

Different Ways to Launch

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You're listening to business badassery, the audio advice column for your online business. I'm Kirsty Fenton.

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And I'm Amy Posner. We're talking bite sized episodes that solve real world problems with a no holds barred tell it like it is kind of approach.

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The question we have this week is this one, how do you both approach launches? What does that look like in terms of what you spend your time on in the run up? What does audience building and nurturing look like for both of you? Any and old peeks into your processes and brains, please?

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Okay, I have this image. I'm like, you know, opening this little window in your head and peeking in. I'm like, sliding back, this little slider would sit in there. I feel like better equipped to talk about launches, although I think what she's asking us is in our own businesses, yeah,

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I think so too. Yes, I think that is the question. So do you want me to I'm very happy to jump in. But would you like to jump in first, it doesn't bother me. Either way. Go for it. So there's lots of delicious questions here. So I think, for me, in terms of what I spend my time on in the run up, I'm going to assume, and this may be wrong, but I'm going to assume for this person that the offer has already been created, whether that's a product or whether that's a course, whether that's a service or something else. So let's assume that that piece of the puzzle is done. And we're just purely focusing on the mechanics of the actual launch. So how do we then get that into the hands of the right people? For me, I would say, the first thing I always do when I'm launching something in my own business,

and also for my clients is actually write the sales page. Because I find that once I can have that page done, it feels good, it feels aligned, that also really helps me work backwards, and plot out sort of what people need to see or to know or to understand or to feel before they land on that page and see all the information about the offer. And also what other messages might need to be repeated, or what other detail might need to be given. And that helps me plan out the actual open cart sequence. So I feel like the sales page for me is always a bit of a home base for that project. So for me doing that first just helps me get all my ducks in a row in terms of messaging, and in terms of the shape of the funnel. After that, I always find that the next thing I do is go into the pre launch. So thinking about, well, I guess every launch does need a launch trigger. But what will that launch trigger look like for this offer? So will it be a workshop? Will it be a challenge. Now another challenge my own business, I always I always just do a workshop or I just open the cart. But the only products are which I just opened the cart without any sort of event like a webinar or a challenge or a workshop are those for whom I have an audience who is most aware or product aware. So people who already know about the offer. So for me that offer is brain camp. And I always have people who are, who know they're going to buy it the next time it launches. And I always managed to sell that offer out, usually within a few days. So for me, at this point in my business for that offer, I know I don't need any sort of launch trigger beyond a date and a waitlist, I guess so putting some effort into building that waitlist up in the weeks and months before I actually open that up to the world. So that's sort of like the very big picture. And I'm very happy to dive into more details here. But I wanted to just pause and ask you, Amy, how your process looks sort of which which bits you dive into first, which which bits do you prioritize? And I guess how much time is spent on all of it?

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We know what I'm realizing as you're as you're talking is I don't watch? Oh, right. I mean, I haven't I haven't launched anything since I ran my copy clinic program, which is going to be five, six years ago. I really I haven't done a launch. And it's interesting though, because I will talk about what I'm about to do. Because I am doing some I am about to do that. And I'm doing it in a very organized way. And I'm happy to talk about what that looks like. But it's just funny because I'm thinking I haven't done that. And it's interesting because I've run programs but I have not done them at all in any kind of you know, I haven't filled them in any kind of traditional way at all so

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but you still launch see this I love talking about this with you because I feel like people think that to launch you need like a more traditional funnel, which I do often use but you're still launching offers me you're launching your mastermind, you've launched your No sweat sales calls. So even though you haven't used traditional methods, you're still launched because for me a launch is just putting the offer out there so that people can come in and buy it, you know, in a in a timed sort of way. So of course you know your mastermind and has set a start date. So even though you're not doing a traditional funnel, you're still launching. So I'd actually love you to talk about that if you're comfortable, because I think it's good for people to know that that is also a way to launch that's not about the method. It's about the success.

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Yeah, I love that. You've pointed that out, because you're right. And I was very much in that. In that box as we started talking about this, because I'm thinking about like, launch and launch funnels and

funnels that I've created in that very, very inside the box. And you're right, I mean, the launch can look so many ways. So I'm very glad you pointed that out. So yeah, what would you what? What would be helpful for me to share from that process as like what I actually did? Or do or?

