

LESSON

Pre-selling and the Smart Start Method

Let's revisit the Smart Start method in light of the new information, ideas, and tools you have access to now.



Using the Smart Start method to launch a new offer protects your time and energy

It allows you to test your offer in advance and make sure that there's enough interest in it before you create it.

To use the Smart Start method, you'll go through these steps:

- Research your market
- Name your offer
- Create a framework for how you'll deliver transformation — remember to simplify your BIG idea
- Decide on your pricing
- Create your marketing and sales materials
- Run a simple promotion
- Analyze your results and decide how to proceed



Promote the Smart Start version of your offer to your *existing* audience.

It's important to put this offer in front of a group of people who already know, like, and trust you.

Why? Because you're going to be asking them to pay you *before* you have testimonials or results to share. You're asking them to pay you now and to trust you to deliver on your promises.

Does that sound far-fetched?

Getting involved on the ground floor of a new offer can be an exciting prospect for your existing audience members.

You can make this feel desirable by using aspirational names for the people who invest in your offer in the early days. Call them:

- Charter members
- Pilot program buyers
- Founders

Let them know that you'll create this offer to meet *their* needs, to help with *their* challenges, and you'll make sure *their* questions get answers.

Set your goals in advance

Before you begin your promotion, you'll set some sales goals. You'll answer the question below. I recommend you start thinking about your answer now:

How many sales would you need to make to feel like it's worth it to develop your offer — what's the minimum number?

Pre-sell your offer

What can you do to make your promotion a “pre-sale?”

All it takes is to add an explanation that this is a pre-sale.

Make sure you are 100% transparent and clear about *how* and *when* your offer will be delivered after they purchase.

EXAMPLES:

“This is a pre-sale promotion. You’ll get access to the welcome material on [DATE]. The rest of the [COURSE, PROGRAM, PRODUCT] will be delivered on [DATE].”

“This is a one-time opportunity to join the Pilot Program for [OFFER NAME]. As Pilot Program buyers, you’ll get [OFFER] at an introductory price that will never be available again.”

Here’s what that might look like:

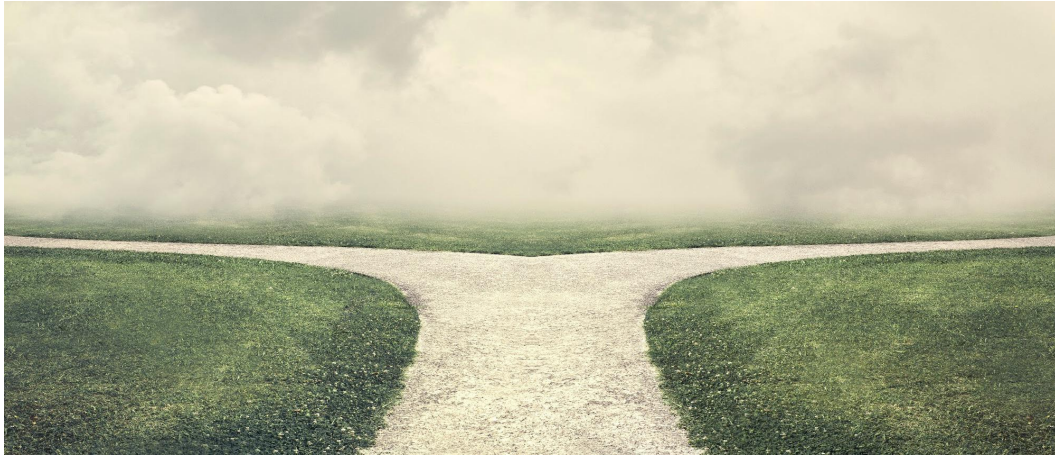
Join the Pilot Program!

OFFER NAME

The Welcome Module will be available on [DATE]
Lesson 1 will be available on [DATE]
New lessons will be delivered every week for X weeks

To proceed ... or not?

Once you've done your “proof promotion,” you come to a fork in the road and you must decide.



Will you move forward and develop the offer? Or do the results tell you that this offer is not worth developing?

Either outcome is 100% fine! And we're here to support you whether you go on to optimize the offer you tested or you do a “Smart Restart” and develop a new offer idea.