

Sesson 6 Episode 6_ A Conversa...Business Alchemist Gemma Hills

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SPEAKERS

Gemma Hills, 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. Recently, Gemma hills and I sat down and had a conversation about how we help our clients create offers that are in in in alignment, as well as how to go about launching those offers. Gemma and I had the pleasure of meeting during a Goldilocks networking event. And we've stayed in touch and we felt like this conversation needed to be shared. So I hope that you enjoy our little chat. But before we jump into that, I want to make sure that I remind you that this is the last week to enroll in the launch planning collective for q4 of 2023. It's currently in its beta session, which means that you will be able to sign up for this round for \$50 as well as the next three rounds for \$50 each. So head on over to my website at Jacki Hayes dot online slash launch dash collective to get enrolled today.

G Gemma Hills 01:51

Hello. So you have Jackie and I today. So I will explain what I do first for Jacki's audience and then Jackie can explain what she does. So I am one of my classes a business Alchemist. And yes, I made that up. But it's a blend of coaching, energy work and mediumship. So I bring those together and alchemy seem to be the perfect word for it. And it's all about helping you develop a way to really tune into your business have a very peaceful approach, gentle approach in your business that feels fully aligned with you. So that's what I do. Jackie, do you want to explain what you do for anyone who doesn't already know?

J Jacki Hayes 02:37

Yeah, so I am Jacki. And I kind of made up my title too, which is launch planning consultant and strategist. And that means that I help my clients and my audience, create aligned launches so that they can stop dreading them. So they can feel peaceful as much as possible during a launch season. And create a process that is uniquely theirs and not somebody else's eight point template.

G Gemma Hills 03:04

And just for those listening, when I first heard Jacki say that which was in a business meeting, or business networking group wasn't that I that every cell of my being lit up, because she's completely speaking my language. And that's all about doing this in your own way. Because I think what we found, particularly post pandemic, and this seems to be coming up in conversations everywhere, at the moment, is that we're sick of doing it, how we've always done it. And for seasoned online business owners, we're realizing that all the blueprints, and the cookie cutter approaches, or the courses and the books and everything else aren't necessarily the answer. And actually, there's a new wave of us who want something different. And what I heard from Jackie, when she explained what she did for the first time was, Oh, you are what happens when someone continues on for working with me. And that's why we thought it'd be really helpful to have this conversation today. And just so that you can know that there's another way that you haven't got to launch how you've always launched. Because let's be honest, the word launch has a similar effect on a lot of people who've been in business online for a long time as the word marketing, and it makes people clench and it makes people well, let's explore that. Let's talk more about it, but it takes them straight out of alignment, where they don't want to even approach it, which is not a good energy to be going into a launch with whatsoever. So we're going to talk a bit more about that Different ways, the different approach that's available for people if they choose. That

J Jacki Hayes 05:07

was funny that, as Gemma said, we met during a marketing or networking event that we both attend on a very regular basis, almost weekly. And we kept finding ourselves in the same Breakout Room week after week. And I think it was like the universe saying, hey, the two of you need to do a little bit more than just meet on these Wednesday mornings. And so it definitely felt that way. And what I keep seeing in my sphere, which I think there's a lot of overlap with you, Gemma is that the pandemic really helped people see that they didn't have to, like live in this world where it's all about productivity. And your worth is about how much you know, you can produce. And they started to, you know, build their own businesses break free of corporate culture. But they found that they were just repeating corporate culture, because they were repeating what they're hearing from a lot of these online gurus who've been around for a really long time. And a lot of my people are like, it's not about the money, yes, I need money, because I need to pay my bills. But it's bigger than that. I want to have something that supports a lifestyle that I want, which is not 100% my business. And I also want to help make a better world by building my business, and showing that there's other ways of doing business. And that means that everybody's kind of reinventing the wheel a little bit. And in doing so they're doing it the way that works for them. And that was where I feel like you and I really kind of clicked was that it was all about finding that alignment. And going from there.

