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MODULE 1: Define Your Audience

Ask yourself: *Why is my product the best thing in the world for my audience?*

Three Steps

1. Market Research
 2. What's the problem to solve?
 3. Competitor Analysis
-

Market Research

1. Where Can You Learn About Your Audience?

- Email list/social/own contacts?
- Can you send a survey or get them into a quiz online?
- Can you gather data from online?

Russel Brunson has a great [market research checklist](#) that may help.

2. Define Your Market.

- **Who is your audience?**
 - Demographics
 - Location
- **Where do they hang out?**
 - Forums, groups
 - Websites
 - Magazines
 - Local meetup

What Is The Problem You'll Solve?

- What do they struggle with?
 - What's the pain you'll solve?
-

Competitor Analysis

Who else is already providing this solution, or something like it?

- List your competitors
- Decide the comparison criteria to suit your market:
 - Price
 - Target Market
 - Features
 - USP/Value proposition
 - What you get
 - Social media
 - Influencers
 - Where they sell/market
 - Content
 - Advertising
 - Community
 - Events
 - No users
 - etc.
- You may need to invest and buy other people's products, books, music or memberships to find the data you need. That's a business investment.
- Draw up a spreadsheet/table to list and compare the criteria. (*See example on page 5*).

Example of Competitor Analysis Spreadsheet:

	Market	Biggest Audience	USP	R&D	Social conscious Sponsorship	Influencers	Social media strategy
Pepsi	Worldwide				NFL, NHL, NBA, Pakistan cricket team, etc.	Kendall Jenner, Beyoncé	
Dr Pepper	Worldwide (US)		Unique taste				
Red Bull	Worldwide	Sports, bar culture	Energy booster		Sporting events, & brand building events (Red Bull Air Race)	Felix Baumgartner, Red Bull F1 team, etc.	FB pages - music, adventure, and bikes. TW - image based. Inst - action-filled
Gatorade	Worldwide	Sports, athletes	Various formulae for different sporting activities	Gatorade Sports Science Institute	Ext. health and fitness research, American College of Sports Medicine. Sponsors AFL, NFL, MLB, NBA, etc.		
Mountain Dew	Worldwide (US)	Outdoor, fun-loving, youngsters	Healthy living				
Lipton	Available in 110 countries	Tea drinking nations, e.g., UK, India, Africa	Healthy living		Rainforest Alliance		
Tropicana			Boost immune system		Cool Earth, Rescue Rainforest		
Brand #8							
Brand #9							

Source: <https://www.talkwalker.com/blog/conduct-competitor-analysis>

“Minimum Viable Audience” Concept

"I think what's really important about this story, is that we started with an audience. When it comes to software creation, a lot of people talk about a minimum viable product. I really think that before you have a minimum viable product you need to have a minimum viable audience." Clay Collins

Learn how Clay Collins built Leadpages [here](#).

Idea Extraction

[The Foundation](#) developed this “idea extraction” concept for SaaS (software as a service) companies. Look at the [5 questions](#) they ask to narrow down ideas and get to the foundations of a viable product.

For my own idea extraction examples in Music Education, see course materials for [Module 1](#).

References

- For ideas on naming your course, check out [this article](#).
- We talked about using a “blue ocean strategy” in this module. You can get the “Blue Ocean Strategy” book [here](#).

MODULE 2: Choose Your Idea

Hear [BONUS interviews](#) with 8 music business entrepreneurs about how they built their businesses in memberships, apps, physical products, licensing, self-publishing and more!

9-Step Idea Checklist

#1 - 5: Applicable to ALL business ideas. 1. Enjoyable daily task? 2. Passionate interest? 3. Low overheads/barriers? 4. Tap into a pain? 5. Content marketability?	#6 - 9: Relevant if you plan to expand/scale a business you might be able to sell. 6. Scalable business model? 7. An asset you can sell? 8. Large market potential? 9. Operate profitably without a founder?
---	---

Idea Validation/Summary Checklist

This checklist comes from a combination of people including Thomas Grayston of NoteRush:

1. Does it already exist?
2. Does it have product-market fit?
3. Is the fit strong enough that they'll pay for it?
4. Is there a market-marketing fit?
5. How will you make money?
6. Is it technically feasible?
7. Is it defensible?

