

THE OPEN CART SEQUENCE: MAKING THE SALE

Lesson 3 Action Guide



Welcome to Lesson 3!

In the first two lessons of the Launch Masterclass™ we covered the three main types of launches and the PLF launch strategy that's powered over a BILLION dollars in sales so far.

Now it's time to think about making your own sales!

Lesson 3 of the Launch Masterclass is all about what happens when you open your shopping cart and start taking orders. It's a super exciting time in your launch – and it's also where a lot of folks make mistakes.

The Open Cart isn't just about saying, "We're open, come and buy my stuff". And it's not just about the sales page. **Your Open Cart is a sequence**, just like your Prelaunch is a sequence.

This is important – it's not uncommon to see a large percentage of your sales come in at the very end of your Open Cart Sequence. So it's critical to **build up momentum** – and keep that energy high – all the way to the end.

So in this lesson I'm going to show you how to rock your Open Cart. And I'll show you how to **sell your stuff very effectively, without feeling sleazy or slimy**.

best regards,

A handwritten signature in black ink that reads "Jeff". The signature is stylized with a cursive-like font.

Leading Up to the Sale...

In Lesson 1 of the Launch Masterclass you learned about the Sideways Sales Letter®.

Think of that as the perfect foundation for a strong “Open Cart”.

When you do this right, you deliver a ton of valuable, useful content to your people (without giving everything away) and give them an idea of what they’ll be getting if they decide to buy. You may even have people contacting you saying, “Enough already, how do I buy this?”

Sounds a little silly, but it happens every time we launch the Product Launch Formula® Coaching Program! :)

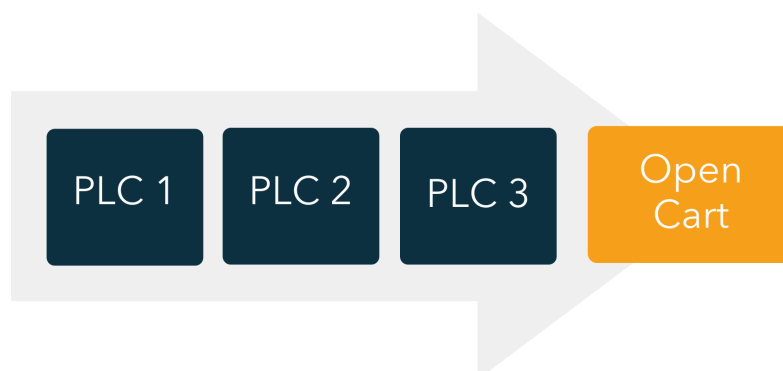
Since the Sideways Sales Letter is focused on delivering value, it introduces your product or service in a way that doesn’t feel sleazy, slimy, or pushy... and will naturally lead to sales.

In case you need a refresher, here’s an overview of the three pieces of content (the Prelaunch Content, or PLC) in your Sideways Sales Letter:

PLC 1 Theme: Opportunity

PLC 2 Theme: Transformation

PLC 3 Theme: Ownership



The Open Cart Sequence

Your Prelaunch Content does the heavy lifting, getting your prospects ready to buy, but selling doesn't end there. There's another powerful sequence that's going to finish the job: the Open Cart Sequence.

The Open Cart Sequence starts the moment you make your crushing offer and start taking orders. It's where you start driving traffic to your Sales Page (video and/or letter).

This sequence is delivered primarily by email, but what's cool is that it doesn't have to be! You can also do this via social media, or via podcast... so you can take advantage of every tool you have to reach out to your prospects.

The key to an effective launch, and an effective Open Cart, is to have a defined start and a defined end (we call that the Cart Close).



My first ever launch did \$1650 in sales. My second launch did \$6000 in sales. And not only did I almost 4x my sales, but I noticed something happening toward the last few days of my launch. There would be a lull... and in the last 48 hours the sales would seriously spike as we got close to the last day.

The difference? The second launch had **a hard deadline**.

Remember the Mental Triggers...

In Lesson 1 you learned about mental triggers. Even though the formats we use to sell might change over time, the way your brain works doesn't. These are powerful psychological principles that haven't changed for thousands of years.

