

E31 – Evergreen VS Live Launching

Welcome to the Empowered Edupreneur Podcast. My name is Michelle Smit, and I am an ex-teacher turned online business coach for Edupreneurs, the owner of Digiteach and a six-figure entrepreneur. I am in love with empowering educators just like you to create freedom filled online businesses and lives they love.

If you are looking to up-level your skills, your finances, your mindset, and change the trajectory of your life as an educator and business, then you are in the right place. Think of this podcast as your weekly dose of business and mindset development to help unlock the infinite potential within you. To play bigger with your life and go after your dreams.

We are going to have so much fun together. So thank you so much for pushing play today. Now let's dive in.

Hello and welcome back to my podcast. As always, I'm happy to be chatting with you today, and today is actually a special day for us. It is me and Mike's six-year anniversary. And it's so funny because six years ago today, he drove from the Netherlands to London to pick me up after like eight months of us not seeing each other.

Because of long distance, I flew to London. He drove like seven hours to pick me up, and then we drove to the Isle of white, which is where we are right now. And he asked me to be his girlfriend on that day. And since then we've been together. And who would've thought, right? Who would've thought but what an epic journey it has been.

And today is a Friday, so we are going to. Pretty much take the day off and go have lunch and cake and enjoy the day as much as we can. I'm going to be recording this episode for you today, and then that's it for me. So, Yeah, just thought I would share that. I hope you're having a fabulous day.

And yeah, today I'm going to be talking about a topic that you've probably heard about quite a lot in the marketing world, these terms. I'm sure you're quite familiar with them. If you have been in the online business world for a period of time, and that is about the topic of evergreen and live launching or launching and what those are, what it means, what those strategies are about.

But essentially there are ways in which you can sell things online, okay? And there's typically two main ways or strategies that you can sell your products online. Say you have a course or a group program of some sort. Typically you are looking at an evergreen sales system, or you'll be looking at a live launching kind of sales system.

So in this episode, I'm going to dive into the specifics of each. I'm going to talk about the pros and cons and sort of how to determine which strategy is the best fit for you right now with where you're at in your business. So, I'll dive into the differences between Evergreen and live, launching the pros and cons, ways in which you can sell products, evergreen, so different ways of selling things evergreen.

And whether to do evergreen or live launching. So I know people often hear these terms online, and so I really wanted to chat about it because what I've noticed in this space is that a lot of the educators that I work with who want to sell courses, they often just go straight into zero to evergreen.

And the mindset is, oh, I want to go from zero to selling my course evergreen. And then I sort of try guide them otherwise. And then it gets a bit mixed up because they can't fully understand each strategy and what they look like and what the purpose of it is. And they kind of just mix it all up into one big mush, and the results aren't exactly great because it's just not an effective application of the strategy when you're just mixing them up.

Evergreen has a purpose and live launching has a purpose and they have their very specific ways of doing them. It's like a recipe for each. And so when you take that recipe, and you sort of mix it up and just throw in whatever you want. It kind of just turns out into like a mess of a cake. So I want you to think about that. Like evergreen, you're making a cheesecake and launching, you're making a tiramisu. And both of these require very different recipes for it to be a yummy tiramisu and a yummy cheesecake. So there's my analogy for you today.

Firstly, when I started my business, I just did live launching, so I did live launching one after the other. I did about four live launches a year, and that's kind of how I started. And then in 2020, I did my first evergreen sort of sales funnel. It was an evergreen webinar sales funnel, and I took my course that I was selling at the time, which was a course helping people become online teachers.

It was \$379 and I went, and I ran lots of live webinars. I sold the course on through live webinars, and then I took my highest performing webinar, and I made it an evergreen webinar and that funnel eventually made us between 5,000 and \$10,000 a month. Which for us was freaking incredible because that was the goal.

I really wanted to set it on like a semi passive way of selling, and I wouldn't say it's a hundred percent passive because you have to monitor the numbers and you have to run ads and you always have to be checking things with evergreen, but it was pretty semi passive. And I remember we spent about six weeks really working at it to get our evergreen funnel in place or our evergreen machine in place.