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Yeah, all of it, I think, because you've successfully sold out your mastermind, is it three times now? Is that right? Or am I fortunately, incorrect four times. So yeah, I think it would be great to hear you talk about that. Because it would be, I think, really valuable for people listening to get an understanding of how you can do a really low key launch and still have it be incredibly successful. So yeah, what like, what do you do? How have you thought about nurturing people to see that offer?

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So I have a list. I put out content to my list every week, it is not a big list at all, I started focusing on growing it this year. And I think in the years before, I was just sort of, I was very scattershot about it. So you know, it's not huge. But in that weekly message, I just started mentioning that I was running a mastermind, I started it as a PS, now with a little detail about what it was and what you know, it's called magnetic north and what you know what, what the point of magnetic north was, and if that was of interest to you. I don't think that I let people I don't think I had a calendar link to set up appointments. I think every time I have said, just hit me back by return email, and we'll set up a time. And that was partly because I wanted to know who I was setting appointments with, I didn't want people just coming in that, you know, that weren't a fit or weren't at the you know, sort of at the right point to be a fit. So as I did the mastermind the first time, well, I had people who stayed I people who stayed several rounds. In some cases, people would stay two rounds, I've had a few people who've stayed for three rounds. And then it was word of mouth combined with doing the exact same thing over again, at the next, you know, at the next point at the next cohort, you know, putting it out and setting up appointments with people and meeting with them personally to find out what it was that they were looking for. Tell them what you know, what we were accomplishing in the masterminds and what they could, you know, expect to get out of it. And that was that. I mean, that was the whole that was the launch. And I think this time was a little different, because I've done them back to back before. This time. I took I think a three month break between so things sort of like oh, when do I When do I you know, when do I ask people because my going to ask them in June for September am I going to wait till August and so I was just sort of putting out the word real slowly over the summer. And you know, it was kind of a weird summer too, because, you know, all my coaching clients are telling me how old people are pulling back and they're not joining things that other people aren't joining things. I'm like, This is gonna be interesting to see how this, how this plays, so it might have actually served me well that I had more time this time just by, you know, just by chance. So that's what that's what I've done for my mastermind. And I also, you know, it's interesting, I have coaching service, which I deliberately it's kind of a low key service. It's kind of a behind the scenes thing and I've never launched that either, but it gets you know, it gets consistent to takers of the offer. And I think when I launched my copy clinic now you know what I did, I didn't do a launch either. I got help from Robin Cara copywriter club, and we launched it through their list. That's exactly what I did.

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I love it. It's like I didn't do a launch either. You're still launching.

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You're right. What do you said?

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I didn't know it's so funny. I feel like but I reckon like I feel like the way your brain works there is how so many people's brains work in the online business space if you because if you're like oh no but I'm not doing like you know webinar or like a certain click funnel or something like that. So it's not a launch is sort of launch or launch is just how you get the offer out to the right people and how you ideally hit your goals for the number of sales and number of spots or the number of money or the amount of money you want to make in a certain period. So I think the moment we get a bit more flexible with thinking about how a launch can look, the more likely we are to find a way forward that really fits our unique business and our unique offer and our unique audience so I think it's really good to hear you speak about those things because for you like this style of launching has obviously been really successful. So you know I'm hearing you say that, you know you've learnt on getting leads through Robin cara a little bit for So what often was that my mind's blank already? Oh, that was the clinic clinic? Yes, that's right. And and I joined the beta out of that I remember years ago, what you did there was you knew that Robin Kira had a ready audience of people who would be such a good fit for that copy clinic offer. So we found a way to get in front of that audience and sort of bring them across. And I think, you know, for most launches, that audience piece is the really key piece of the puzzle. Because either you're relying on the audience that you yourself have built, or if you know, that you perhaps need a bigger pool of people to pull from, or you maybe need people at a slightly different stage of business, whatever it might be, you know, finding collaborations or affiliates, whatever it might be, to get in front of other people to pull those people in is such a key part of having successful launch, because of course, without the numbers there to begin with, it's incredibly hard to get the numbers at the other end, in terms of sports field or money made. So I think it's cool to think about, you know, that as a way of prepping or building your audience.