What If I Change My Mind?

It's normal to wonder if your idea will work. Start small and build from there!

Here are some people who build great things and chose to move into other amazing projects from there:

- Piano Bench magazine: Karen eventually sold the magazine to TopMusicPro. The many helpful issues she released were loved by many teachers across the world.
 - Upbeat Piano Teachers: When Sara and Tracy wanted to move on to other projects, they sold their courses to TopMusicPro. You can find the courses [here](#) in our Academy!
 - Sara has since formed “[Savvy Music Studio](#)” which helps instrument teachers all over the world with marketing and business strategies.
-

Resources:

- For some awesome online business ideas, click [here](#).
- Pat Flynn's “[Will It Fly?](#)” is all about idea validation. Check it out on [Amazon here](#). Available on Kindle, hard copy and Audible.
- Looking to create a membership site? [Article here](#). Here are some options:
 - Mighty Networks: Becoming more popular.
 - [Circle.so](#): One of the most popular new SaaS options. Looks great, easy to use. You can also get a templated app for an expensive price!
 - [Simplero](#): Not tested by the team but has a membership/course all-in-one approach.
 - [Thinkific/Teachable](#): Originally just for courses, now, like ClickFunnels, they offer membership sites
 - [Kajabi](#): One of the most popular, but also most expensive.
- Learn more about CVO (customer value optimisation) from Digital Marketer: <https://www.digitalmarketer.com/blog/customer-value-optimization/>

MODULE 3: Branding, Logos and Domains

Finding Great Domains

Finding the right domain name can feel overwhelming. My ultimate name and domain tool is [Lean Domain Search](#).

The screenshot shows the LeanDomainSearch website interface. At the top, there's a blue header with the logo 'LeanDomainSearch' on the left and 'Domain Name Generator' and 'Tour' on the right. Below the header is a search bar containing the word 'music' with a magnifying glass icon. Below the search bar, a message states: 'Found 48 available .com domains containing "Music" in 1.177 seconds.' To the right of the search results, there are filters for 'Sort Results' (Popularity, Length, Alphabetical) and 'Search Term Filter' (All, Starts with search term, Ends with search term). Below these filters is a 'Share Results' section with a 'Copy To Clipboard' button. The main content area displays a grid of 24 domain suggestions in green boxes, arranged in 8 rows and 3 columns. The domains are: MusicRun, MusicEquity, ForwardMusic, ConsultingMusic, RecruitMusic, MusicFrontier, CommunicationMusic, ComplianceMusic, LogisticsMusic, ConciergeMusic, ApplianceMusic, AnalyticsMusic, ProtectionMusic, CorporationMusic, ResidentialMusic, NorthamericanMusic, ReservationMusic, CommunicationsMusic, IntellectMusic, AssociateMusic, MusicTactical, AnalyticMusic, AcumenMusic, WhiteboardMusic, NavigationMusic, OrganizationMusic, and PartnershipMusic. At the bottom right of the grid, there is a 'Follow' button with three dots.

MusicRun	MusicEquity	ForwardMusic
ConsultingMusic	RecruitMusic	MusicFrontier
CommunicationMusic	ComplianceMusic	LogisticsMusic
ConciergeMusic	ApplianceMusic	AnalyticsMusic
ProtectionMusic	CorporationMusic	ResidentialMusic
NorthamericanMusic	ReservationMusic	CommunicationsMusic
IntellectMusic	AssociateMusic	MusicTactical
AnalyticMusic	AcumenMusic	WhiteboardMusic
NavigationMusic	OrganizationMusic	PartnershipMusic

Naming Your Startup

- [9 Tips to naming your startup](#)
- [10 Step guide to naming your startup](#)
- [5 Elements of a successful brand](#)

Design

When hiring a designer, here are the main company options to consider:

- [99designs](#) - Crowd-sourced designers who will “bid” for your job by providing example designs. You can choose who you’d like to work with from that.
- [Fiverr](#). My recommendation. The person who created the MTS logo is [here](#). And the person who created the Piano Pivot Live design is [here](#).
- [Design pickle](#) - Subscription service for many designs for one monthly fee. It’s useful if you need lots of graphics for course modules, a website, social media etc.
- [Upwork](#) - Another option and there are lots of people to choose from. Check out their portfolios.
- [Graphic River](#): Designs start at \$2.