G**Gemma Hills 06:41**

Absolutely. Because what works for me, so I say, you know, I want to have a gentle, peaceful approach. Well, that could show up as different ways for me than it would for, say you Jackie or anybody listening. And so I think that's really important. I think we've made the point that it's about personalizing your own experience. And helping define what that is for you is what we both do at different points in the journey. Because it's hard to work that out, we've been very well conditioned to believe things have to happen with certain things in place and certain processes. And whether we like it or not, whether it exhausts us or not. And when nearly everybody is, you know, one of their biggest goals is just to avoid burnout. I think we need to look at things a little bit, here they are things aren't working, that's not a natural state for a human that one of their top goals is to avoid burnout. So that's what we're all about is just, you know, what works for you. And that doesn't mean it's going to be the same thing. And we're completely uninterested in cookie cutter approaches. Obviously, there are some similar themes for everybody. But how they come about can be very, very different. Very different. Yeah, I

J**Jacki Hayes 08:08**

laugh because you're talking about gentle and peaceful, and I'm over here going oh, my gosh, no.

G**Gemma Hills 08:14**

Yeah, exactly.

J**Jacki Hayes 08:15**

I am not, that's not my personality. That's not how I function best. I'm one of those like, go and go hard. Crank it all out, you know, and I love like, like that intensity, and that focus for a short period of time. And so for me, that is what's best for me when it comes to my business is that as opposed to gentle and peaceful. And I think that's right, there is an indication of like, what works for you will not work for me gentle and peaceful, I'll find myself getting bored and distracted, and like doing something else instead of completing what I was supposed to be doing. So it is all about finding out what works for you. And I think one of the big conversations that's been happening is about neuro diversity. And that our world is built one our world is built for extroverts, and a lot of us are not extroverts over half the population. And then there is a broad spectrum spectrum on how your brain works. And our world is set up for one type one way, and there's this whole group of people that are being left behind. And so following a lot of the traditional advice on how to build a business, how to create courses, how to market that course, all of that does not support a lot of that. neurodiversity.

G**Gemma Hills 09:30**

Yeah. So it's like a more inclusive business approach. Rather than you do it this way, or else you're a failure. because that's what a lot of people believe. Yeah. So iust because then they

haven't made it work until now, with the whatever method it is that they were failure, and actually, it's not about that. Not at all. Not at all. Okay, so Hey, what is

J Jacki Hayes 10:02

up, sorry. So, before somebody can come to me and launch something, they have to figure out what it is that they want to launch. And I know there's a lot of, you know, advice out there about creating an evergreen course or doing this or doing that. And that is where you really help them figure out what they're offering is going to be and how aligned that is. Where do you start in that conversation with people when they come to you?

G Gemma Hills 10:28

Oh, that's such a good question. Okay, the starting point is actually way further back than that. Because a lot of people are in the wrong business. A lot of people are in a business they feel they should be in. And, or they need to be in for whatever reason. And I always say that businesses have a season a purpose. And sometimes that will stay with you for a very long time. And unless you're someone like me, who just keeps changing it, all of it, so it feels like all the time. But if I can look back at my businesses, I can see why they were there. I can see what that was about, you know, so it could be that they're there to help you heal something, it could be about you evolving into the next version of you. I mean, there's there's lots of different that's a whole different conversation. But that's where the conversation starts. Is. And generally, most people will say, No, this is the right business. You know, no, this is I love what I do and passionate about what I do. And I go okay, great, how passionate and then as we go deeper and deeper, we realized that while they may be passionate, there's quite often this future dream that they feel that is unobtainable for whatever reason in this present moment. And that's what I help work them out, help work out with them. So that's what I call an alignment session. Because while you're in a business, that you're not fully aligned with, because it's not actually your deepest desire. In that moment, any effort at anything, marketing, launching anything will be out of alignment, which means that it will be exhausting. It will not sustain you financially energetically in any way. So it will just be hard work around. So we work out, are they in the right business? Is it fully aligned with who they are. And once we've worked that out, what usually happens is, is people will say, Okay, that's great. I don't want to be working all the time. I love what I do, but I love doing it for a portion of my life. It's not my life. Absolutely. Like, I don't know, anyone who doesn't agree with that. You shouldn't have to have a business where you sacrifice time with people you care about or do anything that you love. That's not what having your own business is about. This is about freedom. And like you say, we're not replicating the corporate world here. But just in your own business, we're creating something completely new. And that can be whatever you want it to be. And so they often get to that point. And they say, okay, I can get this result for somebody. This is what I can help them do. I have all the knowledge, but it's too much. How do I put that into place? Because generally, most people want some sort of evergreen product in some way, online product. Not necessarily that they won't be there in person, but just so that they're not answering the same questions all the time. So you have your content, and then you can come in for the live element. can watch it whichever way that shows up for you. So that's what I help people do is download. I draw it out of their minds. It's in a film I think it's like Harry Potter or something where they they're pulling out the gold with is it Harry Potter, Harry Potter and put in the memories out. That's what I do with your knowledge. And I pull it out and everyone's

