# THE ULTIMATE LAUNCH SWIPE FILE

ULTIMATE LAUNCH SWIPE FILE IMPORTANT DETAILS
An Overview To Help You Best Adapt This Swipe File To Your Business

GENERAL COURSE DETAILS FROM THIS LAUNCH
COURSE: Social Testimonial Profits
PRICE POINT: $297 or 3 x $117
UPSELL: The Advantage Workshop (Live Group Coaching Going Thro...
UPSELL PRICE POINT: $297 or 3 x $117
AUDIENCE: Home Based Business Owners & Online Marketers

KEYS TO ADAPTING THIS SWIPE FILE TO YOUR BUSINE...

ULTIMATE LAUNCH SWIPE FILE WEBINAR REPLAY & FOLLOW UP
The Post Webinar Replay Page & Email Follow Up Series From The Launch

Important Notes:
- The Replay was positioned as a 72 Hour Replay. Email 1 was sent out the morning after.
- On the 3rd Day (when the replay was set to expire) 2 Emails were sent.
- An Expiration Timer was used on both the Replay Page and in the Final 2 Emails. We used Deadline Funnel. Click Here For More Information
- Use the Buttons below each image to see more and download the relevant resources or files!

WEBINAR REPLAY PAGE

ULTIMATE LAUNCH SWIPE FILE FINAL 4 DAY SEQUENCE
The Follow Up Sequence Used For The Final 4 Days of The Launch

Important Notes:
- Depending on your calendar you will want to follow up on any days that exist between Replay Expiring & Final 4 Days.
- This sequence represents and email each of the final days leading into Cart Close (3 Emails were sent on the Final Day)
- An Expiration Timer was used on both the Sales Page and in the Final 3 Emails. We used Deadline Funnel. Click Here For More Information
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VIDEO 4 (SALES PAGE)

LAUNCH CALENDAR
February

ULTIMATE LAUNCH SWIPE FILE VIDEO SERIES
The Exact Video Series Pages & Email Follow Up Sequence From The Launch

Important Notes:
- Each Video in the Series is designed to accomplish specific goals which are highlighted in the beginning of each Video Script provided.
- On the pages of Videos 1-3 viewers are repeatedly encouraged to register for the big "Case Study Webinar"
- Additional broadcast emails should be sent on Non Video Release Days driving people to the content.
- Use the Buttons below each image to see more and download the relevant resources or files!

VIDEO 1     VIDEO 2     VIDEO 3     VIDEO 4 (Sales Video)

SEE THE WEB PAGE 1          SEE THE WEB PAGE 4

ULTIMATE LAUNCH SWIPE FILE CAPTURE PAGE & THANK YOU PAGE
Capture Page & TY Page For The Free Video Series

CAPTURE PAGE

THANK YOU PAGE

VIDEO SERIES EMAILS

VIDEO 1 EMAIL - Sent Immediately Upon Opt In

Subject Line: Here's Your Video Series "Contact.FirstName"!

Hey "Contact.FirstName",
Congrats on grabbing my Social Testimonial Profits Video Series!

VIDEO 2 EMAIL - Sent When Video 2 Goes Live

Subject Line: [STP Video 2] say Hello To My Little Friend...

WEBINAR REPLAY EMAILS
Webinar Replay Emails – Run For 3 Days After Webinar/Cart Open Day

REPLAY EMAIL Day 1 – Morning After Cart Open

Subject Line: Webinar Replay Inside [72 Hours Only]

FINAL 4 DAYS UNTIL CLOSE

EMAIL 1 – 3 Days Before Cart Close

Subject Line: Best course ever?...

Hey "Contact.FirstName",

CART CLOSE EMAIL 3 – Night Time

Subject Line: This Is Your Last Chance

Congrats on grabbing **The Ultimate Launch Swipe File**!  This is by far the most valuable resource I've ever given away.  You'll save tons of time by modeling theseLaunch Funnel & Scripts that have already been proven too create $237,492 in just 13 days!

If we haven't met before my name's Justice Eagan and I'm a Course Creator and Coach in the Digital Marketing space.  After producing Millions of Dollars in online sales without ever pursuing a prospect I created **The Digital Freedom Formula** to help Entrepreneurs like you build automated, high leverage marketing campaigns that turn online strangers into customers & clients without having to wast a minute chasing down prospects.

If you'd like to get your marketing right the first time, and boost sales quickly with more automation then I highly recommend you register for the web class on the next page of this resource!

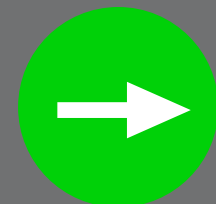Enjoy **The Ultimate Launch Swipe File**!

