

# Season 5 Episode 4 Five Launch Pitfalls

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## SUMMARY KEYWORDS

launch, pitfalls, plan, emails, middle, support, week, unhelpful thoughts, create, listening, sell, ludington, suck, business, huge, learned, capacity, avoid, episode, lunch

## SPEAKERS

Jacki Hayes

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### **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, but before we get into today's topic, I want to once again invite you to the How To Create Launch Goals That Feel Good workshop that's happening September 21, at 3pm Eastern noon Pacific. In this 45 minute workshop, which is completely free. I'm going to help you create launch goals that make you feel good and don't necessarily make you feel like crap. If you don't hit the \$100k mark. So, check the show notes for the link so you can save your seat.

### **J** Jacki Hayes 01:26

Now here's what we're talking about today. The five pitfalls to avoid when launching your offer. When you're launching your offer, it can be stressful. Even the best planned launch can have some stress, especially if you're not actively avoiding the five most common launch pitfalls. Avoiding these mistakes can mean the difference between a grueling launch and a hustle free launch. If you're ready to launch your program, let's keep listening so that you can avoid these pitfalls.

**J** Jacki Hayes 02:02

Number one, not having a plan in the 12 week year get more done in 12 weeks than others do in 12 months book by Brian Moran and Michael Ludington. They share the benefits of planning a plan reduces mistakes, it saves you time and it provides focus. Studies have shown that plans even though they take time to create actually save you time and money. And I'd also argue they probably save you other resources as well. So avoid pitfall number one not having a plan. A plan is a roadmap that helps you focus on the essential and important elements of your launch. It anticipates the challenges and obstacles. And it creates strategies for dealing with potential problems. A plan helps you measure your results so you can spend more time doing the work that works and less time on the work that doesn't. And a plan makes it possible to effectively use your support system.

**J** Jacki Hayes 03:10

Now, second pitfall setting unrealistic expectations. Let's say you have a course or a group program. How many people do you want to enroll in that program with each launch? 1020 100? Do you need a certain number to reach your baseline revenue needs? If so, do you have the audience to support those enrollment numbers? Across all online businesses, the average conversion rate for emails and generally for Instagram is one to 2%. If you have an email list of 100 subscribers, an average of one person will enroll in your program. Of course, that's the average and we've all heard stories of sold out groups with tiny list, but you can't necessarily plan with the hope of being an outlier. As you set your enrollment goals, look at your data, what has been your average conversion rate in the past. Use this as your baseline conversion rate to establish your enrollment goals and create a plan for how to increase your conversion rate over time or how to grow your audience.

**J** Jacki Hayes 04:22

Pitfall number three, over estimating your future capacity. We all do it assume that future us will have more physical mental emotional capacity than the current us. And so we plan our futures and our launches with that assumption. Future you will not have any more capacity than you do right now. Plain and simple. And in fact, it might even have less. You want to streamline your systems, get them in place. Make sure your emails are tweaked and your onboarding process is fine tuned, because life will still life. It's really a bitch that way. A kid will come down with pinkeye and a broken arm and the same week of your card opening. Your partner will be called away for a business trip. your in laws will show up unannounced for a week, you'll get COVID when you plan your launch plan with your current capacity in mind, better yet, plan for less capacity. Ask yourself if I had all the kids got sick with COVID in the middle of my launch, how much could I handle on a given day? And what could I do before the launch to ensure I have the least amount to do as possible? So before you start promoting before you open that cart, what do you need to do? So that you have the least amount to do at that time in case y'all get sick?

**J** Jacki Hayes 05:55

Pitfall number four, forgetting the middle sucks. I once heard the marvelous Maggie Reyes talk about the middle point. In this Kate case, she was talking about mindset work as it was a

coaching call that I was listening to. And she described it as a cake. The batter is tasty. The finished product is also tasty. But when it's in the oven half baked, not so tasty. The middle of just about anything usually sucks, or at least isn't as good as the beginning and end. Think of the Safa second book, or movie in any trilogy. Okay, we're not talking about terminator or aliens, but most of the others, the middle of your launch will suck too. You will have early adopters. And you'll think oh my god, look at the demand I'm going to sell out I have a huge waitlist, then crickets, nothing. If you're not prepared for this, your brain will turn into a huge dick and tell you all kinds of unhelpful thoughts. And then on the last day of launch, another flood of people will click by In fact, you might even wake up the day after with frantic emails from people who missed the deadline. This is launching prepare for the middle to suck.

**J** Jacki Hayes 07:11

Last but not least when it comes to pitfalls is foregoing a support system. If you've been socialized as a woman like me, or a Midwesterner like me, it's likely that you don't want to impose on anyone. And if you're like me, and an Enneagram five, triple all of that. You've probably also internalized the message of the super woman who can and should be able to do it all and do it all flawlessly. Well, a big middle fingers all of that. lunches are a lot even well planned lunches. So create a support system. And I don't just mean cheerleaders giving you pep talks, or a VA. I mean a coach who can help you with when your brain is being a dick, shouting unhelpful thoughts of catastrophe and dire results. Someone to help pick up the slack around the house like laundry dishes meals, or do take out on paper plates for a week and be okay with it. Hire a lunch strategist who can help you create a launch plan aligned to you and your business. Come see me if you're looking for that. A launch manager who takes the worry of it all getting done off your shoulders so you can show up and market and sell connect and nurture a virtual assistant to do all the little tasks that need to be done so you're not up till midnight scheduling an email the night before it needs to go out. A personal trainer are walking buddy so you continue to move your body throughout the launch. A launch is a huge dopamine hit and movement is a great way for your body to process that extra load. You can also have a group of your favorite people who will take you out for margaritas and tacos during that crappy middle of your launch. So you can turn off your brain and remember why you love your life and your business.

**J** Jacki Hayes 09:01

Knowing these five common launch pitfalls won't guarantee that other obstacles won't pop up during your launch. But knowing them will help you proactively and calmly handle any challenges that come your way.

**J** Jacki Hayes 09:15

Again, I want to make sure that you join me on September 21 for the how to create launch goals that feel good and avoid these pitfalls. So check the link in the show notes to save your spot. I hope to see you there.

**J** Jacki Hayes 09:35



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Thank you for listening to another episode of Here's What I Learned. You can find the show notes and transcript at [jackihayes.online/podcast](http://jackihayes.online/podcast). If you enjoyed this episode, 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