If you prefer to create your logo on your own, here are some options:

- [Looka](#): Use AI to create your logos.
- [Canva](#): Beautiful templates. Read the logo’s [terms of use](#) before using it.

My USP Notes

I’ve iterated my USP, taglines, etc. many times since I started the business, and you’ll likely do the same. Here are some of my notes/brainstorming for TopMusicPro (*formerly the “Inner Circle”*) to get you thinking:

The offer:

A unique community of piano teachers from around the world dedicated to improving pedagogy and sharing ideas.

NOTE: See the benefits I listed on the next page.

Benefits:

Save hours a week finding repertoire. Save \$\$ a month in wasted time trying new apps.

- Inspire your teaching
- Piano teaching community that shares ideas for student motivation and deep learning.
- Build a better studio and inspire your students with the help and ideas of teachers from around the world.
- Build a better studio with combined knowledge of all the world's best teachers.
- Helping teachers network in an isolating profession.

What's unique?

- Tim Topham
- Aussie
- Focus on reality of piano teaching
- Using trial and error
- Encouraging making mistakes
- Teachers don't know all
- Focus on modern music - leave the classical training
- No practice is OK
- Only community of like-minded teachers
- Training/resources
- Breaking the traditional rules

MODULE 4: MVP

MVP: Your Minimum Viable Product

- What exactly are you going to launch?
 - How will it look?
 - How will it be delivered?
 - What will people get?
 - How much will you charge?
 - What's your value proposition?
-

Value Proposition

“A value proposition refers to the **value a company promises to deliver** to customers should they choose to buy their product. ... A value proposition can be presented as a **business or marketing statement** that a company uses **to summarize why a consumer should buy a product or use a service.**” - Wikipedia

“In a nutshell, a value proposition is a clear statement that **explains how** your product **solves customers' problems** or **improves their situation** (relevancy), **delivers specific benefits** (quantified value), tells the ideal customer **why they should buy from you** and not from the competition (unique differentiation)” - ConversionXL

You can read some fantastic examples of value propositions [here](#).

Lean Startup

“The Lean Startup” by Eric Ries made the concept of a lean startup famous and is recommended reading for ALL budding entrepreneurs.

The concept is that the business grows through a cycle of:

- Build
- Validate
- Iterate
- Grow >> back to Build

While I don’t profess to be an expert in this area, we have followed the same process for our membership; straight from its early days as the “Inner Circle” through to now.

Because we followed this process, it came quite naturally.

To see another example, learn how [Slack launched with a lean startup model](#).

Prototype/Design Software

Creating a prototype or basic design does not need to be complicated! Here are links to some great prototyping solutions:

- Pen and Paper!
- Prototype-On-Paper - converts paper drawings to an app mock-up
- [POP by Marvel](#) - apps
- [Wireframe](#) - apps
- [MockFlow](#) - apps, websites

Module 5: Website And Tech Stack

Your bonus [Music Business Tech Stack Pack PDF](#) has a list of all my favourite software and apps to help you save time and money. Please note that some of these links are affiliate links meaning that I'll get a commission if you purchase at no extra cost to you.

Should I build a website?

Short answer - unless this is a passion for you, or you already have knowledge in this area, I'd discourage you from spending a whole lot of time on a custom website when you're getting started.

There are lots of options and ways to build your MVP that don't rely on building your own website from scratch:

- Teachable/Thinkific/etc. for courses
- Shopify for ecommerce (don't use anything else!)
- Kajabi/Mighty Networks/Circle.so for memberships
- SquareSpace, Wix and others for standard templated websites

These are the best ways to get started quickly. For a good comparison of WordPress website versus site builders, check out [this article](#).

Hosting And Themes

You'll need hosting if you set up your own website using WordPress. If you use a templated website platform like Thinkific, Shopify, Wix or SquareSpace, the hosting is done for you.

I use and recommend a hosting plan from [Cloudways](#) (which we use) or [DreamHost](#). This is especially great if you are planning on having a store attached to your website.