always gobsmacked and like you gave me the answers. I haven't made this up like I'm not telling you because we are so used to knowing what we know. And actually, it's really hard to segment that off into different sections and then put yourself in the position of the person who's going to be receiving it and were they you know, does it cover everything. Does it make sense to them? Is it Oh my gosh, so many questions that creating that product can feel too difficult. So that's one of the things that I do is just to make sense of it all, bringing that clarity or all the different segments in place. And so that they have a plan, a loose plan, I'm not one for rigidity at all, it has to go with the flow and bit of fluidity there a loose plan, they know the steps that need to be taken. So then all of a sudden, this dream of having this online product actually has steps that they can take. So then it's really real, it's not a dream, it's not something for the far future, this is something that can happen as quickly as they want to work on it. And I completely agree with you, in so much as sometimes, it's really good to just get really focused on work, work, work work, because while you're in that mode, and it's all fresh in your mind, it can work really well. And then take a period of time away from it, to recuperate. Absolutely, I think that's really effective for some projects, particularly this sort of thing. So that's where I take them to. And then what happens is, they will say, two things. I don't know how to market this, and I don't know how to launch it. And the marketing, I can work out with them. Because, yes, marketing and alignment is very much something I'm passionate about. So I can make that plan with them. Launching in alignment. I'm like ego when I say it's because I still get a body reaction to the word. I'm so traumatized by previous experiences, there's still work to be done there. Launching and alignment is a whole other beast. And I'm going to use that word because I get that's how it feels to some people that there's so many options. And there's so many questions, so many questions. And that's why my eyes lit up when I met you, Jackie, because it's like, wow. So what's your first step, then. So I've led somebody to the point where they're clear in their business, they know what product they want, they have an idea of how they want to market it. What happens when they meet you?

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Jacki Hayes 17:42

Well, when they meet me, we are getting to know each other, I'm getting to know them, because I want to understand who they are as people what they value with, especially in their business, how they want their business to run, what lifestyle they want to be living with their business, their strengths, their skills, their experiences, and, and finding out who they are and how they want to show up so that we can create this online launch process. So for me, launching is not just that time period, when you have your enrollment open or your heart open. And it's not just the time where you're marketing and opening. To me your launch is actually the moment you have the idea for your offer. Until the time, you know, like after people are now you know have have it in their hands. So it starts from there. Because launching is a process of bringing that offer to life and making it available. And that has to start way back before you start marketing it. So it actually starts with you the work that they're doing with you is part of the launch process. And I think one of the big things that I help people with is something you and I have talked about a little bit, people will put too much into their products or their courses, they'll try and do all the things that they know, will they also try and do all the things when it comes to their launch. And not all of its in alignment. And also trying to do all the things is a guarantee of burning yourself out. So finding those things that work for them feel good to them things that they enjoy, but also things. I mean, there's things that you can enjoy, but you're not bringing in the best fit people for you. So where that crossover happens to be so we do a lot of looking at that, like what did your current best fit people respond to? What are the things that you enjoy? And I think one of the reasons that people get really overwhelmed with launching is because they don't know what they don't know a lot of times and in doing that

they try and do so much and they're sitting there thinking, well I have to keep running my business but now I have all this other stuff I need to do with launching. And so we really look at the behind the scenes, because when we see other people launching, we don't see the behind the scenes, we don't know all the things, all the steps that happen in the launch. And so we'll be like, Oh, well, I should be doing these things. But how do I even how do I even do a webinar? What tech do I need to do, you know, have for a webinar. And so once we've fine tuned what it is that they actually want to do as part of their launch process, then we can start figuring out operationally, how that's going to look what the action steps are going to be. Do they need to bring in support? Do they need to adopt new tech? And then what is the timeline on that, so that they're not feeling overwhelmed and bombarded, a lot of people will launch and they won't even look at their calendar. And they'll completely miss the fact that they've decided to close their cart on their son's 18th graduation party. And it's like, oh, I should do that. So it's really looking at the details, and fine tuning all of that so that they can make sure that the right things are getting done at the right time and the right way for them. And build in space so that none of that feels overwhelming or leads to burnout.