Scarcity is the most important one to incorporate during your Open Cart.

You have to make your offer a scarce resource...

I'm fond of saying, "At the end of your launch, something bad has to happen." And what I mean by that is, there needs to be a consequence if they don't act. For example:

- The price goes up
- The offer changes in some way (e.g., bonuses go away)
- The offer disappears and they have to wait and see if/when you'll offer it again

Of these, #3 is the most powerful.

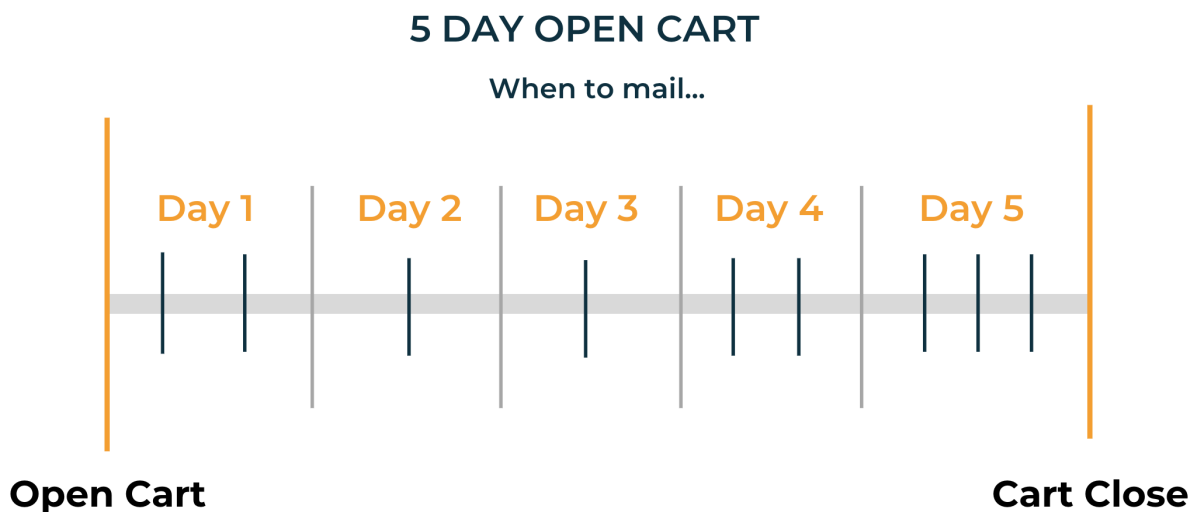
At the end of your launch, something bad has to happen...

Mailing During Your Open Cart

In general, your Open Cart will be 5 to 7 days.

You need to mail **every day** during your Open Cart Sequence. Ideally you mail **twice** on Day 1 of your Open Cart and **three times** on the last day.

With this schedule, you'll find that sales will really start climbing on Day 4 and reach their peak on Day 5.



Your Open Cart Email Sequence At-A-Glance

Day 1

I recommend 2 emails on your first day:

- Announcement!
- Tsunami (but be truthful!)

Days 2 through 4

Here are a few of the things you could mail on during your mid-cart:

- Case studies
- All-access page (your Prelaunch Content)
- Tour of your product
- New content (this content needs to lead directly to the sale)
- Your community – what’s happening inside your member area
- FAQ – be sure to address objections
- Fireside chat, Livestream, Webinar
- A new bonus

On Day 4, one of your emails should start to lean more heavily towards scarcity – remind them that your offer is changing or going away soon and they need to act.

Day 5

On your Cart Close day, send at least 2 emails (but ideally 3):

- “Closing soon”
- A story about the launch
- Last call...

Looking ahead in the Launch Masterclass...

The fun continues!

I've got all kinds of extra goodies and surprises planned for you throughout the rest of the week.

You'll get to watch Case Studies from dozens and dozens of my students in a wide variety of niches (warning: people have said these Case Studies are addictive, and they'll seriously pump you up to launch.)

And there may or may not be some additional video trainings, but only for a limited window of time... so you might want to keep an eye on your email. Just sayin'. ;-)

In short, it's going to be awesome.