And I remember we had a holiday to Italy. We were going to go to Lake Como for two weeks. And I was like, we need to finish this funnel before we go to Lake Como. And we did it. It was a push, but we did it. And then I really distinctly remember us driving around Lake Como Italy, we had a convertible car, we had the top down.

The wind was in our hair, the sun was on our face. And we were having sales notifications and sales pings come on our phone of people buying that course, and that was such an invigorating moment in my life. It was so magical. We were just so happy to have achieved this. This was really huge for us because we'd only ever sold the course through a live launch model.

And to get our evergreen working from the start was so epic and I really loved that process. I love that experience and I do see Evergreen being this amazing way of generating income in your business with sort of more semi-passive way to a live launch. Right? Anyways, so at that moment in my life, even though it was so magical what happened is we well, I fell completely out of love with the product that I was selling, which I think some of you may know.

If you've listened to my podcast for a while. I was just not in love with that niche and that product, and I just didn't want to help people become online teachers anymore. I started to hate it. I started to resent it, and I sort of just became quite like my energy wasn't there anymore. So even though it was making us money, I was like resenting it.

It was really confusing. So this is why you got to be in alignment with whatever you're doing because that misalignment really sucks. And so we decided, well, I kind of just said I can't continue this. And I just started working on my new niche and my new business, which was Digiteachers Biz Academy and helping educators launch courses.

That was what I wanted to do. So I'd burnt that funnel to the ground, even though it was making us money. And then I pivoted into this new niche, which I've been doing for now a good couple of years. Anyways, long story short, I've had experience in the Evergreen game. I've had a lot of experience in the live launching game.

I've got more experience in live launching than I have in Evergreen, but I have been in this world for long enough to know a lot about it and definitely through creating that evergreen process, and the steps that we took to set that up. The very specific steps were important and if I look at other people doing it, they're missing out some important steps.

And I feel like if you want to make it successful and you want to do it properly, like you might as well just follow the recipe, right? Anyway, so I'm going to talk to you about those steps, obviously today. But let's just start off with what does it mean to sell an offer Evergreen? Okay. So Evergreen is a marketing strategy, or Evergreen launching, however you want to call it, is a marketing strategy that involves creating a product or service that is available for purchase at any point.

So there's no date, there's no specific open and close enrollment that comes with a live launch. The marketing materials or the course materials for example, if you're creating an evergreen course. The course materials are designed to be relevant and effective for an extended period of time, so they're not time sensitive.

For example, Let's say we're going through the Covid Pandemic, and you want to create a product related to the Covid Pandemic, okay? That's not an Evergreen product because that's a time sensitive situation that's going to change. It may no longer be relevant in like two years, which it no longer is, right?

So that's an example of not an evergreen kind of course. Ideally if you're creating digital products, you want to try create them with evergreen in mind. Meaning that you want them to have a long lifespan and be relevant for a

long period of time. So evergreen essentially means that you're selling the offer all the time, and it has no open and close enrollment.

Whereas a live launch has that. So the offer is available for purchase at any time. There's no specific open and close. And yeah, and the product itself is evergreen, meaning it has no time sensitive information. And now what is live launching? So, live launching is basically the opposite to that in the sense that.

It's got an open and closed enrollment period. Typically it's tied to a specific date or event and the whole event is done live. So it's a whole big buzz. It's like there's a sense of urgency, there's excitement. There's this big push with a live launch. It's like a big burst of energy. That's what a live launch is.

It's like a big burst of energy. It's a big event. There's a lot of hype, excitement. There's a lot of real time urgency, not fake urgency or whatever. It really is like an open and close enrollment. Like, here is my course, it's open for these days. On this day, the doors are closing. And that is what normally has the big burst of sales, essentially because of that natural urgency or that real urgency.

So evergreen is basically, it's like you can take a live launch and you can turn it evergreen. So you can take live recordings and stuff and then you can turn it evergreen. Sort of edit things a bit. But basically taking any live recording and setting it up for example, if you create a video series that is live, when you create videos that are live. You can then take those videos edit them slightly and turn them evergreen.

Where they deliver automatically to people and things like that. Or a webinar, you can have a live webinar. You take that live webinar, and you can turn it evergreen. And that means that it's just a recording. Nothing is live, it's all happening in the background while you're sleeping. And that's the beauty of an evergreen model.