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Gemma Hills 21:12

Yeah, absolutely. And I think the biggest mistake I used to make was not being realistic. So I think for me, it was like, I've got this product I've got I'm enthusiastic, it's here. And I want to tell everyone about it. And then I forget, they know nothing about it yet. So they need that lead up, and all that information and all that time to process and really get to grips with what I'm talking about. To be able to make a decision whether they're going to take part or not. Yeah, and just because I'm ready, and I'm excited, I want it all like happening right away, doesn't mean that everybody else is and I've really found that this time round. I've done a sort of like, go with the flow, see what happens sort of launch. That sounds really vague, but I'm a little bit more sensible than that. And what's happened is, is this huge, lot like launch time, months. But I've had someone joining before I've even created it. Because I've talked about it so much. She was like Well, let me just sign up now. And that's then a completely different feel to this. And it feels so much better, though I completely agree with you is that the whole process is part of it. And needs to be shared. Don't keep it under wraps. But don't be too precious about it. Because if you're going to want to talk about it, at some point publicly talk about it, as soon as you're clear on what it is. Yes. Because everyone wants to be a part of that process.

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Jacki Hayes 22:55

Well, and unfortunately, a lot of people have been burned by programs and courses that they have purchased and invested in sometimes, you know, multiple, you know, digits behind, you know, zeros behind that. And so people are a lot more reluctant to sign up for things. And what they're finding in the industry is what used to maybe take four to eight weeks to talk about an offer is now taking eight to 12 weeks to talk about it. Because people really need to understand it, they really need to understand how it's going to help them, they really need to feel assured that if they're investing their money, and they're time that they're going to get the results that they want to have. And I always enjoy when I do it. And when others do it. Yes, as soon as you are clear on what it is you're going to be offering, start talking about how you're developing it, why you're developing it, you know, if you're on social media show behind the scenes of you like typing out what it is, you know, the outline for it or show screenshots of you know, of your Canva presentation, whatever it happens to be, the more people see it, the more likely they're

going to remember it. And also there's the you know, the algorithms, you have to battle as well. So the more you talk about it, the more likely people will see it. But then they also are building that trust of like, Oh, I see what this is going to be. And they start to see how it will personally help them. Instead of just getting like a lot of people they call a launch like three emails they send to their list and then like but nobody signed up. Nope. Even your email list needs a lot more than three emails. Sadly, I mean, we all wish, you know, there comes a point in your business that maybe three emails is all you need for a certain offer. But if you're asking for, you know, \$1,000 or more, you're gonna have to give them a lot more than that. If you're offering them something that's \$25 Okay, maybe three emails will be all you need to do. But that price point people also need to build that into their budget and some people need to budget out three, four months in advance. So the more time you give people just the better off, and it gives you more space to so

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Gemma Hills 25:09

absolutely. Another thing is is don't give up too soon. Yeah. Oh my gosh, how many people get disheartened because they've sent three emails, no one's showed any interest. But you know what, you don't get to see that every time, you don't get to see that someone's marked that email, you know, flagged to that email or left it as unread, because they want to ponder on that you don't know that. And how many people leave it until the last moments before joining even beyond the last moment sometimes. So you know, it's not personal, it's human nature and just stick with it, you've got this offer, you're proud of what it is, roll with it and just approach it with curiosity, I suppose rather than this intensity of it needs to be x y Zed

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Jacki Hayes 25:59

well, and that, when it comes to like, when you open your enrollment or your cart, you're going to have early adopters. There's just people who are early adopters, and then you're going to have late adopters. There is this time period in between this middle, where it feels like nothing is happening. And all of a sudden you spiral into all of these things about nobody really wants this is going to be a failed launch all of these things. And what's happening is that the late adopters are taking their time to make a decision. And if you stop showing up during that time, you're not giving them what they need to make that decision that is aligned with them, whether that's a yes or no. So if you just get frustrated, and you disappear during that middle time, because you're spinning out with your mind, you're leaving those people behind. So you need to be able to show up during all of that time. And people ask me all the time, how long should I leave my cart open? And my response is, how long can you hold capacity for the middle. If you can hold capacity for the middle for a month, then leave your cart open for a month. But if you're somebody who knows yourself, and you're going to be spinning out, and telling yourself all of these stories and burning yourself out with that mindset, then shorten the time of your heart being open, know yourself and know how long you can hold that space. Because it is a severe drain on your nervous system. Regardless of how well planned you are, regardless of how aligned it is. Waiting is not easy for anybody, especially when you have dollars attached to it and possibly like how you're going to pay your bills. So you really know yourself and know how you're going to handle that.

