

Season 6 Episode 7 - Launch Diaries

Sat, Oct 07, 2023 1:50PM 30:16

SUMMARY KEYWORDS

people, launch, working, collective, vip, waitlist, learned, talk, person, day, enrollment, put, offer, enrolled, program, feedback, episode, planning, find, sessions

SPEAKERS

Jacki Hayes

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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. I was going to record a podcast today about how there is no such thing as failed launches. And at some point, I will be recording that content. I had it all mapped out all planned, had my outline for the season. But I have decided that I am going to postpone that episode. And do a little behind the scenes of my own current launch that is happening right now. And in fact, if you're listening to this on the day it is released enrollment for that program, the quarterly launch planning collective. We'll be closing at the end of today. So 11:59pm today, so if you're curious, and want to check it out, go to my website, and you will find information about that. So Jacki Hayes dot online. But back to the whole, behind the scenes a bit of a launch diary, as you could say, this all started. Way back in the summer, when I was trying to figure out where to go with my business. Next, I knew I wanted to do some kind, of course, I knew I wanted it to be about launch planning, because that is what I focused my work on. And I was on a camping trip and I was hiking and I was letting my mind just dream and thinking and do whatever it wanted to do. And before I knew it, it had come out with this huge, elaborate, wonderful combination of my geekiness and my love of d&d and my love of mythology and the hero's journey and how I could create this amazing course or six week program. For my offerings, walking my dog, so does it sound quality isn't so great. And so I got to work on that program. Launch your way. And it was going to be a six week program. But you could also do it as a standalone course. And it was just like this whole ecosystem of different levels. And see it went nowhere, like nobody was interested in it. I didn't even get to the point of like opening up enrollment, simply because like there was no traction in any of the promotions that I was doing before opening enrollment. And just it was kind of crickets. And so I close it down before before enrollment even opened. And I just kind of sat with it for a while. And I had already started developing a lot of the materials, a lot of the lessons. And of course, I

had the mindset of, well, I put so much work into this, I can't just scrap it off. But in reality, like I wasn't done developing it, I wasn't done putting it all together. And I could continue to spend all this time doing that and still have crickets and so it would have been time that I could have put towards something that would be really generating more revenue. So again, I sat back, I kind of just brainstormed. Let ideas come to me and thought about what it is that I really loved and about that offer. And one of it was just this whole, like, it wasn't just going to be a me talking at you situation. It was going to be like me sharing the information that I have learned over the years, and then workshopping as a group to find solutions for each of the participants. And it's in that workshopping that I just, I just love that and I feel like that's where my skills really shine. Is is kind of a combination of consulting and coaching, pulling out information from you, giving you my information that I know. And we come up with the solution together. And I also know that a lot of people have invested in courses, and they never finish up, they don't even start up like 15% of people finish the courses that they buy online. And I am among those. And one of the reasons why is because it gets to prioritize, all these things have to get done in the business. There's things in my life, I want to have time for outside of the business. And so it just feels like this course, I can get back to it anytime. So you know why? Why finish it because it's, it's always there. And I'll find time later. The thing is we've, we've invested in these courses, because of the fact that we have a problem. And we think that this course is going to help us find a solution to that problem. And a lot of times that problem comes back to generating revenue. And so if we don't solve that problem, we probably won't solve the revenue issue that's attached to that problem. So it's in her best interest to actually finish the courses, whether it's for revenue or mindset, or just not feeling so overwhelmed by all the things that we have to do in our business. And body doubling or co working is a great way to get shit done. I have learned this, I know a lot of people rely on it. It's you don't even have to be working on the same thing together. But just having that accountability, buddy. Knowing that I'm going to focus on this, you're gonna check back with me and see how I did at the end of our time, is just phenomenal and helping you do the thing that you say you want to do. And I feel like when everybody's working on the same thing ish, it's even better, because then you can, again, workshop solutions, brainstorm ideas, come up with names for your offer, because yeah, you're stuck. And that's what's holding you back on everything, you can't work past that, whatever it happens to be. If everybody is in launch mindset mode, launch planning mindset mode, then we're all kind of in that energy. So that's why I decided to come up with a quarterly launch planning collective. I feel like taking a moment, at the start of each quarter, and planning your launch for the next quarter is the best way to set you up for a spacious, less stressful, more intentional, more you launch, as Tracy would say, Tracy Stanger, and so to host kind of a mash up between a mini masterclass. So me sharing what I know, in a very short, brief lesson. And then literally turning right around and implementing what you learned in the way that works for you. Taking the tools, the resources, the templates that I have, and again, tweaking and making them work for you. But you're not like learning something and then five days later getting back to it, you're learning something and then you're turning right around, and you're working on it, you're implementing it. And you have the person who created that. And who has the knowledge handy because they're co working right alongside you, I will be working on my own launch planning. And then then your your launch plan is making headway. And you've implemented these things that you've learned to have a better launch process for yourself. So that is why I came up with the quarterly launch planning collective. But I knew I didn't want to put a whole bunch of time, money and resources into something that once again may not fit the needs or the desires of my best fit people. My best fit people talk often about what I do is so important and so helpful. But I haven't felt like I have found that thing right now in this economy. That is the thing that will will that they're able and willing to invest in. They know that the work I do is important. They know the work that I do is helpful. But in the priority of things, they're not finding launch planning to be the thing to invest in, or support for launch