- *Justice Eagan*

**DIGITAL** FREEDOM FORMULA

## GENERAL COURSE DETAILS FROM THIS LAUNCH

COURSE: Social Testimonial Profits

PRICE POINT: $297 or 3 x $117

UPSELL: The Advantage Workshop (Live Group Coaching Going Through The Course)

UPSELL PRICE POINT: $297 or 3 x $117

AUDIENCE: Home Based Business Owners & Online Marketers

## KEYS TO ADAPTING THIS SWIPE FILE TO YOUR BUSINESS

The Key to a successful launch is to create as much influence as possible with your audience while clearly communicating and demonstrating the value of your offer and the results that it can produce for your customers or clients. To use this resource in your own business replace the Benefits, Dreams, Desires, Pains, Problems & Objections highlighted throughout my communication in Videos and Emails with the ideal Benefits, Dreams & Desires that your product or service provides your customers or clients. Do the same with Pains, Problems & Objections. Lastly, anytime you see influence triggers like Social Proof, Urgency, Anticipation Etc Etc. in my emails or video scripts replace them with your own version of the same.

### Focus On Replacing The Folllowing

- ✔ **Benefits**
- ✔ **Pains**
- ✔ **Hidden Benefits**
- ✔ **Problems**
- ✔ **Dreams/Desires**
- ✔ **Objections**

### Influence Triggers To Look For & Adapt

- ✔ **Trust**
- ✔ **Social Proof**
- ✔ **Events**
- ✔ **Authority**
- ✔ **Likeability**
- ✔ **Scarcity**
- ✔ **Anticipation**
- ✔ **Community**
- ✔ **Urgency**

# IMPORTANT INSTRUCTIONS

Anywhere in this swipe file where you see a
**BLUE BUTTON** and **GREEN ARROW** like this
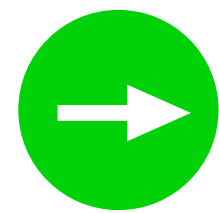
**WITH INSTRUCTIONS IN WHITE**

It is linked to either an **Example Website** *or* **Additional File Downloads** that are included in this swipe file!

*So be sure to click them!*

## Important Notes:

- A Free 3 part training video series was used to build Trust, Likeability, Authority and Anticipation leading into the opening of the cart.
- The release of Video 4 (Sales Video) marked the opening of the cart on the morning of the 21st.
- On the night of the 21st a big "Case Study" sales webinar was held which you'll learn more about throughout the swipe file.
- The cart was open for 11 days before it closed. Followed by a 2 day Re-Open.
- You can likely IGNORE the "Affiliate Auto Webinar" and replace it with high quality content that leads to either a webinar replay or to your sales video.
- You do NOT need affiliate partners to have a successful launch. In fact unless your offer tested and proven you should launch without affiliates first.
- This Calendar is just an example of what we used. You can adjust accordinly.

# LAUNCH CALENDAR

## February

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | **Video 1 Live** 15 <br> Lead Gen Contest | 16 | **Video 2 Live** 17 | 18 | **Video 3 Live** 19 |
| 20 | **Video 4 Live** 21 <br> **CART OPENS** <br> Affiliate Webi 9PM EST | 22 <br> JV Webinars | ← 23 <br> Affiliate Auto Webi <br> JV Webinars | **Webinars** <br> Affiliate Auto Webi <br> JV Webinars | 25 <br> Affiliate Auto Webi <br> JV Webinars | → 26 <br> Affiliate Auto Webi <br> JV Webinars |
| 27 ← <br> Affiliate Auto Webi <br> JV Webinars | 28 **Webinars** <br> Affiliate Auto Webi <br> JV Webinars | March 1st → <br> Affiliate Auto Webi <br> JV Webinars | 2 → <br> Affiliate Auto Webi <br> JV Webinars | 3 **CART CLOSES** <br> Affiliate Webi 9PM EST | 4 | 5 |
| 6 <br> **48 HOUR REOPEN** | 7 | | | | | |

**DIGITAL** FREEDOM FORMULA

## Important Notes:

- The word Video appears instead of Videos on this version.  It should be pluralized.
- With cold traffic we've since found it more effective to lead with a Lead Magnet Resource and bridge people into a Launch Video series as shown in The Ultimate Freedom Funnel Map laid out in the Digital Freedom Formula Training - **You Can Click Here To Watch That Training**
- Immediately upon Registration there is a TY Page invite to attend the Live Case Study Webinar that takes place the night of the "Cart Open"
- Use the Buttons below each image to see more and download the relevant resources or files!

