



# PODCAST PROMO

**Episode # [REDACTED] Show Notes:**

## **Taking forever to create your course, program or membership? Try this instead.**

I see so many business owners spending weeks and months (or longer!) building out their online course, group program or membership—and then wonder why it doesn't sell. In today's episode, I'm sharing 3 reasons why *\*now\** is a good time to launch your offer, wherever you're at.

- The 2 common mistakes to avoid when building your online digital product.
- How launching your offer *\*before\** you've even created it can save you so much time and energy.
- Why building your course, program or membership is easier when you're getting *\*paid\** to build it for your students.
- How giving your students what they actually need, rather than trying to guess what they need, will make your offer so much more effective and efficient.
- The benefits of generating consistent income by creating an offer suite that sets you up for success.

Show Links:

- DM me "[REDACTED]" on Instagram ([REDACTED]) to find out more about "[REDACTED]" or visit [REDACTED]

**Episode # [REDACTED] EDM:**

**Segment:** General

**Subject:** Are you waiting to launch your offer, {{First\_Name}}?

**Preview text:** Try doing these 3 things instead...

**Content:**

{{First\_Name}}, I see so many business owners spending weeks and months (sometimes even longer!) building their online course, group program or membership, only for 1 of 2 things to happen:

1. They end up building an offer that's bigger than Ben Hur
- or
2. They're waiting to get it absolutely perfect before selling it

But the harsh truth is that:

1. Oodles of content does *\*not\** equal more value (it just leads to overwhelm instead)
2. You *\*can't\** get it without testing, practising and tweaking your offer



Lauren Dionysius | Your Practical and Intuitive Copywriter  
lauren@wordsforwellbeing.com.au  
www.wordsforwellbeing.com.au

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Q: So, what does this mean for this offer you've already invested so much sweat equity into?

A: You launch it *\*now\*!!*

Now, if you're like most people, you probably cringed and cowered when you read that, along with an automatic thought in your head that said something like "no [REDACTED], there's *\*no way\** that I can sell my offer as it is right now!!". And there's probably some of you that think I'm totally nuts for even suggesting that 😊

But the thing is {{First\_Name}}, the only way to create something that's truly valuable *\*and\** actually sells to the right people, is to launch it first.

This is why I really believe in launching your offer first—before you've even created it—and then building it as you go.

Not convinced? I've just recorded a podcast episode called [REDACTED] [REDACTED] and it's hot off the mic today. So tune in to discover 3 reasons why *\*now\** is a good time to launch your offer, wherever you're at. It's now available on your favourite podcasting platforms: [Apple Podcasts](#) and [Spotify](#).

It's time to get your online course, group program or membership *\*out\** into the world, instead of hiding in the corner of your mind (or your laptop!). The world (and your clients!) are waiting.

So, what are *\*you\** waiting for?! 😊

[REDACTED] x

## **Episode # [REDACTED] Social/Community/Pinterest Post:**

Are you thinking about pivoting towards online courses, group programs or memberships?


Or

Maybe you've got an idea you've been working on for months, but you're struggling to put it out into the world?

Tune in to today's podcast episode where I share 3 reasons why *\*now\** is a good time to launch your offer—wherever you're at.

It's available now on:

 Apple 🖱️

 Spotify 🖱️



Lauren Dionysius | Your Practical and Intuitive Copywriter

[lauren@wordsforwellbeing.com.au](mailto:lauren@wordsforwellbeing.com.au)

[www.wordsforwellbeing.com.au](http://www.wordsforwellbeing.com.au)