

Course: The Creator CEO: Build & Scale Your Digital Product Suite

Lesson 8: The "Open Cart" Live Launch Sequence

1. Core Concept & Learning Objective

Core Concept (149 words): A "live launch" is a 5-7 day "event" that uses psychology—specifically "urgency" and "scarcity"—to drive a massive wave of sales. Instead of your product being "always available" (where customers think "I'll buy it... someday"), you create an "open cart / close cart" window. This turns "someday" into "today." This lesson is your 7-day battle plan. You'll learn to build excitement before the cart opens ("pre-launch") and how to use email and social media to manage the "Open Cart" period, from the "big announcement" to the "final 24-hour" warning. This is how you create your most profitable weeks of the year.

Learning Objective: By the end of this lesson, you will be able to design a 7-day "Live Launch" plan and build the 7-day email and social media content "SOP" (Standard Operating Procedure) for a high-urgency, profitable launch.

2. Interactive Content Activities

Activity 1: Case Study: "The 'Always Open' Store vs. The 'Event' Launch"

- **Type:** Case Study Analysis
- **Time:** 15 minutes
- **Instructions:**
 1. Read the two scenarios:
 2. '**Founder A**' (**The 'Always Open' Store**): Puts his \$500 course on his site. It's "always available." He makes 1-2 "random" sales a month. (Total: \$1,000).
 3. '**Founder B**' (**The 'Event' Launch**): Hides her \$500 course. She builds excitement for 2 weeks ("pre-launch"). She "opens the cart" for 5 days

only. She uses emails, bonuses, and a "cart closing" warning. She makes 100 sales. (Total: \$50,000).

4. In the text box, answer: "What *psychological trigger* (e.g., Urgency, Scarcity, Social Proof) did Founder B use? Why did this 'Event' model crush the 'Always Open' model?"
- **Expected Outcome:** An "a-ha" moment that *restricting* access (a "launch") is a psychological tool that *dramatically* increases sales over "always available."

Activity 2: Strategic Exercise: "Mapping Your 7-Day 'Launch Arc'"

- **Type:** Strategic Exercise
- **Time:** 20 minutes
- **Instructions:**
 1. A "launch" is a story. It has a beginning, middle, and end.
 2. Open the "7-Day Launch Arc" template.
 3. Your task: Define the **one** goal for each "day."
 - **Day 1 (Open Cart):** "The 'Big Announcement'. The doors are open! (Focus: Excitement)."
 - **Day 2-3 (The 'Value')**: "Provide value. Answer 'FAQs' and share 'Testimonials'."
 - **Day 4 (The 'Bonus')**: "Mid-Launch Bonus. (Focus: 'Pivot' the people on the fence)."
 - **Day 5 (The 'Warning')**: "Cart closes in 24 hours. (Focus: 'Urgency')."
 - **Day 6-7 (The 'Close')**: "Final 6 hours... 1 hour... (Focus: 'Hard Urgency')."
 - **Expected Outcome:** A clear, day-by-day "story" for your launch, which will become your content calendar.

Activity 3: Creative Development: "The 3 'Must-Have' Launch Emails"

- **Type:** Creative Development
- **Time:** 15 minutes
- **Instructions:**
 1. You will *draft* the 3 most important emails of your launch.

2. Open a text doc.
 3. **Email 1 (Open Cart):** Subject: "It's OPEN! [Your Product] is here." (Focus: Excitement, link to sales page).
 4. **Email 2 (Mid-Launch FAQ):** Subject: "Answering your top 3 questions..." (Focus: Overcoming objections, e.g., "What if I have no time?").
 5. **Email 3 (Final 24 Hours):** Subject: "This is it... [Your Product] closes tonight." (Focus: Urgency, 'last chance').
- **Expected Outcome:** The "skeleton" of your email launch sequence, which is 90% of the work.

Activity 4: "My 'Launch Urgency' Tactic" (Peer Collaboration)

- **Type:** Peer Collaboration / Discussion
- **Time:** 10 minutes
- **Instructions:**
 1. "Urgency" is key.
 2. Go to the community discussion board.
 3. **Post:** "What is the strongest 'urgency' tactic for my launch?"
 4. **Examples:** "1. 'The cart closes.' (Hard Scarcity). 2. 'The 50% discount ends.' (Price Scarcity). 3. 'The 3 bonuses disappear.' (Bonus Scarcity)."
 5. Reply to one other student's post and "vote" on which tactic you find most compelling.
- **Expected Outcome:** A clear "urgency" strategy for your launch.