planning. Part of that is my own messaging for them to understand how helpful it can be. And then also, some of that is just, you know, people have to decide where they're going to put their money. And I can't blame them if they decide it needs to go elsewhere. I don't know the inside of their businesses, I know that I have colleagues and friends that I would love to invest in their programs. But it's just, I have to, I have to pay for other things first. So anyways, back to beta testing this, I decided I would offer it for a small group of people, Max 10. All right, again, walking, the dog had to just stop in Starbucks to grab my Chai, because I forgot I was out of milk at home. And I can't start my days without a tea. Anyways, back to the whole, I've kind of lost my train of thought now. So beta testing, let's see if what I have to offer in this format is something that people enjoy. And if it doesn't work somewhere in gathering the feedback from the participants, I can refine what I am offering to become something that does work. Whether that is a short class, a free workshop, more collectives, just tools to purchase from my lunch plant launch Planning Toolkit, whatever it happens to be. And I knew that I could take everything that I had started developing in Launch Your Way and refine that and tweak that, and use in the collective. And of course, a lot of this is stuff that I have been using, with my VIP day clients on a more intuitive level. And in the one on one back and forth exchange, I haven't needed to have like the worksheets, and the templates ready for somebody else to use because it's, it's, I have it in my back end, and we're using it through the VIP day. So I've had to make it more accessible for somebody else to use. So I sat down and thought about what I wanted this collected to look like. I kind of gathered some information from folks who were on the interest list the waitlist about, like the timing of it. I knew that I wanted to keep it to four different like masterclasses many masterclasses with working sessions. And I could do that all in one day, which would have been would have been probably easier for everybody to schedule, but also extremely exhausting. And I don't feel like by the time we got to the third or fourth masterclass. Like people would be getting as much out of it as they could. From my experience with the VIP days, we were usually we start at 10am Central, and we finish up at 3:30pm Central, we have an hour and a half break in the middle, so that we can nap, rest, let our brain wander whatever, rejuvenate ourselves so that we can go back into it, but but come three 330, we're tapped out, we're done. And in order to do this process with a group, I knew it was going to take longer than a traditional VIP day. So I was wanting to do 90 minute sessions, if they're really going to then implement DIY on their own with their learning, they're going to need time to do that. And I wanted them also to have a chance to chat with each other, talk with each other workshop with each other, etc. So what I landed on was two days, three hours each less sessions one and two, on day one, session three and four, on day two. And I then had to decide exactly what was going to happen in those sessions I had had kind of like this sort of idea of what I wanted. And I needed to be able to, like finalize that in order to like write a sales page and, you know, tell you what you're going to be getting out of the collective. And all that meant I had to be a little more like, clear on what the collective was gonna be. And at the same time, be very open to the fact that this is a beta test. And be frank about like, this is what it is right now. But the next time I offer it, hopefully it's even better using your feedback. And so I can tell you what it is right now and what I intend it to be but even partway through the collective I may switch things up and say hey, you know, this, I think needs to be added or this isn't the right topic. Let's do this instead based on your guys's feedback what you're having the most issues with? Was this lesson even necessary, etc. I like the word excetera obviously, and I had a weightless So I had, I think nine people on the waitlist, my good goal for enrollment was five, my better enrollment was eight. My best enrollment was 10. And I was gonna cap it at 10 or 12 people. I have been promoting this. In my podcast episodes, I have been promoting this on Instagram by doing like behind the scenes, as well as just like informational graphic type style stories. Talk at the camera style stories. And, of course, also in my email marketing, mentioned it honestly did not mention it very often because I prefer to talk with the waitlist, give my general list an opportunity or two to get on the waitlist, I'll put it in all my footers. So