And I think that's what everyone wants. Like that's the holy grail, to just be asleep and have people buy your stuff and you not to be actively doing anything with it. Yes, that is possible to a certain extent. I have experienced that, but it takes a lot of work to get to that point. It's not just like suddenly you go from zero to evergreen.

It takes a lot of energy and a lot of steps to get to the point where you can set up an Evergreens machine for you that can tick away while you sleep. So a hundred percent possible, but it's just not something that you can do like immediately. Alright, so let's look at the pros and cons of Evergreen versus live launching or launching because both strategies have advantages and disadvantages.

So let's look at Evergreen. The Evergreen pros would be if you're selling something evergreen. The whole strategy behind having an Evergreen sales system is essentially to build consistent revenue. It may not be big amounts of revenue, but it is somewhat consistent or relatively consistent from month to month.

Once you put the Evergreen sales system in place, it will generate you a certain amount of money, depending on how much traffic you're sending to that funnel or whatever it may be. So that is a big pro. Having consistent revenue is amazing and it's very good for the health of the business, right?

It creates more predictable income in that sense. The other pro is that there is less pressure in an evergreen cell system as opposed to a launch. So by nature of it, it's not this high pressurized live event where you are list building for a certain merry period of time, and then hosting the event, and then selling the offer that comes with a live launch.

Evergreen is kind of like a slow burn, if I can say that. You are slowly building it almost over time, and then you're getting all the pieces in place and then you start running traffic. And then while you're promoting your evergreen stuff, you are watching what's happening and you're able to optimize.

And it's not like such a big burst. There's no deadline to it, so there's not like as much pressure. You just build the thing, you run traffic and you adjust based on that. And because of that, like it just feels a lot less stressful. Basically by default it just feels less pressurized.

And the next pro is that it allows for ongoing optimization and refinement. So in a live launch, you only have really one chance to just get it right in that launch. And you can't really change things once the launch is underway. There's few things you can do to pivot and change things, it's because of the time sensitive nature of the event.

Once it's done, it's done, right? With an evergreen sales system, because you're running traffic and you're able to just track what's happening and look at your data and see, okay, how many people are buying, how many people are doing this? You can track their conversions and then you can adjust, and then you can run traffic and you can track, and you can adjust, and you can just continuously do that.

And that's kind of the nature of an evergreen sales system is the tracking and adjusting to refine. And it's done in a steady manner. It's not this big burst. So that is great and obviously one of the biggest pros of evergreen once it is set up and if it is set up correctly and the machine is working and it's doing what it needs to do. Then you can have a pretty semi passive way of selling your products, and that is amazing.

So all you need to do once you've built the machine, is just put people through it. Like get people going to your stuff, and let them see your stuff. Let them see your amazing products, your services, the way you teach, all of that good stuff. It can all be sort of automated.

And like literally while you sleep, people can buy your stuff. And that is very, very nice. I think that's probably the biggest pro and it is relatively scalable. Where like for example, if you're running ads to an evergreen webinar funnel. You typically can just increase your ad spend to increase the amount of money that funnel will make to a certain extent.

Now that is not a hundred percent, because sometimes when you increase your ads, your cost per lead goes up and that reduces the profitability. But in general the more traffic you can get in, it does create more sales and revenue on the end of that.

Okay, so evergreen cons. It's a bit slower in the sales. For example, a live launch, you're going to have a big burst of revenue in, it's like a big cash injection. With Evergreen it's a slower initial sales process. It takes time for things to tick over.

For things to be refined and working, and then over time you start generating more consistent sales. But less, right? So it's not like, 30K, 40k I mean, it can be for some people of course. That's like, a \$60,000 launch. That's pretty achievable. But with Evergreen, you're looking at 5k, 10K months, and obviously it can be scaled up, but it is just slower in the initial sales.

Because of the lack of excitement and urgency and real-life urgency, I guess that goes with the live launch. You're going to be seeing a lower sales conversion. Your Evergreen sales system will have a lower sales conversion than what you would have if you're doing a live launch. That's just because of a live launch and the urgency and the hype and the excitement really amplifies everything, right?