3. Assignment & Project Milestone

Assignment: The "Live Launch" Content Plan (Component 8 of Final Project)

- **Estimated Time:** 60 minutes
- **Deliverable:** A 1-page PDF or a 7-day "Calendar" (Notion, Google Sheet) of your "Live Launch" plan.
- **Description:** This is your 7-day "SOP" (Standard Operating Procedure) for your "Open Cart" week. You will combine your "Launch Arc" (Activity 2) and your

"Must-Have Emails" (Activity 3) into a master "battle plan."

- **Step-by-Step Instructions:**

1. Open the "Launch Plan Calendar" template (provided).
2. Create 7 "Days" (Day 1, Day 2, etc.).
3. For each day, create two "rows": "Email" and "Social Media."
4. **Day 1 (Open Cart):**

- *Email:* [Your Email 1 Subject] (e.g., "It's OPEN!").
- *Social:* [Post Topic] (e.g., "Announcement post, link in bio!").

5. **Day 2 (FAQ):**

- *Email:* [Your Email 2 Subject] (e.g., "Answering your questions...").
- *Social:* [Post Topic] (e.g., "Share 1 'FAQ' answer").

6. **Day 3 (Testimonial):**

- *Email:* [Subject] (e.g., "See what 'Founder B' said...").
- *Social:* [Post Topic] (e.g., "Testimonial graphic").

7. ...and so on, for all 7 days, culminating in your "Cart Closing" emails/posts.

8. Save this 1-page document. This is Component 8 of your Final Project.

- **Connection to Final Project:** This "Live Launch Plan" is the "Marketing" component of your "Digital Product Suite." This is the *manual* (live) plan you will run before you automate it into an "Evergreen Funnel" (Lesson 9).
- **Evaluation Criteria:**
 - **Excellent:** The plan covers all 7 days, includes *both* email and social topics, and clearly shows an "arc" (Excitement -> Value -> Urgency).
 - **Proficient:** The plan covers 7 days but may be "email-only," or the "arc" is weak (e.g., it's just "Buy now" 7 days in a row).
 - **Needs Improvement:** The plan is just a list of 1-2 emails and is missing the 7-day structure.

4. End-of-Lesson Assessment

(Multiple Choice 1) What is the *primary* psychological trigger a "live launch" uses to convert "someday" buyers?

- A. "Social Proof" (Testimonials).
- B. "Urgency" and "Scarcity" (e.g., "The cart closes on Friday").
- C. "Authority" (e.g., "I am the expert").
- D. "Value" (e.g., "Here is a free guide"). (Answer: B)

(Multiple Choice 2) In the "Always Open" vs. "Event" case study, why did Founder B (The 'Event') make 50x more money?

- A. Because her course was 50x better.
- B. Because she "bottlenecked" demand and "forced" a decision with a "close date."
- C. Because she had a bigger email list.
- D. Because she "pre-launched" her course. (Answer: B)

(Multiple Choice 3) The "Launch Arc" (Activity 2) is a "story" that must follow this "arc":

- A. Urgency -> Urgency -> Urgency.
- B. Excitement (Open) -> Value (FAQ/Testimonials) -> Urgency (Close).
- C. Value -> Value -> Value.
- D. Excitement -> Urgency -> Value. (Answer: B)

(Multiple Choice 4) A "Live Launch" (your assignment) is a "Standard Operating Procedure" (SOP) that maps out your:

- A. "Email" and "Social Media" content for each day of your "open cart" week.
- B. "Product Staircase" (from L2).
- C. "Tech Stack" (from L6).
- D. "Curriculum" (from L4). (Answer: A)

(Short Answer 1) What is "pre-launch" content?

- (*Example Answer: It's the "warm-up" content (emails, social posts) you release before the cart opens, designed to build excitement and anticipation for the*

launch "event".)

(Short Answer 2) What is one "urgency tactic" (from Activity 4) you will use in your launch?

- (*Example Answer: "I will use 'Bonus Scarcity.' My 3 'launch bonuses' will disappear 48 hours before the main cart closes to get 'fence-sitters' to act."*)

(Scenario-Based 1) It's "Day 4" of your 7-day launch, and sales are "slow" (this is normal). According to the "Launch Arc," what is the best email to send today?

- (*Answer: The best email is a "Value" email (an 'FAQ' or 'Testimonial') OR a "Pivot"*)