

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"*