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Gemma Hills 27:38

Yeah, absolutely. And just going back to what you were saying about. We're in a world where people have already invested in a lot of courses and memberships and like, we're very familiar with that world. Now. It's not new, it's not novelty whatsoever. I think a lot of the time they've invested. Sometimes they've been given false hope, and all of that stuff. But also sometimes people have over delivered with their courses and programs. And by over delivering a really wants to get this point across to people. You mentioned earlier, we over deliver, because we want to give it all we want people to feel as good as we do about it. We want to help people get those results. But that's key, we wants to help people get those results. So if we over deliver, whether that be actually with the course material, or during the launch process as well, we have to be very mindful of that. We swamp people, we overwhelm them, which means they won't engage with whatever we're providing. If they don't engage, they can't get the results. If they can't get the results. They're disappointed. They don't blame themselves. They blame the course. Or whatever it is, they will just look at that and say, it's not for me, or it didn't get me the results I needed. Because part of what we're here to do is guide people through that process. And that's what the really clever part of any course membership program is, is to be able to help people action, implement what you're teaching, so that they can get the results, not just throw a load of stuff at them, and hope that some of it sticks. Because time is precious. We've all got a lot going on. And if they're willing to invest in you, then you need to respect their time and get them there as quickly as you can without too much around the edges. So quite often what happens is when people are just curious whether this happens with launches as well. And with creating courses quite often what happens is we go oh, we can have that. And there you go, there's a second course. We don't need to be so intensive with everything we're providing. Is that similar with launching? Yeah. And

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Jacki Hayes 30:10

you know, as we were talking it, we sometimes takes take years to get to the knowledge base that we are trying to now share with other people. And so we can't share it also them because it took us years to get there. So where did you start? Start them there, you know, and walk them through that journey. And hopefully, it won't take them years to get there like it, did you, but you can't expect them. It's kind of like when they say, you know, your post baby body, it took you nine months. So don't expect that your body is going to go back three days. But it's the same way. And you know, I have had clients who, yes, over deliver during their lunches, they want to, you know, start a brand new email list and adopt new tech to do that when they're not tech savvy people. And while they're at it, they're also going to be doing, you know, this right Athan on Twitter. And they're also going to be starting a workbook that they a comprehensive workbook that they want to have part of their course. But they also want to sell it individually, too. And, you know, I've had people come to me with all of these things, because they're giving people they're generous people, they want their audience to have everything they could possibly need to be successful. And in doing so, like you said, You've overwhelmed your people, but you've also overwhelmed yourself. And so nobody's going to do anything, because they're all overwhelmed. And a lot of people when they get overwhelmed, just kind of sit there and stare at Netflix for a while. So they're not getting through your course. But they're also not getting through your launch, they're so overwhelmed by all the things that you're throwing at them. That it just, it's too much for everybody. And you also are going to find yourself not actually doing well. If you get it all done, it's not going to be quality. If you don't, if you try and get it all done, but you don't you kind of feel like a failure. So ask yourself, what do they really need? What will give them the fastest results, because as soon as people start feeling results, then the momentum happens. And you can build on that. And you know, what is

like 123 things that that they can get out of this, if you start adding more than three, you're gonna start overwhelming, overwhelming them. So, you know, nail it down into the Essentials, where to start. And it's the same with what it is that you're offering during your launch. Because you're, you're helping them understand the what of the solution, like, here's your problem, because a lot of people don't even understand what the actual problem is. So making them aware of what the problem is that there are facing and talking to them about, you know, it doesn't have to be that way. And this is why and then you don't have to tell them how, because that's where your product because I see a lot of people like solving the how during a launch. And it's like, well, now they don't actually need to buy anything from you, because you've just solved all their problems, or you've overwhelmed them with information. And now they've unfollowed you. So whatever it happens to be.

