The Business Analyst Blueprint® - Fall 2019 Launch Summary

Prepared by Laura Brandenburg, for the Launch Club Spokesperson Challenge.
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ABOUT THE OFFER

Bridging the Gap offers professional training to business analysts, professionals who support technology and process change projects in all sizes of organizations.

When I first went through Product Launch Formula back in 2016, The Business Analyst Blueprint® training program was the idea that popped up for me, when Jeff taught about how to create a higher value, premium offering.

Prior to The Business Analyst Blueprint®, our primary course sales were at either a $197 price point for self-study or a $397 price point for an instructor supported course.

I introduced The Business Analyst Blueprint at $1,997 in 2017, and increased the price to $2,997 in 2018. We've run 5 total sessions of The Business Analyst Blueprint for a total revenue of $645,347 (over 3 years). We now consistently run 2 sessions each year (Spring and Fall).

The Blueprint program has upgraded every area of my business – from marketing, to delivery, to team, and, of course, revenue!

The Business Analyst Blueprint is a 4 month program, covering the 12 industry-standard techniques needed to be successful as a business analyst. The main course materials is delivered through on-demand videos (with audios, full-text transcripts and supporting templates, checklists, and swipe files). Individualized instructor support is provided via live webinars, instructor hours, and instructor review of *individual* participant workbooks to ensure completion.

Our completion rate in our most recent session is 67% and our goal, with the changes we've made in this most recent session, is 75%.

We have a team of 4 instructors, one of whom serves as my program manager, and a primary course administrator who has been part of my team for 10 years.

ABOUT THE LAUNCH STRATEGY

Program Planning and Goals

In July, myself, our course admin, and our program manager met to plan out the launch and delivery of the program. This was our first-ever full day team meeting (facilitated virtually), and it was a massive success.

We outlined a few core aspects we wanted to improve for the program:

- SIMPLIFY – To eliminate unnecessary complexity and to specifically simplify the course delivery process by putting into place clearer boundaries and expectations of our participants and make sure our marketing was consistent with these expectations. (We'd experienced a lot of partial work completions and rushed work that was creating unnecessary instructor revisions and administration.)
- REPEATBLE – To put in place repeatable processes and systems, and ensure our instructors are following consistent guidelines.
- RESULTS – To focus on the elements of the program that generated the most results for our participants. From this lens, we eliminated Kiva gift cards and a social media group which were both poorly performing aspects of the program and non-essentials to the results participants experienced.

Out of this working session, we generated the full program schedule, additional deliverables for the launch and delivery process, and a clear set of expectations to be communication through the marketing and program delivery.

Pre-Registration (July 2019)

We typically open pre-registration 2-3 months before the program start to support our participants who are securing employer funding for their course investment and to even out cashflow.

During our planning session, my team came up with a brilliant idea for a pre-registration offer (which I was making more complicated than it needed to be).

Time-Sensitive Offer (Expired July 31) with the following bonuses:

- 1 30-minute consult with the Program Manager.
- Complimentary copy of our Bridging the Gap Template Bundle ($485 value).

We sent one case study email to our entire list, with an invite to the interest list, and then a 5-part email sequence to the interest list from July 26 to July 31.

We generated $20K+ in revenue from this offer (7 total registrations). Along with our continuations from the previous session (4 registrations) and 2 additional registrations in August, we had the benefit of going into the launch with the positioning of 13 pre-registrations.

Primary Launch (August-September 2019)

The primary launch was run with a 3-part PLC series, reusing videos, downloads, PLC pages, and opt-in pages from our most recent Spring 2019 launch with minimal changes.

This was primarily an internal launch, focused on building a launch list from our internal email list. We also leveraged our substantial search traffic to build the launch list.