Theme recommendations:

- [ThriveThemes](#): What I use for themes and plugins
 - [StudioPress](#)
 - [ThemeForest](#)
 - [Envato Market](#)
 - [LearnDash](#): Great theme for website using Learndash LMS
 - [BuddyBoss](#)
-

SEO

To help you get started and save time, read “[SEO Basics](#)” from AHREFS.

Site Speed

Speed is an important factor that will improve your bounce rate, help mobile networks quickly access your content, and improve search results in Google (and others)! Search Google for “site speed test” to find services that will tell you how fast your site is.

Speed plugins:

1. **[W3 Total Cache](#)**: To reduce overall loading times.
2. **Smush It**: Optimize the images on your site by downloading the WordPress plugin [here](#) or the open-source version [here](#) (*we have not tested the open-source version*).

MODULE 6: Offer and Pricing

Planning Your Offer

Why is this going to be the best thing in the world for my audience? Watch [this video](#) by Russel Brunson (*king of selling/creating offers IMO*). [\\$100m Offers](#), by Alex Hormozi, has had a huge impact on businesses around the world (including mine).

The idea is that while your offer may be fantastic, your best strategy is to increase its perceived value by offering MORE.

His main ideas are:

1. [Written offers](#):
 - a. Books - crowd-sourced
 - b. Blog posts, transcripts - repurposing content
 - c. Compile examples of what you do - great lesson plans, example websites, best backing tracks
 - d. [Public domain](#) - repurpose these by editing and/or summarising in order to add your own spin or look on eBay for nonfiction books, search by year (prior to 1923)
2. Audio offers:
 - a. Read a book aloud if in the public domain
 - b. Interview others - eg. authors of books
 - c. Compile/curate hard-to-find audio/video - eg. podcasts. The best episodes you love. (*Eg. "This one podcast helped me build my first funnel and launch my first course when I made \$40K. And I'm going to give this to you".*)
3. Video offers:
 - a. Screenshots
 - b. iPhone selfies
 - c. Workshop recordings

Create an Offer Stack Slide

Russel Brunson talks about using WIIFN (*what's in it for me*) to create irresistible offers.

When you create an offer, focus on what is in it for the CUSTOMER, not you.

Watch [this video](#) to see the steps to create an offer that comes across as SO much more valuable than what you are asking for.

Watch [this video](#) to get ideas for selling physical or e-commerce products, plus ideas to create bundles.

What are you going to bundle to make your offer *irresistible*?

OFFER Slide

- _____ \$ _____
- _____ \$ _____
- _____ \$ _____
- _____ \$ _____
- _____ \$ _____

Total Value \$ _____

Just \$ _____

Resources

- Learn how to tell better stories in your marketing through the “[3 Act Structure](#)”.
- Learn why price anchoring works and strategies you can use [here](#).
- Get 10 pricing strategies to increase sales [here](#).

MODULE 7: Content Marketing

Watch bonus video walkthroughs of some of the most popular [email marketing software](#) solutions for small businesses!

Sample Content Ideas

- Answer “How to” or “10 tips for” questions
 - Which questions are people searching for on Google?
 - What is your audience asking about?
 - What are your competitors writing about?
 - What are your social followers creating?
 - What are your blog/social comments about?
 - Reviews – products, other blogs, platforms, apps
 - Ideas from other businesses/markets/audiences
 - YouTube videos and comments
 - Hubspot’s blog topic generator
-

Lead Magnets/Optins

Lead magnets and optins allow you to build your email list. An email list is the most important marketing tool you have!

- Learn what a lead magnet is along with 63 great examples [here](#)
- For a good content strategy template, click [here](#).
- Check out Tim’s best lead magnets [here](#) and [here](#). They have each gotten subscribers for YEARS!
- Here’s an [example](#) of how to get subscribers on a podcast page.

Content Planning Tools/Apps

Have you downloaded your BONUS [Music Business Tech Stack Pack](#)?

