

# Launch\_Lessons\_TracyStanger

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## SUMMARY KEYWORDS

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## SPEAKERS

Tracy Stanger, 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. When it comes to running a business in the most new way, I always go to Tracy Stanger, I asked Tracy to share her three most impactful launch lessons. And let me tell you all over now and take notes, here's Tracy.

### T Tracy Stanger 00:44

Hello, from a slightly stuffy Tracy Stanger, I am an anti hustle business coach for moms. And I'm super excited to share with you the three most impactful launch lessons that I have learned, first of which is that your launch has the most chance of success when you have fun doing it. And by success, I don't just mean like how much money you make, but also how it feels doing your launch how much time and effort it takes you. Or even whether the clients that the launch brings in are really good fit for you. My most successful launch both by revenue and how it felt was the first launch of my group program the space you want. Like I even tried to make the planning process more fun. I remember sitting here at my computer, trying to write out launch emails, capital L capital E launch emails, you know, where you have the five to seven emails you need to write and this one needs to talk about that and that one needs to talk about that. And it all just felt so boring to me, I knew it was gonna take forever, and it wasn't going to feel good and it wasn't going to come out good. So instead, I assigned myself to go sit in my backyard for a couple hours. And just brainstorm and try and figure out a way to make this actually fun. And I ended up coming up in just two hours with all the marketing ideas that really felt like me. And were exciting to me, I ended up doing some IG lives that were really fun and useful. I decided to spend time networking in small groups, which is a very nice thing to do. I wrote real emails that were just like stories about the information that I wanted to share. And then I did private invites via the DM. So all these things that just felt good. And at the end of

this launch, which was very successful, as I said, like filled it with perfect fit clients. Felt good doing it. In my debrief, I wrote this launch felt great the whole time felt very in control, very Tracy looked forward to all of the work that went into it.

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Tracy Stanger 02:53

My second big takeaway, most impactful launch lesson is to plan your launch around your energy. My first launch ever was on Black Friday weekend, my first year in business for my very first product. And this launch failed capital F failed. I actually cried myself to sleep that Sunday night knowing that my cart was closed and nothing had happened. There were no sales. I had also spent that whole holiday weekend like it's supposed to be Thanksgiving hanging out with your family. I spent that whole holiday weekend monitoring the launch, posting on Instagram, which is something I never usually do on the weekends and just fretting about the launch. And I realized from that launch, in particular that I do not have the energy for that kind of thing, when it's family time or the holidays. So now I try to plan launch this for times when launching is all that's on my plate. And that kind of gives me a to a to share with you also launches take longer than you think I'd probably only ramped up for this launch for like a week before. I thought I was just gonna say plan your years here, that's the product. And that everyone who heard me say it that one time was going to be like yay and buy it right up. As Jackie teaches you need time to plan what you're going to do and nurture your potential clients. And from this launch, I also learned I like a longer cart open then three days over a holiday weekend. And I have a kind of a to b for this one too. Besides planning your lunch around your energy, remember to leave buffer space and make a plan B because there might be surprises. My second launch for the spacey one was in August of 2022. And it was right after I had taken all of July off and I had COVID For most of my launch. So I went in knowing that I'd have the energy I expected to have lots of energy for this launch because I just took a month off so I had its big break, but I forgot to consider that people would need more of a ramp up So I could have added more space in that time, like before, before going on vacation, maybe for people to plan to join, or to, or I could have like had people join before earlier so that when I got COVID, halfway through the lodge, it wouldn't have mattered so much. This year, I'm definitely going to start talking about that cohort of the space you want, probably in June, and try and get people mostly into it before I take July off. And with COVID, I had to throw together at Plan B, I did not have one at the time, because I just didn't have the energy to be on camera or really do anything. So I did most of that launch by typing out just the basics, like people really just need to know the who, what, when, where, why, and how about your thing. So that was my plan B just simple. Here's what it is on top of pics, from my view from the couch in my living room.

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Tracy Stanger 05:59

Third, most important, most impactful launch lesson that I want to share with you is that there's always something to celebrate, and something to learn from each launch. Like I think a lot of us just might want to launch and move on or you scrap everything. But there's always something always something to celebrate even if it was a sucky launch. So even like after that first launch of plan your year, I was able to celebrate that I made an awesome product. Even though I hadn't yet learned how to sell it. I knew it was awesome. It has since become one of my most popular products. So I was right, I could celebrate that at the time. And I learned not to launch on Black Friday and to give myself bigger runways into launching and longer cart open. And with that last, less revenue launch of this space you want. I celebrated that even though I got

less clients, I was signing up people who were perfect fit with way less nurture time than usual. Like it wasn't it used to be kind of like a slow burn before someone would work with me. But this was like, find you love you sign up and that is something to celebrate. I also celebrated that my launch emails got 60% open rate and way more click rate than ever before. And I learned that I had a specific after launch process. So not just debriefing, but also steps like in like looking for something to celebrate and looking for what to what you can learn from each launch. Some a couple other steps to figure out what your next right step forward is. I learned that I had this after launch process that was super simple and could help people move past sucky launches faster. And that became my bounce back audio course.

**T** Tracy Stanger 07:39

So there's the three most impactful launch lessons for you. You're going to be most successful when you have fun. Plan your launch around your energy. Remember launches take longer than you think. So leave buffer space and plant big a plan B in case of surprises. And there's always something to celebrate and something to learn from each lunch. Thank you so much for having me, Jackie and listeners. I hope you have so much fun on your next lunch.

**J** Jacki Hayes 08:08

I couldn't agree more with Tracy's advice to have fun. plan around your energy and look for things to celebrate during your launch. This mini series has been brought to find my launch like a superhero quiz. Creating a launch your love is all about learning, experimenting and harnessing your launch superpower. Head over to my website at Jacki Hayes dot online and take my quiz. To learn 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 launch. Thanks for listening to this podcast miniseries. You can find the show notes and transcripts at 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