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Gemma Hills 33:15

Absolutely. And with a course, you're only solving one house, you're not doing all of them. So that's really key. While you'd love to do that it's ineffective. It just doesn't work, like we've just described on both of both sides of it, it just does not work. So I think I think launching is very similar to course creation, in some much as probably marketing as well, actually in so much as the purpose is always to get the results. Now that could take one sentence, it could take a 10 page PDF, who knows that's what we help people work out. But don't try and make a 10 page PDF out of one sentence, just because you feel like you're giving more value because you're really not you're just wasting their time and overwhelming them filling it full of all sorts of stuff. They don't need to know that part, that stage in the process. So yeah, absolutely. Absolutely.

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Jacki Hayes 34:21

I'm curious, one of the things that I have found with myself and a lot of the people in my audience is that we over deliver because we're worried that we're not good enough or what we're offering is not good enough or it comes from a lot of fear. So a lot of it is generosity, but a lot of it is also fear of being good enough. What have you seen on that?

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Gemma Hills 34:49

Oh, gosh, so much so much. I was just on a call with someone that was talking along the lines is similar sort of scenario. She's worried she's charging too much So she's passionate about the course, she's managed to get through that whole process and everything else. And she's got to the beginning of her launch. And she's a little bit vague. So someone said, like, have you launched? And she said, Yeah, sort of. And she said, I'm not sure on the pricing. We must address these fears, before we try to do it, we're not going to get rid of them. Well, we might. But, you know, in an ideal world, we'd erase all the fears, and we'd go through it believing in ourselves, and it'll be wonderful. And we would succeed just purely because we believe in ourselves. But we're humans, and there's worthiness coming into this and previous experiences and stuff that we're not even aware of. So that's where I use the energy work. That's where I use the tapping, to really sort of get to the point where you're okay, with not being okay about it. Because in order for you to properly market, what you have truly talk to people engage with people, you have to believe in it. And that's not just the product, that product content, I should say, it's the way the product is packaged up, it's the pricing of the product is the delivery, it's

all of it, you have to believe in that. And I'm probably talking to someone who's a little bit more experienced in business than a startup startup, you're going to be scared of everything. Everything's new, that's completely natural. But a more seasoned business owner. You can put those fears to one side, acknowledge them, do the energy work, do whatever it is, I mean, mindset work, yeah. Okay, it does some stuff. But you can't keep telling yourself, you're okay with something that you're not okay with. That's the bottom line. And so just being aware of that, and acknowledging it and allowing it in itself, does so much. But having, you know, some time using EFT, tapping, I would recommend working with a practitioner, because I hear from everyone that when they first try and do it on their own, they're not getting the results. So I'm gonna put that in there there. Do not be disheartened if you give it a try. And you think, Well, that was a bit bland. Work with a practitioner, you will be shocked at this part of the changes that happen. But that's what I would say is be okay with how you feel about it. Well, and do the work you can to release it.

J

Jacki Hayes 37:51

Yes, definitely. And one of the things that you said there, there's a couple of things. But when you said, the person that you were on the call with was like, hmm, I'm launching, I'm sort of and I'm like, oh, no, you can't start a launch in that mode. Because the people are also going to be like issue launching issue, not launching what's going on over there. So you have to be like I am launching. And this is the thing I have, and this is how it's going to help you. And it can take a while to get there. And you also have to be open to the fact that once if especially if this is the first time that you're running this program, that when it's all said and done, maybe you got different results for your people than you expect it and it's not that they're bad or worse then, but maybe in that process that because people are people and they have their own perspective, you may find that oh, this actually turned into that. And that's okay. I mean, anybody who is in a business knows that you pivot quite a bit trying to figure out what fits for you at this particular time. So your offers are going to change as you deliver them to different people. But I think even you know, you said the season versus startup people. And I think one of the things when people start a business is they completely forget the years of experience that they had before their business, and they don't see how it directly applies to what they're currently doing. There's a reason why they're doing what they currently are doing. And they have skills. It may not be as an online business man, person, but all of that stuff that they did before you can pull all of that out and say, you know, I learned public speaking in this job, and I learned how to train my employees in this job, I can now learn how to you know, I can now train people. I have all this experience in project management, whatever it was that they did, that directly applies to what they're offering now. Don't discount all of that experience.