- **General social:** Meet Edgar, Agora Pulse, Buffer, Hootsuite
 - **Instagram:** Grum, Later
 - **Content Planning:** Coschedule, Spreadsheet (basic, but effective)
 - Use this [idea generator](#) to come up with blog ideas.
-

Headlines/Subject Lines

- Coschedule's [headline analyser](#)
 - Get 5 strategies/examples for awesome [email subject lines](#) from Amy Porterfield.
 - Easy to fill in templates in Thrive's [Headline Swipe File](#).
-

Tim's headline ideas:

- What I learnt from _____.
- Why you should forget exams
- The 10 best ways to....
- How to create _____ using _____ (*NOTE: Tool or way you do something.*)
- Why _____ will make you a better _____
- What _____ will teach you about _____
- Proof that _____ won't _____
- 10 rules for _____ your _____ will love
- How to _____ when you _____
- Will _____ help you _____

Tim's checklist of emotive/interesting words

<ul style="list-style-type: none"> ● Never ● Worst ● No one ● No way ● By no means ● None ● Stop ● Avoid ● Don't ● Kill ● Fear ● Dead ● Strongest ● Fastest ● Greatest ● Most 	<ul style="list-style-type: none"> ● What ● How ● Why ● When ● Effortless ● Painstaking ● Fun ● Free ● Critical ● Incredible ● Essential ● Absolute ● Strange ● Easiest ● Always ● Perfect 	<ol style="list-style-type: none"> 1. Does ____ boil down to _____? 2. When a _____ is the right way to _____. 3. Does _____ matter in music? 4. Do _____ really work?
---	--	--

Resources

- Learn how Tim built his business in his [interview on the Coschedule Podcast](#).
You can find out more about Coschedule [here](#).
- Need help with your welcome email sequence? Use [this template](#)!
- [Ultimate guide to writing blog posts](#): everything from topic ideas, SEO, writing tips and more!
- [How to succeed with content marketing](#): everything from popular types of content, writing content and promoting
- Check out the “42 types of Lead Magnets” from Bailey Richert on the next page.

42 Types of Lead Magnets

(Bailey Richert - Facebook Post)

<ol style="list-style-type: none"> 1. Ebook (aka action plan, blueprint, etc) 2. Report / White Paper 3. Case Studies 4. How to / Instruction Manual 5. Worksheet 6. Cheat Sheet 7. Checklist 8. Template 9. Swipe File 10. Resource List 11. Calendar / Planner 12. Sample Chapter 13. Toolkit / Bundle of Resources 14. Video Training / Video Series 15. Video Interview Series 16. Audio Training / Audio Series 17. Audiobook 18. Audio Interview Series 19. Access Exclusive Podcast Content 20. Virtual Summit Registration / Free Ticket 21. Webinar (Auto or Live) 22. Webinar Replay 23. Infographics 24. Practice Graphics, e.g. Desktop Wallpaper 25. Stock Photos 	<ol style="list-style-type: none"> 26. Educational Email Series 27. Challenge 28. Quiz 29. Survey 30. App 31. Spreadsheet / Calculator 32. Free Trial of Entire Product 33. Free Access to Portion of Product (e.g. 1 Course Module) 34. Get on Waiting List for Product to Be Released 35. Coupon 36. Chance to Win a Product / Enter Giveaway 37. Different Versions of Your Content (e.g. Download This Post as an Audiobook) 38. Transcript of Video or Audio 39. Register for a Free Call 40. Library of Content (e.g. Send Password to Protected Site Area Upon Sign Up) 41. "Gated" Content (e.g. Reveal Half of Content in a Post and Require Sign Up for Other Half) 42. Online Community Access (e.g. Must Sign Up to Get Link or Be Approved to Be in Group)
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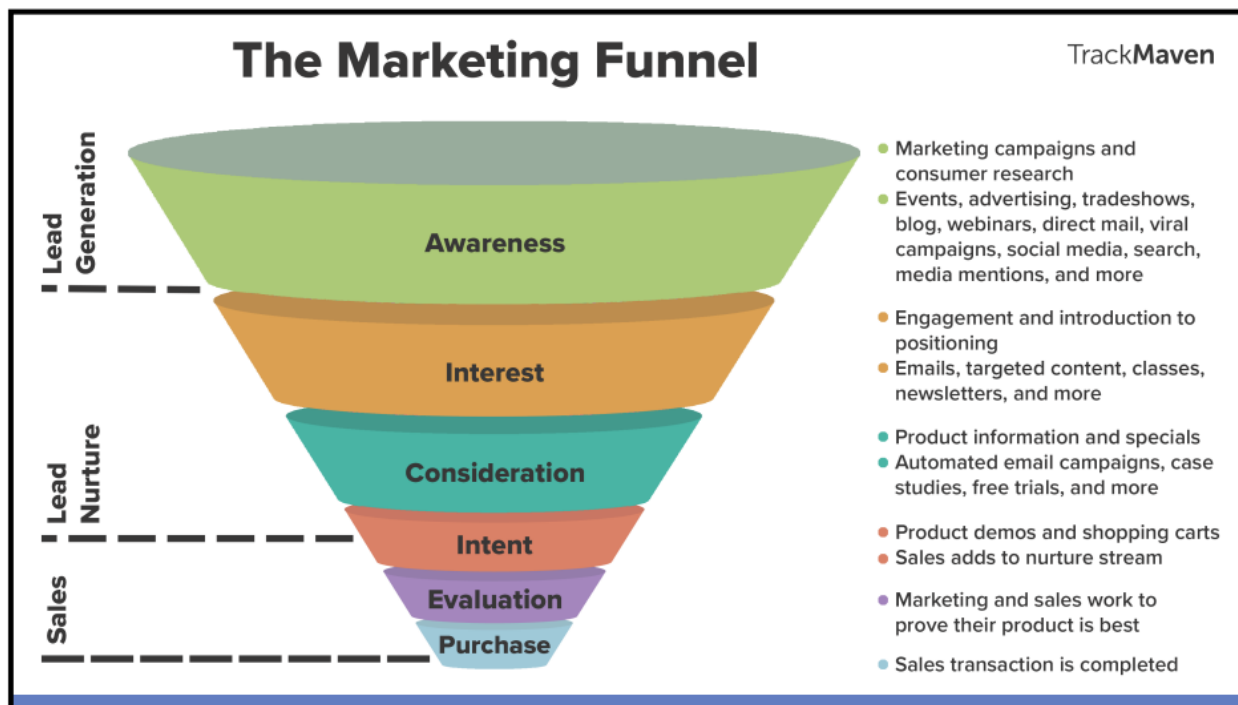
MODULE 8: All About Funnels