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Yeah, I mean, you know, it's like the, like, I used to say, in business, like, you know, the best way to make money is with other people's money, it's like, you know, digitally the best way to make money or to get known quicker is with other people's lists. Yeah, I have to say, so, you know, I made a mistake in, in that particular offer, because I had done some collaborative things before that were commission based, and I was offering them a commission to help me with this, and I structured it wrong. And I structured it wrong to the point where I eventually closed down the program, because I realize you can't do personal service like that, and pay an ongoing commission. I mean, you can, but I, you don't, you don't like it, you know, I felt it. It just, it was not the right way to do it. That should have been like a trunk up front and been done or paid out over time, instead of it being ongoing. So So I it's actually the reason I ended up dismantling the program, which I told that they, I mean, they knew that 100% What I was doing. But I would recommend that if you do that with with anyone just be really clear about what your arrangement is. And not I mean, I proposed the arrangement, it was my mistake. I just I didn't I wasn't experienced. So I would caution you there.

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Yes. Oh, that's such a good little nugget, too. Because I think it is exciting to think about, oh, yes, I can just have affiliates. And you know, I can I can help, you know, I can use them to get people into the program. So of course, I'm happy to pay them. But as you say, if it's an ongoing service, and that affiliate is getting an ongoing commission every time that gets tired pretty quickly, because you are giving away a chunk of your earnings, you know, your real time earnings. Every time someone re up. So yeah, that, um, definitely a good little nugget from you there. I'm just looking at these questions again. And I feel like, This is so funny, I feel like I'm going to talk about your business again, because I feel like it's fun to, I don't know, point things out. Because I think over the time that we have been doing this podcast, I have seen you actively grow your audience, as I think you have moved a lot more into the space of making most of your money directly through your own office rather than being a part of other people's. And that may be incorrect. But I feel like that's what's been happening. And I think one of the key ways that you have built and nurtured your audience is through doing things like this, but also cut to the copy. Because I feel like even though that probably wasn't specifically tied to the launch of any one of your offers, it was a way of reaching more people and building a relationship with those people and sharing your expertise so that when they did have an opportunity to buy something from you, and I guess especially to spend time with you inside the mastermind, you know, they had that experience of you to help them work out whether you would be a good fit for them. So I think thinking about audience building and nurturing very much as a longer term game, I think is really beneficial when it comes to launches. You know, particularly if you're not just going to launch an offer once and then never again, you know, if it's something you're going to have up and running in your business and you hope that it will be a significant earner for you. You know, then it is really valuable to think about which pieces you can have in play over time, so that you're continually putting content out there or whatever it might be, or reaching new people, or deepening that relationship with people and I guess it's important to think about their, you know, what's more important for your offer? Because I think for something like a mastermind, I think that depth of relationship is probably more important than the range that you have, because you wouldn't have you know, 200 spots in a mastermind but of course every spot that you do have comes with a pretty significant investment. So I think that you need to think about Add audience building in that way as well. So not just numbers, but also what else about that relationship is going to be important in a way that leads in to them being more likely to invest in the offer that you're launching?

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Yes. Yeah. Okay. Cool. Yeah. Yeah, I'm such a fan of delivering value before money exchanges hands, you know, like, just genuinely like, giving stuff and letting people see who you are infected. My whole new marketing plan is based on that. But it's interesting, because you and I talked about, you know, how this, you know, this podcast, you know, monetizing versus not deliberately monetizing, and how that works. And this is a really interesting point to tie back into what you just said, in this round of the mastermind. I don't know most of the people, but they know me. Very, it's very different experience than I've had in the in the previous three. It's kind of fun. It's exciting. It's very different. But that's what it comes from. I mean, one of the women, you know, who joined, she's like, you know, you had the conversation and people go away and think about it, what you go and do is watched a whole bunch of my videos. It's like, Yeah, I like and it was not even so much for the content is like as me, could she relate to me? Did I seem, you know, like somebody that she could work with? So interesting.

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Yes. So good. I love that. Yeah, that piece of information, because that alone makes all those videos so valuable, how to know that someone can go back, like, basically watch your library, and work out whether you will be a fit for them or not. That's awesome.

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Yeah. And I think, you know, to a point that you made earlier, I mean, this is this is the long term game, unless you like, you know, you're just in business for some short haul, like, having an opinion, having a voice and getting it out there. That's, that's the game. I mean, besides everything else you're doing, I mean, that's the thing, you know, sort of like investing money, you know, if you'd started 10 years ago, well, you'd have a whole lot more. It's the same thing with your business, it's like, if you start getting no, now you're gonna have a whole lot more, two or three years from now than if you wait two or three years or five years until you feel like the, you know, the air quote, authority. You lose, you lose a lot of time. And so I think that's really, I think it's just a really important thing to get doing. And it takes us all time to decide what and how, and, you know, to feel comfortable, but it's one of these things, you know, you have to be willing to be bad at it. So you can get good at it. And you, you have to do it. I think if you're a digital business owner, and you want to have longevity, you have to have a presence.