that if they're interested in like, oh, wait a minute, where's that link, after the fact they can find it in the footer of my emails, but for the most part, my whole list maybe gets one or two emails, encouraging them to get on the waitlist or then eventually by once enrollment is open. So anyways, nine people on the waitlist, talking on Instagram, talking on my podcast episode, having a couple of people that I love and adore, talk about it as well. And then I opened doors for enrollment. And I was so incredibly excited that by within 24 hours of opening those doors, I had reached my good goal of five people enrolled. And I personally know all five people. These are people who have expressed a desire to work with me, but I just had not found the right container. Yet for them something that fit with their budget, their time, what they needed, some are very experienced in launching, and so they're just just needing a little extra help to make sure that, you know, there's not something that they're missing, that could make their process even better. And then there's some who are, you know, have maybe launched once or twice, and kind of are in this last one was a it was chaos. I learned my lessons, mostly I want to apply those, but I really would like to support and help them doing so. But because of some of their first launches, like I don't suggest doing a VIP day, if you're on your first or second launch, VIP days are an investment. And if you don't have information data from past launches, we're not going to get as much out of that VIP day as we could. So I always suggest that people have at least three, quote unquote, successful launches under their belt before they schedule a VIP day. So back to that reached my good goal within 24 hours. extremely excited, wonderful group of people, all of whom opinion, opinions and feedback and critiques I know will be extremely valuable. They also know me and my business. And so you know, often if you have a bunch of people who aren't necessarily your best fit that spirit and who don't really know your work, they're going to make suggestions that are just kind of way out in left field for you like you're never going to do that type of thing suggested they may want that. But that's just not something you're going to do either against your values. It's either against, like how you best show up, or you don't have the time for that, or you just don't have the interested. So these first group of people who enrolled I was excited to see them. I did one of those, you know, celebrating as each person enrolled posts or stories on Instagram, I had printed off a little piece of paper with my lovely comic book, graphics to put people's names in every single time somebody enrolled. And I would take a picture and I would welcome the new person into the collective, a celebration for them for making the investment and me for filling up spots. And just acknowledging that people are welcome into the collective and that people are in the collective and so you're not going to be there alone. There's going to be all these other great people in there. And I have had someone else enroll within a couple of days. Another great person, I had somebody else reach out who said, you know, I really want to participate but I You know, I'm not going to be able to make these live calls these co working sessions, the which, you know, that's six hours of time that they're going to miss out on. Well, the tools and templates that I have in the collective are extremely valuable as well. But also could use some feedback from outside people using them who are not me. And so, and I'm also going to be recording the co working sessions for replays. And so I offer that person a deep discount to access all the resources, watch the replays and give me her feedback. From that, in case I want to just turn some of these resources into standalone offers, and products that you can purchase for download or such. So I currently at this moment in time, when I'm recording this, which is the Saturday before this releases, I have seven people enrolled in the program, I still have two people on the waitlist, now who haven't signed up. So I've actually, if you're doing some math, though, I actually have people who were not on one or two people who were not on the waitlist, who hopped over and purchase. So there's two people left on the waitlist, seven people have enrolled. So somebody hopped off the waitlist at some point in time, which is fine, you're gonna have hop opt outs as things go. I know one of those individuals has expressed a desire to participate. But it's a budget thing right now. So even though you know, it is kind of a very low price right now for the beta group, it's still an investment, and just people have to decide that