A marketing funnel is a strategy that constantly funnels new leads into your business. As they move through the funnel they get to know you and your business and hopefully purchase from you at a later date.

Get your bonus access to Tim's [“Pop PianoFlix Funnel Copy Swipe File”](#)!

Examples of Marketing Funnels

This first marketing funnel example follows a typical journey from initially finding you to becoming a customer/client. It showcases that the sales process is longer and requires more nurturing than a one-time email or social post.



See the next page for another marketing funnel example.

This second marketing funnel example has the same initial journey but recognizes that repeat customers tend to purchase again and should be nurtured.

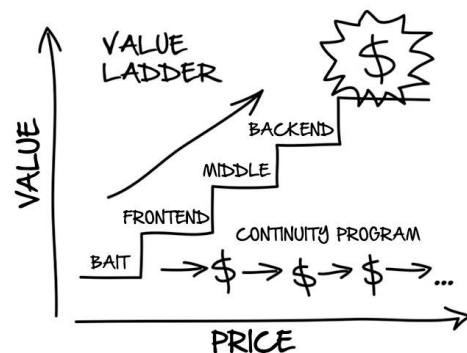


Value Ladder

A value ladder is a series of purchases a customer/client can use to upgrade their experience with your company. This typically moves from least expensive to most expensive. Like your marketing funnel, less people will purchase as they move up your value ladder.

Here's a look at the TopMusic value ladder:

THE VALUE LADDER





Tech/Software:

Essential Tech:

- Website: Have a page for each product or service
- Email automation software:
 - Many options at different price points.
 - Choose one that allows you to build automations that nurture your leads automatically.
 - Options: ActiveCampaign, MailerLite, MailChimp, etc.

Additional Tech:

- Funnel software: Simplifies the process of creating a funnel.
 - [ClickFunnels](#): what I've tested and used for the sales funnel for MTS.
 - Webinar software: If this is part of your funnel, you will need a program that allows you to do this and links to your email automation software.
-

Resources:

- Need more help understanding funnels? Read this [article for beginners](#).
- See [7 diagrams of sales funnels](#) for different situations.