G

Gemma Hills 39:53

Absolutely. And while yes, I think everybody should work with a coach all of the time. And even just having someone else who's in a similar situation to you to just be able to remind you of that, that just because you're starting a business from scratch doesn't mean you're starting as a person from scratch. Because you do feel a little bit disheartened, I see it all the time, where people feel like oh, build up this career, or I did whatever. And they felt like they were taking this big step forward. But actually, they almost feel like they've gone backward rather than sideways. And it's just helped somebody batting back those reminders, you've still got all of these skills, that's why you will make this work. And the big thing is committing to it. So commit

to that business, commit to that product, commit to that launch. Don't start it. And then waver. Don't give spikes. You know, if you started a job, you couldn't pay two months in. And again, well, I'm not sure if I'm gonna turn up next week, I might change that. There is no choice, you've committed to the job, you know, you've signed the contract, whatever. And it's a similar sort of mentality when you're approaching a launch, or creating a product, commit to it, if you want to make it happen, make it happen, how it happens. And the end result, exactly, as you said, may not be exactly the version that you're picturing. It will evolve, it will take a different shape, whatever, that's not true. Be fluid with it. But that commitments, what's really important if you can work on that commitment, and staying in alignment, not doing things because you feel you should doing things because they feel good. They feel really good. And you always know when you're aligned, because it's energizing. So it's a completely different feeling. Well, I suppose you have to experience being out of alignment to know the difference, don't you? But yeah, it's it's always following the breadcrumbs of what feels good. And if you can do that, you're staying, you're committing to staying aligned, and you're committing to your vision of whatever this is, you will succeed.

J

Jacki Hayes 42:22

I think too many of us see. I completely blanked on the actual phrase that people that seem to have, you know, overnight success. Yes, overnight, your success. Thank you, we see overnight success, or what we perceive as overnight success, not realizing that people have been like trying different things behind the scenes for the last 11 years. But we see this overnight success, and we hear the you know, all the people who are pitching overnight successes to you like, get \$100,000 launch, following these formulas your very first time that rarely, if ever happens, we're talking like point zero 1% of the population. And it's generally because they're already famous for something, you know, like, they have a reality show. So now they're launching a lingerie line, okay, they've got a built in audience. That's the only reason why that succeeded. So you have to understand that being a business owner in this space and launching products, courses, programs, is a long haul process. And you have to be able to commit to that. And when it comes to launching, I have a dear friend who has done launch work in the past. And she talks it talks about the sophomore slump, because your second launch never seems to go quite as well as your first launch. Especially if you didn't do the work to bring in new audience members. So that first one, you've got all your people and they're all excited. And if you don't get more people, will those first people have already done it, they've already gone through the program. So then it's like, oh, well, okay, so the sophomore was tends to not get the same enrollment. And then a lot of people get like really discouraged. Instead of asking the questions of okay, why didn't this go as well as the first one? And that is a lot of business, but especially a launching is asking a lot of questions along the way of like, what felt good, what didn't feel good? What did people respond to? How much time did it actually take? Take me because as you said earlier, we overestimate our capacity for our future self were like, Okay, well, this is where I'm at right now. And this is all the time that I have right now. But my future self is going to have so much more time and life is going to be going swimmingly well. There will be no obstacles in the way and it's like no, when you're planning your launch for future self pretend as if you will have less capacity than you do right now. Just to be on the safe side because somebody may get sick. You're you just never know what life is going to be. So don't act as if you're going to have more time and energy in the future because likely you'll have the same amount as you do right now or even less. It's just you know, it's just about being realistic and that things take a lot more time than we tend to think that they do.

G**Gemma Hills 45:11**

Yeah, I couldn't agree more. I couldn't agree more. I'm very much. I can look back and I can see anytime I've done it, I'm always like, oh, yeah, but I'll only focus on my launch. Hello, I have two kids, I have pets, I have a house, there's my business to run, you know, like, life is going to happen. And that's without any hiccups. So realistically, you will never be in a position to 100% focus on creating or launching your product. It just won't happen. So we have to be very real like, so the package that I provide third, like course creation, I quite often have people who say to me, Well, can we not just have the calls weekly. And I'm like, we can try that. But I can tell you now that fortnightly is best. But that's gonna take 12 weeks, and I'm like 12 weeks is nothing, this course will be here forever. Once we've done this, you never have to do it again, unless you choose to. And you will choose to because we like to upgrade and all the rest of it. But and always, after the first or second session, they're like, Wow, okay, no, let's just let this process because we have to allow for things to come out of our minds, just because we're demanding it to happen in that moment. And in that short timeframe, it really

J**Jacki Hayes 46:38**

doesn't mean you'll say no, I'm not coming out now.

