



Platform

UNIVERSITY®

Module Twelve

Launch Your Flagship Product

Training Video One

How To Create A Path To Success For Your Target

Training Video Two

How to Clarify Your Course Content with a Curriculum Outline

Training Video Three

How to Orchestrate a Successful Launch For Your Product



What Could a Flagship Product Do for Your Platform? With Michael Hyatt & Ankur Nagpal



Masterclass

Launching your first course was just the beginning. Now it's time to map out a bigger idea and launch your most robust product yet. In this Masterclass, Michael Hyatt is rejoined by Ankur Nagpal, CEO and Founder of Teachable, as they discuss courses on a much bigger scale in the form of a flagship product. They'll discuss what a flagship course is and what it should include as well as ideal price points.

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Training One: How To Create A Path To Success For Your Target Customer



Deep Dive

It's time to map out your Product Focus, which you probably remember from Module Eight. We're also going to introduce a new concept that's important for a flagship product and that's your Success Path for this course. In this training video, we're joined once again by Jess Catorc from Teachable.

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Training One: How To Create A Path To Success For Your Target Customer



Deep Dive



Product Focus: the transformation achieved at the end of your course



Tip: When determining the topic of your flagship product, it should offer a life-changing transformation bigger than any other product you offer.



Tip: You want this flagship course to be the pinnacle of everything you teach. This product should summarize your best content and best training.

Keeping these tips in mind, let's craft your product focus for this flagship product. Start by listing 5 possible topics:

- 1.
- 2.
- 3.
- 4.
- 5.

Now consider these questions as you choose one of the topics above. Write the number that best answers the question in the space provided.

- Which topic are you the most excited about? _____
- Which topic provides the biggest transformation? _____
- Which topic are you the most qualified to teach on? _____
- Which topic would resonate best with your audience? _____



Training One: How To Create A Path To Success For Your Target Customer



Deep Dive

Keep in mind the exercise above. Now craft your Product Focus here based on the best topic from above:



Tip: As you outline your course try to offer “micro-wins” or small victories for your students to accomplish along the way. This will help them make incremental change along the way and keep them from getting discouraged.



Success Path - sequential series of outcomes that act as milestones on the way to the product focus

When mapping your Success Path, keep these tips in mind:

1. Start with milestones that offer the quickest results
2. As your success path progresses, you can make the results more difficult to attain
3. Keep your Audience Avatar (Module Seven, Training Three) in mind to create a Success Path that is specifically for your target audience



Training One: How To Create A Path To Success For Your Target Customer



Deep Dive

Here's Platform University's Success Path. This was determined first and then our Core Curriculum was mapped out based on these milestones. We believe every successful platform should have:

1. Clear Brand Identity
2. Established Home Base
3. Quality Email List
4. Strategic Social Embassies
5. Profitable Flagship Product



Training Two: How to Clarify Your Course Content with a Curriculum Outline



Deep Dive

Writing content for a flagship product can feel overwhelming. In this training video, we're going to walk you through the process of outlining your curriculum using the success path we determined in the previous training video.

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Training Two: How to Clarify Your Course Content with a Curriculum Outline



Deep Dive



Tip: Based on your success path and the milestones you determined in the last training video, outline three to five key actions for each milestone.

Questions to consider while you are developing each milestone:

1. What actions do your customers need to take to move forward?
2. What roadblocks are likely to hold them up?
3. Is there any industry knowledge you're taking for granted right now?
4. What are the most common questions or comments you get on this topic?
5. What key themes from your audience research relates to this success path?
6. How can you make your Flagship Product feel like "paint-by-numbers"?

Outline your first milestone for your course using the Success Path template linked in the resources section at the end of this workbook.



Tip: Make your milestones as measurable as you can, meaning students have clear markers to see if they are making progress and succeeding.