- Evergreen switch over – Thursday, August 15 (After this time, all evergreen promotions were paused. All new opt-ins from our organic search traffic received notifications about the free workshop and were automatically added to the launch list.)
- PLC1 – Monday, August 26 – What Successful Business Analysis Actually Looks Like
- PLC2 – Thursday, August 29 – How to Avoid Missing Requirements By Analyzing the Business Process
- PLC3 – Tuesday, September 3 – The Industry-Standard Practices That Make You an "Official" Business Analyst
- Monday, September 9 – Cart open
- Tuesday, September 17 – Cart close

Launch Updates

For this launch, we made the following improvements over our previous launch of The Business Analyst Blueprint in February 2019.

- Created our first-ever sales video, which included updated information about the program expectations.
- Shortened open cart from 13 days to 8 days, which reduced launch fatigue for me and my team (and I'm sure my customers too!).
- Updated our 4 evergreen sequences with logic to almost literally be able to "flip a switch" from evergreen mode to launch mode, and got specific about the experience from a perspective of someone opting in.
- Provided a launch training session for affiliates, helping them identify the best strategy to leverage their assets to generate revenue through this launch. Also introduced bonuses for the first time.
- I went live in our Facebook group after each PLC and then posted these lives to YouTube. This allowed me to practice with the updated messaging I'll be using when we redo our PLCS for our next launch.

- Developed an FAQ to handle questions as they came in, so every question we answered got added to the FAQ and was reusable throughout this launch and for future launches. This greatly simplified our sales support processes.
- Removed a self-study bonus course from the offer, which helped increase the conversions from people who had already bought that course, which is our introductory course.

LAUNCH RESULTS

We closed the launch with 42 new participants, from 10 different countries and 16 states within the U.S.

Source	Opt-Ins	Purchasers	Conversion	Notes
Interest List – Preregistration	461	9	1.9%	During July 2018 pre-registration, with time sensitive bonuses.
Launch List – Main Launch	~7,500	25	.33%	During main launch. All new contacts from other opt-ins (approximately 4,000) starting 2 weeks to open cart automatically added to launch list.
Recent BA Essentials Purchasers	68	3	4.4%	Purchased our starter course since previous launch.
Recent Module Purchasers	31	0	0%	Had purchased 1 or more modules included with the Blueprint.
Past Blueprint Purchasers	216	5	2.3%	Offered a continuation option - relevant mostly to those who hadn't finished.

Break Down of the Launch List

Source	Opt-Ins	Purchasers	Conversion	Notes
Website Traffic	4900	11	.24%	Automatically added all opt-ins within 2 weeks of launch, through open cart period.
Email List	2200	11	.5%	Invited via email
Social Media	562	1	.1%	Mostly via LinkedIn, YouTube, and our Facebook group.
JV	1306	8	.6%	From 8 JV partners

Not on launch list	?	8	?	Presumably on main email list, and through direct website traffic to sales page.

LESSONS LEARNED

Use Bonuses To Overcome Objections

I *knew* this, but did I? Once we removed the self-study course ($497 value), our bonus element was fairly weak, and I believe this significantly impacted the success of the offer.

I am grateful to Marc Evans for pointing out this weakness in the offer, and also helping me identify how to reframe some of our current course elements as bonuses so we can make a more powerful offer for our Spring 2020 launch.

Boundaries Serve Your People

I feel great about this session, and I can already see how these participants will be easier to support and achieve even more success through the program.

I do think that setting these boundaries had a small impact on the overall revenue of the launch, but do also believe that overall *profit* should increase. Even though we don't have exact data to support this, our administrative overhead already seems to be down.

The smaller participant group is actually a bit of a blessing. We're working through some internal growing pains around setting these new boundaries (and staying aligned as a team), and so less participants and overhead gives us space to work through that.

We only had 1 refund request (our baseline is 2-3), and this was someone who never really started the program and had refunded another offer earlier in the year for the same reason. So I'm interpreting this as a huge sign that through our updated messaging, I've attracted in the right people.

As of submitting this application, we have just passed our deadline for participant workbook submissions for Module 1 of the program. So far we have a **74% submit rate**, up about 10% from our last session. We also have a make-up period, and so we are on track to achieve our goal of 75% completion rate.