MODULE 9: Sales Pages

Order/Flow of a Sales Page

- A compelling headline (to capture attention)
 - An opening story (to introduce the problem)
 - Bullet-points (to highlight benefits of the solution)
 - The solution/offer (introduce your course)
 - Bonuses (to increase perceived value)
 - Testimonials (for social proof)
 - Credibility (instructor bio)
 - FAQ (to overcome objections)
 - Pricing details (with a clear call-to-action)
 - Risk Reversal (a satisfaction guarantee)
-

Building a Sales Page

- Remember: Benefits v Features
- Use a video at the top of the page
- The major website builders for sites that include a store are [Breakdance](#) (we use *this for TMP*) and [Bricks](#). Both have a learning curve but are highly customizable.
- To find out the elements of a great sales page for your course, read [this](#).

Example Pages

The best way to learn about Sales Pages is to explore many examples online and learn from them. Here are a few sales pages, templates and round-up posts of various types of sales pages:

- Examples of the [best sales pages](#) for SaaS (Software as a Service). It mentions their original 2017 report but has been updated to stay current.
 - Check out this [example template for a sales page](#) from Thrive (*if you use their plugins and software, you get lots of templates*). It even explains WHY you have the different sections and what they accomplish.
 - Learn which performs better and why: [Long Form vs. Short Form vs. Hybrid](#)
 - Learn how to [improve your SEO rankings](#)
 - [BuddyBoss Platform/Plugins](#) (excellent theme choice btw!)
-

My Launch and Sales Pages (including PianoFlix)

Explore and swipe the copy from my own original PianoFlix sales pages. These were the first-ever sales pages I created, so go easy on me! They're far from perfect, but allowed me to provide a foundation on which my business today was built.

I highly recommend [Thrive Themes and Architect](#) if you are just getting started with website and sales page construction. My original pages were based on these templates.

As the pages are no longer live, you can access the content in your Course files online. I launched PianoFlix in two parts:

- An original opt-in page for teachers to receive the first 2 free videos (used to gauge interest, build an audience and offer people a trial)
- A main sales page to convert people to the full purchase.

Please note: *These PDFs have some missing images, no backgrounds and various formatting issues as they were downloaded from the WayBack Machine online - I didn't keep any original copies of these pages!*

I've also thrown **the original sales page video** into your course bonuses for Module 9 ...you have been warned! ;)

I really cringe when I watch this now!! As they say, if you're happy with your first efforts at something new online, you probably waited too long to release it. Embrace the imperfections!!

Plus, you can see my [TopMusicPro sales page](#), [Book Sales Page](#), [Guitar Sales Page](#), [12 Week Studio Transformation Sales Page](#), etc. We've probably created 50 or more of these now!

What's the Hook/Headline?

- What will stop your customer from scrolling?
- The hook does not increase the value, it just grabs the attention long enough to read your story and hopefully take your offer.
- Learn more about the hook from [this video](#).

NOTE: The next page gives ideas for chat and conversion rate optimisation.

Chat

If you'd like to include customer chat on your page (like I do on my TMP sales page - see the chat in the bottom right?), then these are your main options:

- [Intercom](#) - my choice and what I personally use
 - [Drift](#)
 - [Olark](#)
-

Conversion Rate Optimisation

Once you've got your sales page up and running and have started converting visitors, your next step is to [learn more about CRO \(conversion rate optimization\)](#).