Training Three: How to Orchestrate a Successful Launch For Your Product



Deep Dive

You've worked so hard on your flagship course, now let's market it correctly. There are a lot of moving parts that come with a product launch. We'll walk you through the different types of launches you can do. Then you can decide what's best for you and your audience.

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Training Three: How to Orchestrate a Successful Launch For Your Product



Deep Dive



Tip: For your flagship product we recommend an open-and-close cart model launch. This creates a sense of urgency and allows you the bandwidth to help you students as they go through the course.

Launch strategy overview:

Level 1: Focus on a series of emails to your audience that sends people to a sales page that promotes your product

Level 2: Introduce live webinars where you deliver valuable training to send people to your sales page

Level 3: Use a 3-part video series that leads to leads to promoting your product

Emails to include in your launch (see examples of each on the following pages):

1. Free Content Email
2. Open Cart Email
3. Frequently Asked Questions Email
4. Testimonial/Case Study Email
5. Deadline Email



Tip: The number of emails, their timing and how long your launch period is, should all be determined by your audience and their responsiveness.



Training Three: How to Orchestrate a Successful Launch For Your Product



Deep Dive

Free Content Email Swipe Copy

Subject Line: WHAT TO DO WHEN THERE'S NO WIND IN YOUR SAILS

Momentum is a beautiful thing when you've got it. But sometimes it can feel like we're just sitting in the water going nowhere. I've certainly felt that.

When I first started blogging, I was only drawing a few hundred visitors a month to my site. No matter what I tried it seemed like I couldn't get any real momentum.

"Becalmed" is the word sailors use for this. Maybe there's no wind on the water, or it's blocked by land. Whatever the reason, our sails are slack and our boat just drifts along.

We all face these periods, don't we? Whether we're talking about building our platform, launching a new product, or expanding our business, the last thing we want is for things to be calm.

I don't know of any way to entirely avoid slow periods like this, but I do know the one thing we should avoid when we get discouraged waiting for the wind.

Don't take down your sails.

So many people give up just before the wind comes. As a result, they're not ready to take advantage of the opportunity.

I stuck it out. And four years after I started blogging, I hit an inflection point. The rise of social media, being linked by larger sites, finding my voice, and writing more intentionally for my reader all formed a powerful gust in my sails that began to propel me like never before.

But what if I had taken down my sails in year two or three?

Are You Ready to Catch the Wind?



Training Three: How to Orchestrate a Successful Launch For Your Product



Deep Dive

Free Content Email Swipe Copy (Continued)

intersecting lines. Success comes when the line of opportunity meets the line of preparation.

Without preparation opportunities are lost or don't amount to very much. We're simply not ready to make the most of them—or anything at all.

One of the reasons I started Platform University was to help people keep their sails up so they're ready to catch the wind and adjust their trim to really gain momentum.

Opportunities will come. Do you have enough sail out to take advantage of them?

If your platform building efforts are adrift with no momentum, there are some things you can do to create some wind for yourself. I detail these in my video series, [Your Platform Makeover](#). It's free for a limited time. [Click here to watch it now.](#)

*Warm regards,
Michael Hyatt*



Training Three: How to Orchestrate a Successful Launch For Your Product



Deep Dive

Combined Open Cart & FAQ Email Swipe Copy

Subject Line: This almost never happens

{First Name},

Something pretty rare just happened.

Earlier this morning, I opened public enrollment to my online membership site, Platform University.

This only happens twice a year. And when it does, the doors are just open for a week. The other 50 weeks of the year, I get a ton of emails from people asking to join, and I end up with a waiting list in the thousands.

But today is exciting for another reason.

I have set aside a special, all-new bonus exclusively for people who decide to join today or tomorrow. It's about how to use Evernote to maximize your blogging. As a die-hard Evernote geek, I am so excited about the time it's going to save you.

Before I go into detail about that, though, let me answer the two most common questions I hear when I open public enrollment.

Question #1: Is Platform University right for me?