Tell My Story in Updated PLCs

As part of going live on each PLC, I started to dig deeper into my story. I shared what my career was like before I was a business analyst, and both the joy in work and financial reward that being a business analyst opened up for me.

I shared our participant success stories and celebrated them.

Then, in my coaching session with Marc, he further helped me articulate elements of my story and determine how to weave them into the PLCs.

I'm actually looking forward to re-recording these PLCs and bringing this new level of awareness into my videos.

Keep Going On Pre-Registration!

Our pre-registration offer is simple and powerful. It also evens out cash flow in our business, giving us a revenue boost in between launches.

Keep making this offer. Focus improving it by looking at how we warm up the interest list before we make the offer.

Think Even Longer-Term With Affiliates

While I've always thought of JV partnerships as a long-term relationship, what really stood out to me from the data of this launch, is that most of the partners' purchasers had joined our list earlier – either during previous launches, or from summits and other join marketing activities not directly related to the launch.

Our most successful affiliate had 3 sales from a list of less than 5,000 subscribers – she applied *everything* I suggested and I was also on her summit over the summer.

Going forward, I'll be exploring how I can focus my efforts ahead of launch time, which can create more ease and flow in the launch as well.

This Is Just One Launch

There's always a silver lining, right? And aside from the depth of learning I have from this launch (which I may have never experienced if I eked out a more "successful" launch by-the-numbers), I really started to feel in how this is just one launch.

- This one launch does not make or break my business.
- This one launch does not define me as a person.

This one launch moves me forward, in exactly the way I should move forward.

OVERALL…

Overall, there were so many positive take-aways from this launch. Not only does it continue to prove that this program is an amazing offer and continues to sell (and sell well) even when I make mistakes, but we're doing this in a structured and repeatable way.

More than this, I'm leaning into the results I achieve for my participants, the impact I'm here to have on the world, and building a team who also finds joy and fulfillment in doing the work we do at Bridging the Gap.

I recovered from what could have been a disappointing launch. I opened myself up to learning.

I couldn't be more honored to be the owner and leader of my business right now. I couldn't be more grateful for the tools, coaching, and inspiration Launch Club has given me to continue to expand this business.

SAMPLE SOCIAL MEDIA ASSETS

Success Story Round-Up Post

https://www.bridging-the-gap.com/about-our-case-studies/

Graphics Shared on Facebook and LinkedIn

Career Coaching Session

ANSWERING YOUR BA CAREER QUESTIONS

BUSINESS PROCESS TEMPLATE + TRAINING

yours (for free) today

Registration Is Open for
The Business Analyst Blueprint®

mp3, mp4, and full-text downloads

templates, checklists, and swipe files

8 live webinars + 20 instructor hours for small group coaching

individualized instructor support via email and workbook reviews

36 professional credits

IIBA® Endorsed Education Provider™

PMI Registered Education Provider Project Management Institute

BEST VALUE!

Why You Need The Business Analyst Blueprint®

☑ Learn the 12 key industry-standard BA techniques.

☑ Watch all of the videos on YOUR schedule, when you want, where you want.

☑ Bonus accountability of a live group program, with a course schedule and deadlines to keep you on track.

☑ Build your confidence once an instructor signs off on your real-world work.

Bridging the Gap

Munzolli Tower Gets Promoted to a Senior BA Role

"I was looking for something practical, and I think I found that in The Blueprint. If I hadn't taken this, I think the other classes were more, okay, you read the materials, you learn the theories, but I think the practical side of it is what I liked the most.

I was able to use my current project and apply it to our assignment in each module. Without Blueprint, I think I would just be still at that surface level where I'm still wondering, I read about that already, but I just wanted to make sure that I was doing it right."

Perry McGuire Lands Two BA Job Offers in the UK

"Basically, in January of this year, I couldn't see where I was going to get a job from, and it was quite worrying. I took a punt on The BA Blueprint, and it was... I don't want to say a risk, it wasn't. But I can honestly say it surpassed my expectations, and I am so pleased that I went on the course. And as a consequence, my whole outlook in respect to the business analysis and being a BA has been transformed."

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