### CAPTURE PAGE



### THANK YOU PAGE



**CLICK HERE TO SEE THE WEB PAGE**

**CLICK HERE TO SEE THE WEB PAGE**

**CLICK HERE TO DOWNLAOD THE VIDEO SCRIPT**

## Important Notes:

- Each Video in the Series is designed to accomplish specific goals which are highlighted in the beginning of each Video Script provided.
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- Use the Buttons below each image to see more and download the relevant resources or files!

| VIDEO 1 | VIDEO 2 | VIDEO 3 | VIDEO 4 (Sales Video) |
|---------|---------|---------|------------------------|



**SEE THE WEB PAGE 1**    **SEE THE WEB PAGE 2**    **SEE THE WEB PAGE 3**    **SEE THE WEB PAGE 4**

**DOWNLOAD VIDEO SCRIPTS 1-3**    **DOWNLOAD VIDEO SCRIPT 4**

**DOWNLOAD THE VIDEO SERIES EMAIL SEQUENCE**

**ULTIMATE LAUNCH** SWIPE FILE WEBINAR REPLAY & FOLLOW UP
The Post Webinar Replay Page & Email Follow Up Series From The Launch
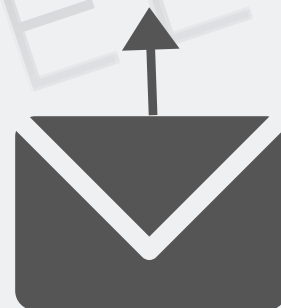
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FREEDOM FORMULA

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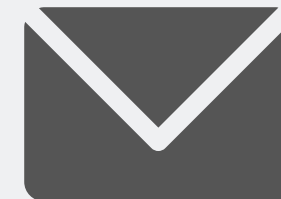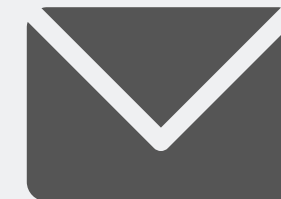- Use the Buttons below each image to see more and download the relevant resources or files!

### WEBINAR REPLAY PAGE



**SOCIAL TESTIMONIAL PROFITS**

**TIME SENSITIVE WEBINAR REPLAY**

**How A Recent Student Used My Goto Facebook Strategy To Enroll 9 New People In 30 Days**

*WITHOUT* Creating Tons Of Content, Spending Hours Prospecting On Social Media, or Even Needing A Website

Discover A Hot New Facebook Strategy That Generates "Same Day" Leads, Sales & Sign Ups

*Without Blogging Daily, Cutting Videos, or Even Needing A Website*

**REPLAY EMAIL 1**

**REPLAY EMAIL 2**

**REPLAY EXPIRING EMAILS 3-4**

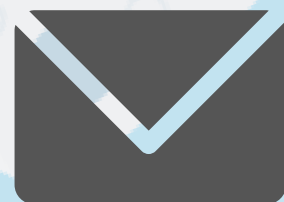**CLICK HERE TO SEE THE WEB PAGE**

**CLICK HERE TO DOWNLOAD REPLAY EMAILS**

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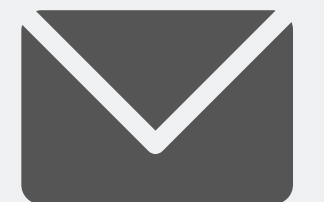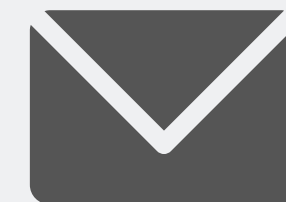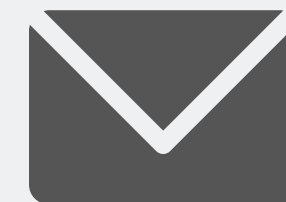
### VIDEO 4 (SALES PAGE)



Attention Network Marketers & Home Business Owners

**Discover The Simplest and Fastest Strategy I've Ever Used for Generating Leads, Sign-Ups, and Sales Whenever YOU Want Them...**

Hey there Justice Eagan Here And I Want To Welcome You To **Video 4**

VIDEO 1 NOW LIVE!
VIDEO 2 NOW LIVE!
VIDEO 3 NOW LIVE!

BUY NOW $297 OR 3 PAYMENTS of $117

**EMAIL 1**          **EMAIL 2**          **EMAIL 3**          **CART CLOSING EMAILS 4-6**

CLICK HERE TO SEE THE WEB PAGE

CLICK HERE TO DOWNLOAD FINAL 4 DAY EMAILS

# SUGGESTED RESOURCES FOR THIS SWIPE FILE

**DIGITAL** FREEDOM FORMULA

**click funnels** → Click Here For A FREE 14 DAY TRIAL

ClickFunnels is the most capable and user friendly Funnel Building Software in the Marketplace. They will have templates very similar to what's been laid out for you in this swipe file!

**ConvertKit** → Click Here For A FREE 30 DAY TRIAL

Convert Kit is an Email Autoresponder service that provides the best marketing automation features at the most approachable price. You'll be able to market like the Pros without breaking the bank!

Hope you enjoyed the swipe file. Be sure to connect with me for more valuable training!
- *Justice Eagan*

**deadline funnel** → Click Here For A FREE 14 DAY TRIAL

Deadline Funnel allows you to create deadlines in your campaigns that are unique to individual contacts with timers for your webpages and emails. It integrates easily with both ClickFunnels and ConvertKit