it doesn't really fit our one-person EBB requirement.

There's a better, more profitable and easier way to run your list, do launches and generate enough revenue to reach your goals each month.

I call it the **Rolling Launch Model**.

The Rolling Launch Model

First, there are only **2 types of weeks** in your business:

1. **Content weeks (1-3 weeks per month):** These are weeks where you write emails with pure value - tutorials or stories with lessons - and you do no real hard selling. **Pre-launch weeks (1 week):** This is a week where you're setting up your product. It's actually just another content week, because I recommend you teach lessons that deliver real value that will make your product sell better during the launch week.
2. **Launch weeks (1 week):** This is when you launch ONE of your products with real scarcity (cart closes). I recommend a 7 day launch period. Open on a Monday, close on Sunday.

Then you repeat this cycle with your next product. And you repeat this quarterly, which means you really only **need 3 products total**.

As I've mentioned though, you need to add at least 2 new/different products each year to keep momentum in your business and give Buyers something new to purchase from you.

It's actually better to have more products that you can cycle through faster, but start by trying to get to 3.

We'll talk about what these products will look like, in-depth, soon.

Why The Rolling Launch Model Beats Every Other Model

Rolling Launches versus evergreen, or "selling in every email":

- There's genuine scarcity (cart actually closes) to lean on
- Selling at the bottom of each email only really works if you're getting a ton of new subscribers onto your list, constantly

Rolling launches versus "Big Launches only":

- Less pressure on you
- You don't need a team
- Less pressure per launch (you have 3 more chances this year)
- Somewhat predictable quarterly income

The Psychology of "Scarcity Without Stress"

Most people think scarcity means creating fake urgency with countdown timers, "limited time offers" that aren't really limited, and constant pressure tactics that make everything just feel "gross".

That's scarcity **with** stress - and it burns out both you and your audience.

Real scarcity psychology works differently.

It's based on a simple human truth: **people make decisions when they have to, not when they want to.**

The key is creating genuine deadlines within a predictable framework that builds trust instead of destroying it.

Here's how the psychology actually works:

When your audience knows you follow a consistent pattern - content weeks followed by launch weeks - they relax during the content phase.

They're not constantly wondering "Is this person about to pitch me something?" Instead, they can focus on learning from your emails.

This creates what's called "cognitive ease." Your audience isn't using mental energy to defend against sales pitches, so they're more open to absorbing your content. They start to trust your pattern.

Then, when launch week arrives, something interesting happens. Because they've been getting pure value for weeks, they're actually **eager** to see what you're offering. The scarcity feels genuine because the cart really does close, and the deadline feels fair because they knew it was coming.

This is the opposite of traditional "always-be-closing" tactics where every email might contain a pitch.

That approach creates "cognitive load" - your audience is always on guard, always wondering when the next sales attempt is coming.

The Rolling Launch Model removes that tension entirely.

Your audience knows exactly when you'll sell (launch weeks) and when you won't (content weeks).

This predictability paradoxically makes them more likely to buy when you do open the cart.

The Rolling Launch Model Overview

We're going to go into the calendar system for the Rolling Launch Model in the next lesson, but I want to give you this high-level view of what it could like.

Example 1: 3 product lineup

Month 1:

Launch Product A, then 3 weeks of content.

Month 2:

Launch Product B, then 3 weeks of content.

Month 3:

Launch Product C, then 3 weeks of content.

Month 4:

Launch Product A again (new audience + refresher for existing).

Example 2: 6 product lineup

Month 1:

Launch Big Product A, then 1 week of pure content. Launch Smaller Product B with a content-based approach, then 1 week of pure content.

Month 2:

Launch Product C, then 1 week of pure content. Launch Smaller Product D with a content-based approach, then 1 week of pure content.

Month 3:

Launch Product E, then 1 week of content. Launch Smaller Product F with a content-based approach, then 1 week of content.

Month 4:

Launch Big Product A again (new audience + refresher for existing)

We'll go over what I mean by "with a content-based approach" in the subsequent lessons.

ACTION ITEM



There's no action item for today.

I just want you to think about your current model for generating product sales.

Are you stuck in *"I sell in every email but I really don't make all that much with every email I send"* mode or are you using the big launch method that's probably stressing you the hell out?

You might try this Rolling Launch Model.

I've found it to be extremely freeing and helpful (and even more profitable than other models, too).

Tomorrow I'll show you the exact calendar system that runs this Rolling Launch Model and my entire email marketing strategy.

— Derek
