

Season 5 Episode 3 Beyond the Dollars

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SPEAKERS

Jacki Hayes

J Jacki Hayes 00:00

Welcome to Here's What I Learned. The show made for the curious. Every day offers you the chance to learn something new in life and in business. And on this show, we'll ask the questions and explore the answers to running an online business as a coach, or online service provider. I'm Jacki Hayes, a launch planning consultants that helps business owners like you ask the important questions that the launches they love. Each week, you'll hear lessons learned by myself and other online business owner answers to your questions. And we'll just get plain old curious. If you'd love to learn, have a curious mind and are always full of questions, then you'll want to stick around and take a listen. So put in those earbuds. Get your morning miles started and enjoy the episode.

J Jacki Hayes 00:49

Welcome to another episode of Here's What I Learned. Before we go into today's topic, I want to make sure I invite you to the How To Create launch goals that feel good workshop is happening September 21, at 3pm. Eastern noon Pacific, it's completely free. And it's all about finding and creating goals for your launch that feel good. So often we hear about successful launches being 100k launches. But there are so many other ways to measure success in your launch. So let's find the ones that work best for you. So make sure you join me for the workshop, the link will be in the show notes so you can sign up and save your spot.

J Jacki Hayes 01:30

Speaking of setting launch goals, today's whole episode is beyond the dollars how to measure launch success. Now, okay, we all have to talk about the money here because you are running a business, I am running a business and therefore we need to make money. So yes, one of your launches needs to one of your launch goals needs to be revenue. And that's probably one of the most stressful parts of watching is making the money that you need to make in order to pay your bills, and cover your expenses and all of those other things. So I'm not going to tell you that if you believed in your offer and had the right money mindset, everything will work

out. Sometimes we don't meet our revenue goals, no matter how positive we were, and how great our mindset was. And we need to be able to evaluate, evaluate why that happened, and maybe find a way to pivot if there was a shortfall. And that can kind of be part of your planning process.

J Jacki Hayes 02:39

But there's other ways of measuring your launch success. And why would we do that? Honestly, we don't have any control over our money goal. We can do all the things, even the things that worked wonderfully last time and still not hit our goal. Because it's not ethically responsible to take somebody's credit card out of their hand and purchase your offer with it. You can't control what people choose to do and what they choose to buy. You can give them all the information to make an informed choice, but the next step is on them. If we create other measures of success, in fact, there's a slew of them, we can do that. We have a better way of evaluating our launch plan, and making pivots for future launches for the things that we can control. Also, more measures of success mean more celebrations. And who doesn't love the opportunity to do that?

J Jacki Hayes 03:39

So let me give you 14 ideas you can use to measure the success of your launch. Are you ready? Do you have a piece of paper do you need to pull over on the side of the road? Here you go.

J Jacki Hayes 03:53

Number one, what was your email open rate? Now this one is not quite as accurate as it used to be thanks to the iOS update a while back. But if you can watch your trends on this, it would be helpful. What was your email click rate. So how many people clicked your link within your emails to get more information or sign up for a waitlist? How many people visited your Instagram profile? So did your posts or stories or reels feel good enough or attractive enough that people went over to your profile to learn more? How many people clicked to your sales page from your Instagram profile or from your stories, etc? How many conversations did you have? Either in emails in person or via DMS about your offer?

J Jacki Hayes 04:47

How did you feel physically and emotionally during the launch? Trust me keep track of this one. Because as time goes on, if you do a better job of planning your launch everything Go time and do that evaluation process, then your feelings about your launch are likely going to change. So see if as time goes on, you're feeling less and less stressful. Were you able to quickly and easily respond to questions that came up during your promotion period? So when you were connecting and nurturing your audience and talking about your offer, were you able to answer those questions that people might have had things that you may not have been clear enough about? But when they asked the question, you're like, oh, yeah, I can answer that. That's not a problem. Because you know, your offer that well? How many times?

J Jacki Hayes 05:39

Did you share your offer? This is a big one. Because so many times we think we talked about it so much. And it turns out, maybe we only talked about it 10 times. So how many times? Did you share your offer set a goal? See, if you hit it? Did you share your offer in a way that pushed you a bit outside your comfort zone? For me, that's reels, do not like doing reels. I don't have to do reels. But a lot of the reasons I don't like doing reels is just self consciousness. And maybe to promote my offer, it would be good for me to try and incorporate some rules. And so I could set a goal to do that. Did Oh, how will you set up your system of support during your lunch? How well did you do that. And that's not just the tech or the tools or maybe a VA etc. But this is an entire ecosystem of support. That is holistic, because you are a whole ass person with a whole ass life. And you're gonna need support not only inside your business, but also in all the other areas of your business while you're trying to focus on this particular thing. So how well did you set up that system of support? And that includes how well did you communicate your needs, with the people you needed to communicate with?

J Jacki Hayes 06:56


Did you adopt any new tech? And how did that go? Did you feel confident? Should you have given yourself more time etc? Did you learn any lessons from this launch? Make sure that you are tracking those lessons, make sure you start your launch with the mindset that you are going into it learning lessons that this is an experiment to learn from, to gather information to gather data, so that you can apply that information to future launches. Do you feel equipped to launch this offer again with more ease. And did this launch make you dread launching it again, start out with the goal of loving the launch, and loving the process and see if you hit that and if you didn't if there's areas that you didn't love, which there probably will be because there's areas of business that each of us don't love, but are those areas that you can change during the next launch?

J Jacki Hayes 07:56

Obviously, the list of options is nearly endless. Decide what measures you want to take this launch. But don't go overboard. I would suggest no more than five for each launch. Use these measures as part of your evaluation phase. And if you don't know what I mean by that, make sure you go back to episode one of season six. What I mean when I say launching so that you understand what I mean and why it's important to have that information for the evaluation phase.

J Jacki Hayes 08:26

Now, don't forget that I can help you create even more measures of success for your launches in my upcoming free workshop how to create launch goals that feel good. It's happening September 21 at 3pm Eastern noon Pacific and the links are in the show notes if you want to save your spot.

 Jacki Hayes 08:46

Thank you for listening to another episode of Here's What I Learned. You can find the show notes and transcripts at jackihayes.online/podcast. If you enjoyed this episode, please be sure to leave a review and follow the show. Be sure to find me on Instagram at [jackihayes_obm](https://www.instagram.com/jackihayes_obm) and let me know what you learned from this episode. Catch you next time on here's what I learned