

5-STEP FAST-TRACK

*Go from...*  
**IDEA** *to* **INCOME**  
*in 1 Week*

Perfect to launch your course, program, or  
offer out into world fast.



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# The Launch Curse (and How to Break It)

You're not alone if you've ever felt like launching your idea is like trying to build a rocket ship with a screwdriver. Most solopreneurs start at the finish line, obsessing over platforms and perfection before they've even sold their first spot.

But here's the kicker: You don't need fancy tech or a huge audience to launch successfully. You just need a plan that works.

**Tired of trying to Launch Alone? Don't wait...**

Let's get on a call right now to talk about how we can fast track your next launch!

**BOOK YOUR BONUS 1:1 CALL**



# Outline Your Modules



# 1. Outline Your Modules

## ( 15 minutes)

Skip the endless brainstorming. Use this simple trick: "After taking this course/program, you'll know how to..."

- 1 **[Key Outcome 1]**  
Description
- 2 **[Key Outcome 2]**  
Description
- 3 **[Key Outcome 3]**  
Description

**Boom. There's your course or program structure.**



**Lock In Your Schedule**



## 2. Lock In Your Schedule

### ( 10 minutes)

Forget “finding time.” Make it:

- 1 When: [Day], [Time]**  
*Tuesdays, 6pm*
- 2 Duration: [X] weeks**  
*6 weeks*
- 3 Format: [Live Zoom / Pre-recorded + Q&A]**  
*“We’ll do live Zoom calls and I’ll send you the recordings...”*

**Pro Tip: Choose a time that works for YOU first.**



**Choose Your Delivery  
Format**



## 3. Choose Your Delivery Format

### ( 5 minutes)

Keep it simple. Here are your choices:

1

#### **Live and scrappy**

*You deliver it live.*

2

#### **Polished but delayed**

*You record it, edit it, and post it somewhere.*

**Pro Tip: Start with live calls. You can always record for future buyers.**





**Set Your Pricing  
Strategy**



## 4. Set Your Pricing Strategy

### ( 10 minutes)

Set these two prices:

- 1 Full Price: \$[X]**  
*(What you'll charge eventually)*
- 2 Beta Price: \$[Y]**  
*(About 50-75% of full price...and something you could easily refund)*

**Remember: Low risk for them = fast decisions for you.**



**Activate Your “Raging  
Fans”**



## 5. Activate Your “Raging Fans” ( 20 minutes)

Use this pitch (Call, text, or email):

*“Hey [Name], I’m launching a new course/program on [Topic] and thought of you. It’s designed to help you [Benefit] so you can [Desired Outcome]. We’ll meet for [Duration] over [X] weeks. I’m going to charge \$[Full Price] when it’s polished, but I’d love your input as a beta tester for just \$[Beta Price]. There’s zero risk – if it doesn’t deliver, I’ll refund you. Crazy request?”*

**Yes, you can get paid to test your idea with ZERO setup!**

# From Solo to Supported: The “Never Launch Alone” Advantage

Imagine launching your idea, course, or program with the confidence of a seasoned pro, even if it's your first rodeo. That's the power of expert guidance.



## ROBBY HELPED ME 10X MY LAUNCH

*"Robby's launch strategies and hands-on guidance helped me 10x my launch! Take it from me—because I tried it myself—NEVER launch alone."*

- Todd Hall • Coach, Author, Therapist



## I WOULD'VE SETTLED, BUT...

*"I've done a ton of launches on my own. Partnering with Robby brought more courage, conviction, and sales instead of me settling for less."*

- Mike Kim • Consultant, Author, Speaker



## TOGETHER IS WAAAY BETTER

*"Robby not only brings strategy and clarity, but he's there with our team before, during, and after the launch. The relationship goes beyond results."*

- Teresa McCloy • Coach, Author, Speaker





# YOUR NEXT STEPS

- 1 Use this 5-step framework to launch your idea next week.**  
*Yes, really!!!*
- 2 Track your results. What worked? What felt clunky?**  
*You'll know if your course has legs in no time!*
- 3 Ready for expert guidance on your next launch? Let's chat.**  
*Never Launch Alone!*

## Book your bonus call!

We'll pinpoint your biggest challenges and even lay out a personalized roadmap to help you Launch with Confidence!

**BOOK YOUR BONUS 1:1 CALL**



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