

[EBB] #31 - 10万美元以上的发布周

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昨天你学习了运营业务的5种邮件周类型。

现在你已经完整了解了滚动发布模型的运作方式。

今天我想深入探讨类型1:销售我的产品的发布周。

具体来说,我将详细分解我用于CopyHour的"重新发布"序列,该序列在7天内创造了超过14万美元的收入。

注意:"重新发布"与发布是一样的——我只是强调,当滚动发布模型运转起来时,你的发布可以非常大。我连续两次发布CopyHour(同一年的1月和4月),创造了超过10万美元的收入.....而这是在我每季度发布CopyHour持续12年之后!

发布周序列的真实案例

我创建了一个Google文档,其中包含我CopyHour发布的完整邮件序列——每一封邮件,逐字逐句。

[CopyHour发布周序列详解](#)

这是一个为期7天的发布序列,适用于具有经过验证的结果和客户推荐的成熟产品。

发布周的两种重要情况

情况一:当你是全新的,从零开始发布产品时。

你将在没有客户推荐或社会证明的情况下发布。你的邮件需要更多教学和培训来建立信任并展示价值。

如果这是你的情况,我必须推荐你加入[邮件交付课程](#)。我有一个为期一周的预发布和一周的发布序列文档,将向你展示如何从零开始发布邮件交付课程。你将学习如何在没有依赖产品数据/反馈和/或学生推荐的情况下进行发布。

情况二:当你发布一个具有既定成果的成熟产品时。

你可以大量依赖社会证明和成功案例——这正是你将在CopyHour序列中看到的。

CopyHour发布周详解

以下是高层次结构:

- **周一:** Dan Ferrari的故事(购物车开放,自由职业者成功)
- **周二:** Sarah Mueller的故事(创业者成功)
- **周三:** Jon MacLennan的故事(利基业务成功)
- **周四:** Ning Li的故事(非写作者成功)
- **周五:** Austin Lee的故事(克服完美主义)
- **周六1:** "反对CopyHour的理由"(诚实/"不利的承认")
- **周六2:** Ian Stanley的故事(生活方式/自由)
- **周日1:** 异议处理(AI担忧)
- **周日2:** 最后的紧迫性与社会证明
- **周日3:** 2小时警告

行动项目

研究上面Google文档中的完整发布序列。

不要试图逐字复制,但要注意:

1. **每封邮件传达的好处**——每封邮件在序列中扮演的角色
2. **针对不同类型独立创业者的故事**
3. **稀缺性和紧迫性的实际应用**
4. **价值与销售**——每封邮件在销售的同时提供价值
5. **如何处理异议**贯穿整个序列

然后使用这个结构作为指南,为你的一个产品概述你自己的7天发布序列。

— Derek

[EBB] #31 - \$100k+ Launch Weeks

Yesterday you learned about the 5 types of email weeks that run your business.

And now you have a complete picture of how the Rolling Launch Model works.

Today I want to dive deep into *Type 1: Launch Week Selling My Product*.

Specifically, I'm going to break down the exact "relaunch" sequence I used for CopyHour that generated over \$140k in 7 days.

NOTE: A "relaunch" is the same as a launch - I'm just stressing that when things get going in the Rolling Launch model, your launches can be BIG. I did back-to-back launches of CopyHour (In January and then in April of the same year) that generated over \$100k... and this was after launching CopyHour every quarter for 12 years!

Real Example of a Launch Week Sequence

I've created a Google Doc with the complete email sequence from my CopyHour launch - every single email, word-for-word.

CopyHour Launch Week Sequence Breakdown

This is a 7-day launch sequence for an established product with proven results and testimonials.

Two Important Situations for Launch Weeks

Situation One: When you're brand new and launching a product from scratch.

You'll be launching without testimonials or social proof. Your emails need more teaching and training to build trust and demonstrate value.

If this is you, I have to recommend you join Email Delivered Courses. I have a One Week Pre-Launch and One Week Launch sequence document that will show you how to launch an Email Delivered Course, specifically, from scratch. You'll learn how to launch without the benefit of leaning on data/feedback about your product and/or testimonials from students.

Situation Two: When you're launching an established product with established results.

You can lean heavily on social proof and success stories - which is exactly what you'll see in the CopyHour sequence.

The CopyHour Launch Week Breakdown

Here's the high-level structure:

- **Monday:** Dan Ferrari story (cart open, freelancer success)
- **Tuesday:** Sarah Mueller story (entrepreneur success)
- **Wednesday:** Jon MacLennan story (niche business success)
- **Thursday:** Ning Li story (non-writer success)
- **Friday:** Austin Lee story (overcoming perfectionism)
- **Saturday 1:** "Case against CopyHour" (honesty/"damaging admission")
- **Saturday 2:** Ian Stanley story (lifestyle/freedom)
- **Sunday 1:** Objection handling (AI fears)
- **Sunday 2:** Final urgency with social proof
- **Sunday 3:** 2-hour warning

ACTION ITEM

Study the complete launch sequence in the Google Doc above.

Don't try to copy it word-for-word, but notice:

1. **The benefits each email speaks to** - what job each email plays in the sequence
2. **The stories hitting on different types of solopreneurs**
3. **Scarcity and urgency in action**
4. **Value and sales** - every email provides value while selling
5. **How objections are handled** throughout the sequence

Then outline your own 7-day launch sequence for one of your products using this structure as a guide.

— Derek

CopyHour 发布周序列详解

概述:滚动发布心理学

这是我为旗舰课程 CopyHour 验证有效的 7 天以上发布序列。该序列在最近一次发布中创造了超过 14 万美元的收入,展示了如何为具有经过验证的成果和客户推荐的成熟旗舰产品进行发布周。

关键原则:

- 每封邮件在销售的同时提供价值
- 来自不同受众群体的故事(自由职业者、创业者、特定细分领域)
- 真实的稀缺性(购物车确实会关闭)
- 通过诚实和透明建立信任
- 解决常见异议

CopyHour Launch Week Sequence Breakdown

Overview: The Rolling Launch Psychology

This is my proven 7+ day launch sequence for my flagship course CopyHour. This sequence generated over \$140k in revenue in a more recent launch and demonstrates how to run a launch week for an established flagship product with proven results and testimonials.

Key principles:

- Each email provides value while selling
- Stories from different audience segments (freelancers, entrepreneurs, specific niches)
- Genuine scarcity (cart actually closes)
- Builds trust through honesty and transparency
- Addresses common objections