

# Launch\_Lessons\_MiishGrixti

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## SUMMARY KEYWORDS

launch, lesson, detached, detachment, delight, committed, goal, miniseries, powerful, learn, equip, today, superhero, prioritize, create, evaluate, hayes, showing, resourced, work

## SPEAKERS

Miish Grixti, Jacki Hayes

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### **J** Jacki Hayes 00:04

I'm launch consultant Jacki Hayes and welcome to launch lesson, a special miniseries of the Here's What I Learned podcast. Each week for the next five weeks, I'm sharing the most impactful launch lessons of some of my favorite online business owner. If you're in the middle of a launch, or have one coming soon, listen in and learn from these incredible entrepreneurs. Miish Grixti is joining us today. She is the copywriting coach for coaches. Not only has she helped coaches create copy for their launches, but she's also have many of her own launches to learn from. As you listen to this episode, I think you're going to hear a recurring theme from last week. And here's me.

### **M** Miish Grixti 00:46

Hi, my name is Miish Grixti. And I am so excited to share three of my most impactful launch lessons with you in this very punchy, quick podcast episode. So to start with lesson number one is to prioritize your delight during your launch period. And by that I mean when you actually take the time to start your day by asking yourself like how could I make today fun, or what would delight me today, that is going to really help you put put yourself in that position where instead of going straight into scarcity, and I'm behind, and I need to do this and this and this. It really places you in in that really powerful energy of reminding yourself that this is your business, you get to do these things, you get to have the business and lifestyle where you get to launch and where you're afforded this, this opportunity to you know, have things in your day, even during this really big, you know, cash flow injection phase of your business, that you can still have things in your day where you prioritize your delight, before putting on your work hat and doing all the tasks required during your launch. So that is my first big launch lesson. And the reason I share that is because without that with going straight into shit, what am I behind in what do I need to get done today, you are going to have such a sucky time and asked me how I know. Actually for my very first group program launch, I did this, this turned out to be less than and I embodied really well. And I took it for granted. And when it came to my second launch, and I and I didn't practice this or prioritize my delight in during my launch days, it showed it felt

much harder, it was harder to show up, it was harder to do those tasks. And since then, I really learned like I will unlock so much more energy for myself to get through my launch, when I prioritize my delight. So that is my first launch lesson for you.

M

### Miish Grixti 03:02

The second launch lesson that I found to be most powerful, is the lesson of detachment, staying detached to your goal but committed to it. And this is like one of those energetic balances that sounds really really frustrating to hear. But when when you find that energetic balance within you, and you bring yourself back to detachment from the goal, but committed to showing up and committed to your offer and committed to your clients who this offer is perfect for that is a very, very, very powerful place to be in and it's really magnetic energy to so so when when I think of being detached from my goal, what that requires is actually getting honest with myself about like, Okay, if, if my launch goals aren't met, am I still going to be able to, you know, stay in business? Am I still going to be able to pay the rent this month, am I still going to be able to pay my bills, and actually taking time to get clear on that ahead of your launch is is a thing in itself, right? So take that time ahead of your launch, to to let your prefrontal cortex know that hey, no matter what happens during the launch, like my my livelihood and well being is not dependent on the outcome. And that that knowing that is going to help you remain detached. So So when when you're going through your go when you're showing up when you're sending emails when you're doing your webinar, whatever it is for your launch there there isn't that you know, intense sense of need and and you know, almost desperation that comes through if you're thinking holy shit, this Lawrence has to work or else. So that detachment is going to be really powerful. And the other part of that like, just because you're detached from your goal, doesn't mean you're not committed to Through the value of your offer, and who else is here to serve and support. And, and when you tap into that energy along with that attachment to getting your needs met. But by being committed to getting your your best fit clients, you know, supported and equipped and resourced with, you know, the best resources to support them to create what they want to create, which is your offer, that is so powerful. It's so magnetic, so detached and committed is launched lesson number two.

M

### Miish Grixti 05:33

And my third lesson is to evaluate your launch. And by that, I mean, take time to ask yourself, what went well? What didn't go, well? What will I do different next time? And to actually hold space for yourself long enough to answer those questions when you might just be excited and you know, wanting to move on or getting into the delivery mode of what you just sold. Or you might be really disappointed and wanting to put it behind you and just start you know, planning how it's going to be bigger and better next time. No matter no matter what your your feeling at the end of your launch, actually taking that time to evaluate, it's going to be so so powerful, because the lessons that you uncover from those three simple, powerful questions. If you know if you've hit your launch goals, then then the answers to those questions are going to equip you with the tools and insights to do that again in the future. And if you haven't, the same thing is true. You either win or you learn right like the lessons you take from it in that evaluation phase is going to equip you to have a bigger or more successful or more grounded or more enjoyable launch in the future. So those are my three lessons for you.



**J** Jacki Hayes 06:47

I love Miish's advice to prioritize delight, detach from the goal and evaluate your launch. This miniseries has been brought to you by my launch like a superhero quiz. Creating a launch you love is all about learning, experimenting and harnessing your launch superpowers. Head over to my website at [Jacki Hayes dot online](http://Jacki Hayes dot online) and take my quiz are more about your unique superhero launch style. Discover your unique set of launch superpowers shine a light on your launch supervillain create your launch super team. Develop a launch plan of action and add fun and whimsy to your next one. Thanks for listening to this podcast miniseries. You can find the show notes and transcripts at [Jacki Hayes dot online](http://Jacki Hayes dot online). If you enjoyed this episode, be sure to subscribe and leave a review. Until next week, go launch like a superhero