It depends. It is certainly not right for everyone. Here's who I recommend it for:

+ You've read my book, Platform: Get Noticed in a Noisy World or follow my blog, but you're looking for a deeper level of content.

Platform University is the "inner circle." Don't get me wrong. I am so proud of the content I share for free on my blog. But frankly, it's just scratching the surface! For members, I pull back the curtain on my own business, get you access to the biggest names in marketing, and am available each month to answer your specific questions.



Training Three: How to Orchestrate a Successful Launch For Your Product



Deep Dive

Combined Open Cart & FAQ Email Swipe Copy (continued)

+ You have something to say or to sell but often find yourself making mistakes, wasting time, and not getting the kind of momentum you want. Platform University offers weekly teaching and coaching to help you take massive shortcuts and build a bigger following in less time. I call it an “MBA in Getting Noticed.” We cover social media, revenue building, messaging and branding, content development, and more from every angle -- the big-picture breakthroughs all the way down to the practical nitty-gritty.

+ As an online entrepreneur -- blogger, business owner, author, marketer, or ministry leader -- you sometimes feel isolated and discouraged trying to get noticed.

As an undergrad at Baylor, I learned just as much outside the classroom as I did inside it. The same is true at Platform University. The community may just be the most valuable part of the membership. Powerful bonds are forged there, both personally and professionally, so you get encouragement, a sounding board, and TONS of real-world ideas whenever you need them. No more isolation.

But any of those points resonate with you, join me inside the membership while the doors are open this week.

The second most common question I get when I open public enrollment is this:

Question #2: “How much does Platform University cost?”

When I tell people about it, their first assumption is that they won't be able to afford this level of premium content and access to me.

But here's the thing: I'm so proud of this membership site. I believe the content is transformational. I believe it helps people create the lives they've always dreamed of.

I believe those transformations matter, so I price it to be accessible. That's why it costs a dollar a day. \$30 a month.



Training Three: How to Orchestrate a Successful Launch For Your Product



Deep Dive

Combined Open Cart & FAQ Email Swipe Copy (continued)

I ignored a lot of smart people who told me I was undervaluing it. They made a strong case that it should be priced at \$297/month or more.

The doors will be open all week, so you have until Thursday, April 23rd at 11:59 p.m. Pacific time to join us.

But here's where I need to tell you more about that special bonus I mentioned earlier, because you can't wait all week to get it. It's only available to those who join Platform University today or tomorrow.

If you've ever struggled to find the time to blog, don't miss this. It's my Evernote Hacks for Bloggers: The Ultimate Guide to Creating More Powerful Blog Posts in Less Time.

This 25-minute screencast and PDF instruction booklet will teach you how to use Evernote to blog more efficiently than you thought possible. This is a HUGE time-saver. You'll discover:

- + three surprising reasons why you should use Evernote to organize your blog posts*
- + the six places most people get bogged down by the process of blogging -- and step-by-step instructions to help you be ultra-efficient instead*
- + one simple trick to ensure you never lose another great content idea again*
- + a proven system for storing and sorting all your content so you can find it later in a matter of seconds*
- + how to use Evernote's sharing tools to collaborate with your assistant or team*
- + access to the exact formula I use for my blog posts -- pre-populated in an Evernote file and ready for your own ideas*

But it's only available to those who raise their hands, take a big step, and join me at Platform University before tomorrow, April 17th at 11:59 p.m. Pacific time.

You could wait another six months for enrollment to open again. But that's a lot of time to lose.



Training Three: How to Orchestrate a Successful Launch For Your Product



Deep Dive

Combined Open Cart & FAQ Email Swipe Copy (continued)

Seize the opportunity today. If it's not right for you, no sweat. I offer a 30-day money-back guarantee.

There's really nothing to lose.

But there is SO much to gain.

I want that next level of success for you. Join me inside the inner circle.