Think of it like gasoline to a fire. Whereas with Evergreen, yes you can have some time sensitive things or some bonuses that may disappear or like a special discount for 15 minutes or something like that. Like you can create real life ethical urgency. But because it's a recorded thing and you're not live with the people, it will have lower sales conversions.

That's just generally what happens. So that is something to consider obviously as well with Evergreen. You have to be tracking the data every day, I would say. Or at least in the beginning, every day. And then once things are ticking over at least every week and just seeing what's happening.

And I think the biggest challenge comes with Facebook advertising is when you're actually advertising and sending traffic to that funnel. That can be a tricky thing, is just keeping ads working because Facebook ads has its own way of doing things and the algorithm can just change a lot.

And so I think that does present a challenge as well is just running ads and keeping them fresh and keeping them with a decent cost per lead and constantly just monitoring all of that stuff so that that is a bit of a con.

Alright then let's look at live launching pros. So live launching, we know it's got real life urgency. It's got an open and close enrollment. It's got all this hype and excitement. It's a real-life live event where you're interacting with people. And so by nature of this, it'll generate a lot of sales in a short period of time. So if you do the launch properly and you run the full launch runway ahead of time and you build the list and you do each step of the launch properly or relatively well, it doesn't have to be amazing.

I mean, no launch is perfect. But you're doing the important things. Then you're going to generate a big burst of sales in a short period. And that's really good for the business as well. To have cash flow. The other thing is it creates a sense of excitement and urgency. And just by nature of that burst, you grow your business.

So launching is a really great way to grow the business quickly. If you want to grow quickly, launch is a great way to do it because it promotes list building. It gets people excited, it gets people hearing about your stuff. It motivates you to show up and get very visible.

Because that's what's required. And because of that you have these big bursts of growth. The other thing is that's really cool about it is you can build a community and all this momentum around it. So that's really fun is creating the community with the launch and the momentum and the excitement and everyone like connecting.

And you're basically hosting this virtual event. Which can be really awesome for people and really fun and obviously there's pressure to it. But it's really cool to connect live with human beings and feel that sense of community. Obviously one of the best pros of a live launch is the higher sales conversions.

So as I mentioned before, because of the nature of the event, it being all live, it having a really clear, open and close enrollment. You're going to have higher sales conversions. Because people need urgency to take action. It's just by nature. And ethical urgency is really important. So not lying about stuff and just being honest and saying, hey, this is available for this period of time.

People need that to make, take action. Like for me, I actually love a bit of urgency in my life because honestly, procrastination is real, and it doesn't serve me. And so when I have a bit of fire under my butt, like, hey, here's this offer. It's available for these days, and then it's closed, or it's available for these days and the price is increasing.

For me, I need a little bit of urgency. Like it really gets me into action, and I don't mind it. I know other people have different perspectives on urgency. But I'm totally cool with urgency, and I think having real life urgency in your live launches is a really awesome way to promote your offer and motivate people to not procrastinate and to not sit on the fence for 500 years and just not take action. Because who is that serving, right?

Definitely not them. So that's how I view it. And the other pro of a launch is it's easier to sell your offers with a live launch. I believe that to be true. Once you get the hang of it, I just find it's easy to sell, especially a higher ticket offer.

With a live launch than it is with an Evergreen. Now, that's just my experience. That isn't to say that it's a hundred percent accurate. Maybe you've got other people who have the opposite experience.

In my past because of the higher conversions, it's just easier to sell and make decent profit and have an awesome cash injection. And the nice thing about a live launch is you don't need many in the year. When you get to a point where you're having 30, 40, 50, 60, whatever, a hundred thousand dollars launches. You don't need to have that many a year.

You just need to have one or two live launches a year. And you can just work on other stuff on the side. And that's something that I've enjoyed is just having seasons. Because I work in seasons, I have these rest seasons and I have these burst seasons, and I kind of go into work mode or I go into holiday mode.

It's just how I am. And so with live launching, because I've been able to have decent live launches. It's taken the pressure off with like I would launch and then I would take like weeks if not months off. And when I say off, it doesn't mean that I'm not doing anything in my business. I'm doing my general business stuff.