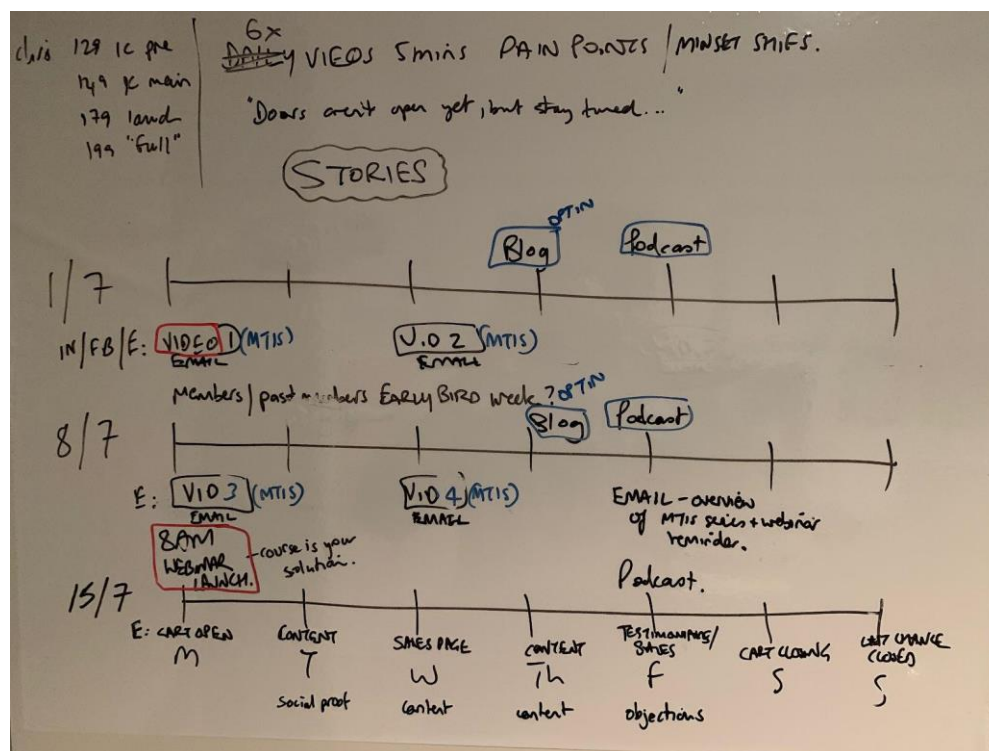
MODULE 10: Launch

Want to learn more about online launching?

- Learn [how to launch a product](#).
- Use this [4-step process](#) to ensure people are willing to purchase your product before you invest time and money into creating it.

Promotional Timeline

My office looks intense as I plan a launch. Poster-sized papers for everything from the webinars/bonuses to pricing/offers. An annual planner with dates blocked in. Post-its with course modules and bonuses. And, a big whiteboard to plan the launch sequence. The whiteboard below was wiped and updated at least 5 times as I refined my plan.



Quick Product Launch Checklist

While this list isn't exhaustive, it should give you a few things to think about as you plan and execute your launch:

- ☐ Ensure there is a clear value proposition for your product or service?
- ☐ Set a goal for your launch: how many sales and how much gross income?
- ☐ What's the offer?
- ☐ What are you giving people that take action? Bonuses, extras, discounts, etc.
- ☐ Have you secured the domain name?
- ☐ Have you tested that files/courses/products are uploaded correctly?
- ☐ Get your logos/designs completed.
- ☐ Record a video message for your sales page.
- ☐ Have you built anticipation (think Hollywood).
- ☐ Have you designed for scarcity and urgency in your launch (must be real).
- ☐ Write your email and sales copy.
- ☐ Build your sales page and funnels.
- ☐ Proofread everything: read aloud, then get other people to read it.
- ☐ Set launch date and time.
- ☐ Check all links on sales pages.
- ☐ Test your shopping cart (especially if you change anything). Test coupon codes.
- ☐ Schedule all the emails, videos, social
- ☐ Hit go on the launch!
- ☐ Sit back and relax (Kidding! You'll be working really hard with support questions and monitoring how it's all going!).
- ☐ At the end of the launch: recover and then debrief/assess how it all went and what you'd do differently next time.... There will be a next time, right? :)

P.S. If you decide you want to add affiliate or influencer marketing to your launch, check on the next page.

Affiliates/Influencers

Affiliates could help sell your product or service. I used affiliates for the PianoFlix and MTS launches, plus we have an affiliate program for TopMusicPro ([sign up here](#)). I have been very happy with the results in all cases.

There are many software options for affiliates. For my first launch, I used [EasyAffiliate Plugin](#) for WordPress as it was integrated with MemberPress which I used to host my course.

Most course platforms (*i.e. Kajabi, MightyNetworks, etc.*) have integrated affiliate programs now so this is super easy to set up. Turn on affiliates and let people sign up for an affiliate account. They can then download their tracking code and voila!