*Warm regards,
Michael Hyatt*



Training Three: How to Orchestrate a Successful Launch For Your Product



Deep Dive

Testimonial Email Swipe Copy

The final video of our Platform Makeover series has been posted, including the big reveal of Jackie's new (and dramatically improved!) platform AND the staggering growth he's seen since we filmed this.

It also includes an invitation. (It's time-sensitive, but I'll get to that.)

As you may or may not know, in early 2013, I launched a private membership site called Platform University.

I created it so people like you, me, and Jackie could get trustworthy teaching on how to build an online following from world-class experts who have actually done it.

I created it to take the costly guesswork out of platform building, so we don't waste our time and money implementing strategies that don't work or wondering what on earth to do next.

I created it to help anyone with something to say or sell master the skills they need to go out and do it -- without spending more than an hour a week.

I created it to give online entrepreneurs a safe place to get support, ask questions, and squash the self-doubt that so often keeps us from sharing our message and making the impact we were meant for.

Two years and thousands of members later, that's exactly what Platform University is.

In fact, 96% of our members would recommend Platform University to a friend or colleague.

That's because it truly works.

Take a look at some of the success stories from our active community forum. Nothing energizes me more than seeing our members' victories.



Training Three: How to Orchestrate a Successful Launch For Your Product



Deep Dive

Testimonial Email Swipe Copy (continued)

Our members see results quickly.

- *Marc added 500 new email subscribers in a week using strategies he learned inside the membership.*
- *Matt R. launched his blog and landed his first consulting client just two days later.*
- *Debi launched her first product within four months of joining Platform University.*

Our members know how to create revenue.

- *Jevonnah started a blog with zero website design experience. Her first online product brought in 26 sales in the first week alone, and she's grown her email list to 5,000 subscribers and counting.*
- *Sam enjoys a steady stream of revenue from his eBook that hit #2 in the jazz section of Amazon.*

Our members are changing their lives.

- *Jonathan built a membership site which generates \$2,960/month and grew a small email list into one with over 100,000 subscribers.*
- *Dave launched his first product, quit his day job, and now is supported full-time by his platform.*
- *Mike's first online course sold out in 4 minutes, and now he has a book deal in the works with a big-time publisher.*

Best of all, we celebrate those successes together. Nobody has to do this alone.

I want the same for you.

You can do this. With the teaching and support of our amazing community, you will make faster progress -- I guarantee it.

For less than \$1/day, this will become one of the best investments you can make to ensure the burning message you have to share with the world doesn't get lost.



Training Three: How to Orchestrate a Successful Launch For Your Product



Deep Dive

Testimonial Email Swipe Copy (continued)

With that in mind, I want to give you an important heads up.

Enrollment for Platform University closes next Thursday, April 23rd. Public enrollment is only open twice a year. I've found that this "semester-style" registration helps new members create strong bonds with peers who join at the same time.

After this week, the doors close again for six months.

If you want to reach more people, monetize your influence, and have maximum impact, then I look forward to seeing you inside the members' area.

*Sincerely,
Michael Hyatt*

P.S. You can watch the final video of our Platform Makeover series [here](#). In it, you get to see the finished product of Jackie's makeover AND the results it's created for him in months since we filmed this. It's unbelievable!



Training Three: How to Orchestrate a Successful Launch For Your Product



Deep Dive

Deadline Email Swipe Copy

Subject Line: I bet you are asking at least one of these four questions...

{First Name},

This always happens.

Since public enrollment to Platform University closes tomorrow, I am getting a ton of last-minute questions from people wondering if it's right for them.

I thought I'd share my answers to the most common questions, in case you're wondering the same thing.

What if I'm already super busy? I really don't think I have the time to add one more thing.

You can get through each week's content in about 45 minutes -- that's less than half of 1% of your week.

But that small bit of time packs a huge punch. In that time, you can get laser-focused on the next right thing you need to do to grow your platform each week and stop feeling overwhelmed by what you're not doing.