and I completely respect her for, you know, prioritizing what she needs to prioritize. And there's a possibility that she could participate in a collective down the road, or there'd be some other way that we can work together and be supporting her launches. And there's also just maybe even the time commitment, she may just not be ready for that right now. Anyways, that means I am currently one person short of my better goal, and three people short of my best goal. And I'm really excited about that. I know that I will not be able to continue to do \$50 offerings quarterly for small groups, and my revenue goals. But I'm also looking at this as a market research like I intake form, I've been asking questions that helped me understand better the words and emotions and experiences my best fit people have had when it comes to their first lunches, or their second lunches. How can I help them not have those feelings, again, is extremely important. And having that wording on for my marketing is extremely important if I feel like I'm equipped to help them, like overcome that. So it's marketing research for me to get a better judgment and idea of, of what it is that I should be moving forward with in my offerings beyond just the VIP day, because that hits only a certain type of person. And while I love, love, love my VIP days, and I love the people who invest in the VIP days and where they're at in their business, I want to be helpful to a broader range of people. And this offer will help me do that. And quite honestly, it was another validation. I mean, they say you shouldn't worry about external validation. But when you run a business, you do need external validation that people actually pay for what you offer, then it was it was what I needed right now i i needed that, like, yes, there are people who know I have something that is valuable, and they are willing to invest some of their money that is very precious right now in working with me and learning from me, and getting my support in some way. So I'm extremely glad that I have decided to do this beta test of the quarterly launch collective. What I'm not extremely glad is that I took on to new retainer clients in the middle of this launch process, both of whom I'm extremely excited to be working with the first one. I am now working with pumpkin playing your biz as their training support guide. So I will be supporting the strategist or would be strategists as they work through their certification program. But that meant they were kind of in a in a place where they're like, oh, we need somebody on right now. They had somebody who had a change in life circumstances and wasn't going to be able to continue working with them. And they had just hired her, or just brought her on as a contractor. And now they were in the midst of getting rid of getting ready for their own launch. And they needed somebody fast, and they needed that person up and running fast. And so this past month, I've had to, like just really dig into the material and get myself certified, so that I could support the people who are going through the certification program. So there was that. And then I brought on my very first, like local kind of in person, brick and mortar client, who runs an event center, who I was sitting talking with him. And he's opening up this event center, he wants it to be like a membership place. And so he was talking about, he was just going to look at a spreadsheet of members, as people came to the door to purchase their ticket for admission for their different events. And it hurt my soul, I really, really did. And I mentioned air table, and when he's 61. And not a tech person, and his he's just like, I have no idea what this is. And then he said, I need to also have an email list and things just kept going and going. And I was like, Well, you know, here's the thing, I'm gonna want to come to all your events, I'm not going to be able to afford the membership, I'm not going to be able to afford the admission to like something every single weekend, and maybe even some things during the middle of the week. So how about I give you 10 hours of my time a month for a small base fee, free admission, free membership and a small commission on the big Saturday night's events, which is what I'm helping out with the most. The very first one is tonight. So in two weeks, like we had to have all this backend up and running for somebody who had never had any kind of check beyond a very, very basic WordPress site. And, you know, just people paying with PayPal at the door when he was renting spaces. So bringing on those two clients and having to prioritize that. But also, knowing that I had to develop everything for the collective has been a little stressful, and I'm a little behind.

And I was supposed to have all the downloadable them now in the elevator if you can't tell all the downloadable materials available yesterday afternoon. And as of right now, I only have such as one and two available and part of session three, I'm not terribly worried, again, it's a beta version, I'm doing the best I can, we're not going to be working on sessions three and four until the 19th. So they have what they need for session one. So I'm good with that. I still feel a little like I'm putting a lot of pressure on myself, and the need to let go of that. And I'm going to spend some time today finishing up three and getting four ready. I was freaked out. I thought, oh crap, I also have to get a podcast ready for the Monday and hence while you're getting this lovely walk in with my dog going to Starbucks and getting ready to feed her back in the apartment podcast episode. But it is what it is. Here's my behind the scenes, you get a little peek as to what my life is like on a Saturday morning, as well as you know my thought process in creating my launch planning collective, I will be doing a like post launch debrief post mortem episode, probably after the very after the last of the working sessions on the 19th. So I can talk about how the program actually went and the feedback that I got. But until next time, if you haven't signed up for the collective you have until 1159 to do so that's lum 59 Today pm Central. And I really would love to see you in there. If you have any thoughts about this episode or, or want to share your your own, like pivot launch stories. Just send me a DM over on Instagram as Jacki Hayes underscore OBM. I would love to hear from you. And next week we'll get back to the regularly planned content and we'll be talking about there being no such thing as a failed lunch. Which I mean, I guess this was a good transition into that topic. So I will see you next time. Thanks for listening. Thank you for listening to another episode of Here's What I Learned. You can find the show notes and transcripts at Jacki Hayes stock online backslash podcast. If you enjoyed this episode, be sure to leave a review and follow the show. Be sure to find me on Instagram at Jacki Hayes underscore OBM and let me know what you learned from this episode. Catch you next time on here's what I learned