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absolutely could not agree more. Yeah. And you've done

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that really effectively. I mean, look what we're now but I'm off the topic. No, I don't want to go down that road. Have we answered all these questions? I'm wondering,

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that's what I was just wondering to us, like, did we get a bit off track? Or have we actually answered this? I feel like we've kind of answered, I'm trying to think what else I could add? That might be helpful. Maybe it's helpful for me to say that. For me, audience building and nurturing, until literally a few weeks ago has always simply been through things like guesting on other people's podcasts, having this podcast, which is not great, our audience, my audience significantly, but I think has done it in a way that I've got a few people who are really primed and ready to buy my offers when they're available. So that's really valuable. Also doing paid workshops in other people's paid groups has always been a good source of leads for me in terms of people who then you know, join brain camp or whatever it might be. And I think, yeah, so it's been mainly that sort of stuff showing up authentically, I think, on email and on Instagram. And then yeah, literally, the last few weeks has been the first time I've invested in any sort of paid traffic. So at the moment, I'm trialing how Facebook ads and Instagram ads can work as a lead source, specifically for an evergreen funnel. So I won't report on that at the moment, but I don't have enough data yet. But just to say that, you know, that is a new kind of audience building that I am experimenting with at the moment. So just remember that that is on the table, if you think that it could be a fit for the offer that you are launching.

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Yeah, and coincidentally, and you and I came across this in a recent episode, I'm about to do the same thing. And so I have just sort of shifted my audience I like moved my essay 180. But I think more like 90 degrees to include, like the broader freelance world where I was very focused just on copywriting before. And I need to build a new audience. And I'm not known in that audience, I mean, in that world. And so what that looked like for me, it's so funny. There's so many there's so many pieces in this in what you were talking about, but like niching down for me and deciding you know what I was going to offer and that I focus a lot on the business side of business enabled me to build like a short course for freelancers that I'm then going to mark it as a way to get to know me and then all the marketing is like You know, even if you take the course you're not on my list, if you want to get on my list and hear from me, everything's very permission based, and very much encouraging people to opt in or leaving them out if they if they don't want to. And I'm trying to, you know, build a, a very focused list that I know who is, who is on it and where they came in. And so, you know, it's like what we've talked about before, like building an ecosystem. But I'm just saying to this person, you know, what I, so many times, I haven't thought about that. And like, what sort of how it, how the audience building fits into the bigger, the bigger picture, but when you have more of an ecosystem, it's easier to do, which I think Christy, you've hit me over the head with a number of times.

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Excellent. All right. Well, I hope that we've provided some answers for this person, even though that answer might be just, you know, that what works for me doesn't work for me, and vice versa, because we're dealing with, you know, different, I guess, assets in our business and different ways of working in different offers as well. So maybe just some encouragement to think about your unique ecosystem, as Amy said, and how you can nurture that so that your offer when you launch it is supported and set up for success as much as possible. And don't be afraid to experiment either, like don't think that launching does need to mean, you know, a webinar funnel or a challenge, whatever it might be, it can be something much more low key. And I think that that sort of depends on the offer you're launching, and the level of awareness your audience has about you, as well as the offer itself. So that is my little nutshell. Think of everything we've spoken about here today.

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Yeah, I like that. And I think it's a it's a really good point to have, you know, over and over and over again, that it doesn't have to look a certain way. And it doesn't have to be so complex. I think that's kind of what you're saying, right? Because we go to these like, complex funnels, and then there's this piece and that piece, and before you know it, you're too exhausted to even think about it anymore.

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Yes, exactly.

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Okay. answers a question. Feel free to send us follow ups or say, you know, like, set us off on the

right track instead of the wrong one. We're happy to do that for you.

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Absolutely. And if you have any other questions, head over to businessbadass.co/podcast And you'll find the question submission form there. And we would love to tackle whatever you whatever you'd like help with in a future episode.

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Thanks for listening and catch you next time.