Platform building takes time, period. But your membership will help you do it efficiently. You can learn a new skill on demand. You can download content and watch it on the go. You can ask a question that has you stumped and have answers from your fellow members within minutes.

If you want to grow your platform quickly, you don't have time not to invest in Platform University.



Training Three: How to Orchestrate a Successful Launch For Your Product



Deep Dive

Deadline Email Swipe Copy (continued)

I just started blogging. Is Platform University going to be over my head?

Not at all. You'll find content for every stage of platform building, and you won't need to know a lick of marketing or technical jargon to understand it.

Frankly, the best time to join Platform University is before you ever post a single word. That way, you can learn exactly how to set up your platform the right way, right from the start. You can avoid the costly missteps most platform builders make at the beginning and gain traction right away.

Can't I just get all of this stuff for free on the internet? I'm having a hard time justifying the price.

It's true that you can Google your way to just about anything these days. This is certainly an option when it comes to platform-building.

But before you take this approach, ask yourself two questions:

1. How much time will it take me to find this information? Be prepared to use your time wading through pages and pages of search results. And consider that your time is the one thing you cannot buy any more of.

2. How can I make sure the information I find is trustworthy? There are a lot of self-proclaimed "experts" out there. Bad advice will cost you time, money, or -- worst of all -- the reputation you've worked so hard to build.

Platform University lets you bypass both of these major pitfalls. I only teach what's proven to work. I only interview the web's top authorities. And with two years' worth of content accessible from the moment you join, it's incredibly easy to find what you're looking for.



Training Three: How to Orchestrate a Successful Launch For Your Product



Deep Dive

Deadline Email Swipe Copy (continued)

Could you hold a spot for me next month? I'm not ready to join yet.

Honestly, no. I can't. I've found that the "semester-style" enrollment of Platform University creates stronger bonds among new members who start together. That's why spring enrollment ends on Thursday, April 23rd at 11:59 p.m. Pacific time.

After that, the doors close until fall enrollment, which is months away. Do you want to lose that kind of time?

If you have another question, I've just turned on a "live chat" feature, so you can ask my team and me anything and get an immediate answer.

Click here to chat with us: <http://platformuniversity.com/join>

Still hesitating?

Why not try it? You don't have anything to lose.

But there's so much to gain.

If you're serious about transformational growth for your message, landing a book deal, creating more financial freedom, making more of an impact in the world, and spending more time with your family -- why not join?

It's \$30 a month. No contracts. And I'll refund your money if you don't find the content valuable.

Enroll and try it for yourself.



Training Three: How to Orchestrate a Successful Launch For Your Product



Deep Dive



Minimum Revenue Goal: the amount of sales you must receive in order for your launch to not be a failure



Target Goal: the amount of sales you are aiming to reach during your launch



Outrageous Goal: a stretch goal that is slightly beyond what you think is possible for this launch

Example Revenue Targets with an audience of 1,000 people and a product priced at \$997:

1. Minimum = 1% email list (\$9,970)
2. Target = 4% email list (\$39,880)
3. Outrageous = 10% email list (\$99,700)



Module Twelve Additional Resources

Below you'll find helpful links, important resources and additional information to guide you as you create and launch your flagship product.

Teachable



Webinar Jam



Jeff Walker's Product Launch Formula



Masterclass: How to Develop High Impact Online Courses with Michael Hyatt



Platform University's Success Path Template





Before you move on . . .

You did it! Here's your Module Twelve checklist:

- Determine the Product Focus for your flagship course
- Determine the Success Path for your flagship course
- Determine the milestones within your Success Path and the three to five key actions within your course
- Create your course content
- Upload your content to Teachable
- Create your landing page with Teachable
- Decide on the type of launch you will use to market your course
- Create your a launch strategy document detailing each step of your launch
- Decide on your course's price point
- Set up payment options in Teachable
- Draft and schedule the emails for your launch
- Schedule the webinars for your launch
- Schedule your social media posts to promote your launch
- Execute your launch strategy