Like I'm always creating content. I'm always doing my podcast. I'm always doing my newsletter. I'm always doing my Instagram, but I'm not heavily promoting anything. And that for me, has served me for my business and it suits my energy. Maybe other people have a different experience with that.

Now live launching Cons. The nature of a live launch is very high pressure, okay. It's just higher stress. You need to handle the stress of the launch. Especially if you are investing in advertising and you're investing a big amount in ads. For my first big ad spend launch, I think it was like \$10,000 in like 2020.

Right at the beginning of 2020, I decided I was going to spend \$10,000 on ads in the launch. And it was just stressful, you know, having done that. And then basically what it means is that you're going into the event quite a bit in debt technically. And then you need to do a good job in that event.

You really need to show up and do the best you can to try get the best results and get human beings into your program and have like an awesome experience. So it does add stress. But on the other side of it, it does really

motivate you to show up fully and you don't half as it. Like you go all in because I mean, hello, you don't want to lose money, so you're going to go all in, right?

And you're going to really rise up to the challenge. So that is the good side of that. The other thing is it's a limited sales window. So with a live launch, you've got a five to six, maybe 10-day open cart period. Then after that, the doors close.

So that is quite limiting for some people. They find it a bit lame because they're missing on sales on either side of that. But what essentially happens is with that live window, you get more sales in that live window than what you would do if you just had an open enrollment. So that's just typically what happens. The live launch, even though your course is only open for seven days. You get a big burst of people in those seven days and probably a lot more than what you would get if you were just selling it every day.

And that's just because of urgency, right? People really move with urgency. The next con I would say is it's not a hundred percent sustainable long term. Meaning like you can't just rely on live launching. Although, for some people, for some businesses they can, and they can have a million dollar launch and then be like, cool.

But generally it's like you get these bursts of revenue and then you can have months with a dip in revenue. And so that fluctuating business revenue isn't necessarily sustainable and it's not necessarily the kind of business that you want to have and the revenue you want to create.

So you may want to, basically build something else in between. So you are having the live launches and you're selling something else in between. And that's kind of what I would recommend is having both. And so I know a lot of marketing gurus are going to say, no, do live launching. This is the only way.

And then another dude is going to be like, no, only do evergreen, because that is the only way forward. But really at the end of the day. Both of them are really good and they serve very decent purposes in your business. And using both in your business is probably the best. But depending on where you're at in business, of course. Which I'm going to talk about that right now actually.

So, how to know which strategy is right for you and which one to do? Obviously, it's essential to consider your own specific needs and goals for

your business. And for example, if you are really wanting to create steady revenue. And you don't like the pressure of deadlines, then Evergreen is definitely a good choice, right?

But on the other hand, if you want to really grow your business. Like a big burst of growth, meaning you'll inject a nice big cash injection which will help the health of your business in the early days and will help you with list building and help you create a little bit of a name for yourself.

Then live launching is the way to go. Now, of course, you need to also bear in mind where you're at in the business journey, right? So if you are a beginner. And you haven't got an audience, you haven't got an offer. You haven't tested pretty much anything yet. Like you've never launched, you've never sold something online.

You're completely new to the game, then you want to go with a live launch first, for sure. Like for me, that is a no-brainer. You don't want to go with Evergreen, you don't want to go from zero to Evergreen because I just don't think it's going to be very effective, and I think you're going to spend a lot of time struggling. And instead of spending all your time struggling, just get some sales in, right?

And what I would recommend is hosting a live event and then selling your offer in that live event and creating your offer with the first time, creating your product with your students over time. For example, you selling an eight-week program, you host a live event, you give this great experience, you then open your program, people then join your program.

And then over those eight weeks you deliver your course with them. And you use their feedback to tweak your product and make your product better. And then once you've got the built product, I recommend launching a few times. Just to refine your messaging, just to refine the offer, just to keep improving on the sales process, just to build up the confidence, just to do all the things, to build up some cash revenue.

So every time you launch, you're injecting money into your business and your money needs cash flow, okay. So, that's what you want to be doing in the beginning days. Now, once you have live launched an offer a couple of times, and you know how to build your list. You've been in the game for a period of time, let's say a year or whatever. Doesn't even matter how long, as

long as you've launched a couple of times and you've built up the skillset to understand how to sell online.

