

# Season6\_Episode1\_What Do I Mea...y Launch\_Here's What I Learned

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## SUMMARY KEYWORDS

launch, phase, marketing campaign, season, listening, episode, offer, learned, online, coach, people, started, podcast, minor changes, enrollment, questions, call, business owners, terms, scenes

## SPEAKERS

Jacki Hayes

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### J Jacki Hayes 00:00

Welcome to Here's What I Learned. Every day offers you the chance to learn something new in life and in business. And on this show will ask the questions and explore the answers to running an online business as a coach or online service provider.

### J Jacki Hayes 00:15

I'm Jacki Hayes, a launch coach and consultants that helps business owners like you ask the important questions that lead to launches they love. Each week, you'll hear lessons learned by myself and other online business owners answers to your questions, and will just get plain old curious. If you 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 00:46

Welcome to season six of Here's What I Learned. If you didn't have a chance to listen to the trailer, there's gonna be some changes to the podcast over this next season. First off, as you've probably noticed, we're going to be publishing on Mondays from here on out instead of the Tuesdays. Just as an experiment, the episodes are going to be a bit shorter, because most of those episodes are going to be solo episodes, instead of guest interviews. Those are the minor changes, I would say the biggest change I think is that each season from here on out is going to focus around one specific topic. And season six is all about a topic that is near and dear to my heart. And that is running a launch. Now, I know you all have opinions about launching, and I'm hoping to change most of you or opinions, because I'm going to guess they're not too positive. So stick around for this season. And hopefully by the end of it, I will have convinced you that you can learn to love or at least like launching.

**J** Jacki Hayes 01:50

So let's get back to the topic of this episode. And that is going to be what I mean when I say launch or running a launch. Now it's really important that we start by defining that term, because we're all thinking different things in our head. When we say launch, for some people, that is going to be something that they see others do that has a big production and a lot of elements. And they're thinking of just what's happening on Instagram or in emails. But for me, that's just a portion of a launch.

**J** Jacki Hayes 02:29

Now my first experience, witnessing a launch was way back in like 2008, 2009, somewhere in there. When I first started blogging and Marie Forleo had just gotten big with her B School. For the next like five years, I watched Marie launching B school over and over and over again at obviously, she was very successful. She also had a lot of friends who were promoting group affiliate programs. And so I saw this massive growth of B school. And I saw the massive production of that. And for a long, long time, that's what I considered a launch to be. It doesn't actually have to be that extravagant and a complicated affair. It's more than a marketing campaign. A marketing campaign is just a small part of your launch, even though that's what you see everybody else do. That's the external part. But there's a lot of things that are actually happening behind the scenes that we often don't see.

**J** Jacki Hayes 03:33

So when we try and replicate what other people are doing in their launch, and we're only seeing the marketing campaign, the external portion, we can find ourselves getting very, very overwhelmed, because we don't know about all the things that happen behind the scenes. So let me first define what I mean by launch. So for me, my personal definition, is finding the right way to communicate the right offer to the right people. And that is a process. It's a very planned effort to bring your offer your product or your service to your audience for purchase, or consumption of some kind. So that's listening to a podcast or downloading your freebie you are launching all of those things.

**J** Jacki Hayes 04:18

I define a launch this way because as I said, if we only look at marketing campaign, we miss what's going on behind the scenes. When we narrow thing our thinking to marketing our offer, we find ourselves overwhelmed once the day comes to make that offer available, because we didn't consider all the steps that had to happen before we start talking about our offer. So I like to break the launch process down into four phases. There are kind of traditional best practice terms that are used in the online industry when they talk about launching. That's the launch planning phase, the pre launch phase, the launch phase, and

**J** Jacki Hayes 05:00

The post launch phase. however. I use different terms. to name those four phases. The first

phase I use is called strategy and clarity. And then the next phase would be connecting and nurturing. Now, you're always connecting and nurturing your audience. But during this particular process, this particular launch, you're going to be focusing on that one offer that you want to make available for your best fit people. So that's the second stage, which many people call the pre launch. Then the third stage I like to call conversion. This is when you're taking those best fit people that you have been talking to. And you're converting them into paying clients or people who have downloaded your freebie or started listening to your podcast. So instead of being passive, they are now actively engaging with you in some way. And then the last phase, which a lot of us tend to forget, is the evaluation phase. This is the chance for you to go back and look at everything that you did during your launch, and decide how it felt, how it went, what the numbers say, by doing that you make every launch after that much, much easier.

**J** Jacki Hayes 06:17

Why do I name them something different than the business standard terminology? Naming the four phases as launch planning, pre launch, launch and post launch narrows our view of launching to that time period where our cart is open. Because that's the only time we're actually calling it a launch. I choose the terms I use to remind myself that a launch is more than the cart being open or enrollment being open and what the goal of each phase is. So when I say I am in the strategy and clarity stage, I know exactly what it is that I am trying to achieve. during that phase when I am in the connecting and nurturing I know that I am reaching out to new audiences and I am nurturing the audience I currently have when I am in the conversion phase, I know I am trying to help my people make an informed decision so that they can become clients if that best suits them. And in the evaluation phase, instead of calling it post launch, I know exactly what it is that I am trying to do in that last face.

**J** Jacki Hayes 07:29

If you want to reframe how you approach launch planning, enrollment opens today, August 28. For my Launch Your Way group program the Guided Group Journey. This is a course plus coworking plus coaching experience that will help you approach launching in a whole new way. If you head on over to [jackihayes.online/launch-your-way-group](https://jackihayes.online/launch-your-way-group). You can enroll today and get started with learning how to create a custom launch plan that you love.

**J** Jacki Hayes 08:08

Thanks for listening to this episode of Here's What I Learned. If you enjoyed the episode, please be sure to leave a review and follow the show. Until next time, go launch like a superhero.