Like just the general online business skills that you have to learn. The launching skills that you have to learn. Once you have done that and you have a product that is converting. It's validated the market. Once people are buying it, then you can say, okay, let's turn this bad boy evergreen.

And then basically what I would recommend and was what I've done. Is you run a live launch, a live webinar of some sort, you launch the offer live with a webinar, and then you take that live webinar, and you make it evergreen and you just edit it slightly. And you turn at Evergreen, and then you create an evergreen sales process that's now selling.

And the reason that you want to go and create something live first is that the energy of the live recording is going to be better than the energy of a pre-recorded recording. So just delivering it live. Plus you're going to inject some revenue into your business just by nature of doing it live. And then you take that live webinar, whatever it may be.

It could be a video series. All of that. And you repurpose that into an evergreen thing where you set up a funnel where someone can sign up, go to your evergreen recording, and then you can offer your program. And yeah, the reason we go live first is we need to test the sales process.

If you skip the live element and you just go from zero to evergreen, what you're going to find is that your thing might not be converting. So your webinar might not be doing what it needs to do. Like people aren't at all interested and then you've built this machine and it's not working, and then you've wasted time building this machine that's not working.

Whereas with the live launch, you can pretty much get the information. See if it's converting. If it's converting at a certain point you can say, cool, this is a great way, or great offer. This proves that it works. It's proven that people are buying it, and then you can turn it evergreen.

What you don't want to do is go from no offer to Evergreen selling it Evergreen. I recommend testing your course live with your students in the beginning. Refining the process, making the process better, and then once you are very much comfortable with the course and you think it's amazing.

Then I would say going into Evergreen is a good next step. And I am a big advocate for both.

So if you can have an evergreen system where that's selling something evergreen all the time throughout the year. And that's making you a steady income throughout the year. That's amazing. And if you can have, one to two to three live launches a year in between that's amazing too. Because you're attacking two different things with that.

The evergreen goal is to create the consistent, more predictable revenue in between launches. The live launching goal is to have a big cash injection, a big burst, a big growth spurt for the business. Both of them are really good for your business. There's no better thing than having both, in my opinion.

And also you can just naturally sell something evergreen in between. Like for example, coaching. You can sell that evergreen in between your course launches, and you can just naturally sell stuff evergreen. But what you will find is that you're going to have an easier time selling in a live launch than you will have just with an ongoing offer that has no urgency to it. And that's just because for some reason us humans love a little urgency because that's when we take action.

Alright, so evergreen launching they are very different strategies. They've got very different recipes. They've got a process that you want to follow with them. Just like when you're making a cheesecake versus making a Tiramisu.

Follow the recipes in Digiteachers Biz Academy. I teach the live launching because most people that come into that offer or my program are educators or teaching business owners who are new to the course creation game and new to launching or selling courses and stuff online really. And so DBA really teaches you how to live launch.

And once you know how to live launch and you are making some cash money in your business and you have your course it's built, and the offer is validated and all of that. You then can move on to going more evergreen and looking at expanding your skillset into trying out an evergreen strategy.

What you choose in your business really depends on where you're at. And as I said, beginner with zero offer. You're going with a live launching. If you've been in the game and you've got an offer that's converting and it's selling and

you've got all the pieces in place, you've got the messaging dialled in, then you're looking at evergreen.

And I hundred percent am an advocate for using both in your business. I'm not going to say one is better than the other. They have different purposes. So, yeah that's it for this episode. I've been jamming on a lot of strategy stuff recently. I hope you've been enjoying all the strategy talk.

I'll bring in some more energy, mindset, money mindset goodness in the next couple of episodes. Because that is actually what I heard on my survey. So if you haven't filled out my survey, you can go ahead and fill it out. Basically, I want you to tell me what you want me to talk about and I will create episodes on those topics just to make sure that I'm creating stuff that you actually want to hear.

Other than that, I hope you have an amazing rest of your day, and I will chat to you again next week. Bye.

Thank you so much for tuning into today's episode. If you love what you heard today, then be sure to share it with me by leaving a five-star review so I can continue delivering these goodies.

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I appreciate you so much, and I can't wait to connect with you in the next episode. In the meantime, go create a business and life you love.