G**Gemma Hills 46:42**

Absolutely. And, you know, I literally wrote an email about this earlier how if I tell myself, I need to write an email to my list, I don't have anything to write. And it becomes very robotic, and very typically salesy feeling like marketing feeling, which I then will refuse to send, because that's not what I'm about at all. However, if I'm drifting through my day, doing whatever I'm doing, I will have a dozen thoughts of things I want to tell them. I want to share with them things that will help them a question they could ask themselves. And so I sat down, and I wrote three emails, I put them in draft, I didn't want to bombard them with three emails in one day. But guess what, when we overwhelm people, it doesn't work. They just unsubscribe. So I put that all there. So it's the same thing with creating course content after matches the same with a launch plan, you can't expect to have all the answers just because you want them. It takes time to calculate. That's the word I'm looking for accolade

J**Jacki Hayes 47:46**

is the word I love to use on that. Yeah, yeah.

G**Gemma Hills 47:48**

We just need to let it roll a little bit. And make sense and land in different spaces. And I don't know how, whoo that your audience are, but look for the signs. Look for the guidance. You know, if, if we allow the time and the space, we get all the answers come at us. We don't have to work for it. It doesn't have to be a struggle. Yeah, it just does. So you will see something really obvious, you'll read something, you'll hear something, you'll feel something, whatever everyone's capable of it. You don't have to be a certain type of person. And when we follow

that guidance, then we've unlocked a whole new level in business, then everything is a whole lot more smooth sailing. And we've just got to trust. We've just got to trust that just because we want to earn x by x date. Maybe that's not what's gonna happen for us. And there's a reason we don't need to know about. And that's really irritating for someone who's struggling. I'm fully aware of that. Trust the process. Oh, my God, are you that used to make me want to hit somebody? But it is true. When we can trust ourselves. That's what I think it's about. It's trusting ourselves to take action once we know what action to take. Not taking action just for the sake of it.

J

Jacki Hayes 49:15

It's really funny that you said the trust the process, because just this morning, there was a meme on my Instagram feed. That was just the process. No, we're trusting it. That is that is good. But I think what you're talking about there, there's two things that I see people forget to do in a lunch. One is we were kind of going back to the capacity. And this they think about all the support they need in their business, but they forget about the support they might need outside their business and the rest of their life. Like the week that you have or what however time how long you have your cart or your enrollment open, no matter what it's going to be a high adrenaline time. And things may you're like a sales page may go down or things like that and so you're not going to be able to worry about making sure dinner was on the table for your family of four every night, or that laundry gets done every single day or whatever needs to happen. So those are times to, you know, say to your friends, hey, this is going to be a crazy time for me, I may not be able to respond to your text messages as quickly as I usually do. And so you can let go of that stress, or you can plan and you know, to have somebody deliver meals, you know, like the meal planning programs, or you can just be like, okay, the dirty dishes are gonna stay in the sink for a week, that's just what's gonna happen, you let go of that expectation of yourself. So remember to build in support for yourself in your entire life, not just in your business, and then build in what I like to call pit stops. When you go on a road trip, there are times where you need to stop and go to the bathroom, stretch your legs, maybe see some interesting sights in that little local town. And it's just kind of to break up the monotony of being on the road, or things along those lines, build in pitstops in your launch process. Because if you wait until you're burnt out or you're stressed, it's too late. And it's really hard to come back from that. So build in those open times where you can rest, rejuvenate, percolate on your ideas, so that you never get to that place, or you know, it's just not, it's not going to be there. Or it'll be easier to deal with because you see it coming. So you can back off a little bit instead of up, it's here. And now it's too late.

G

Gemma Hills 51:27

Oh, my goodness, that has completely nailed it. Because I did used to burn out. That was how we used to do it. And I'm talking about a lot of years ago, like this isn't in recent years, a lot of years ago, it was like this girl on schedule, and you just push push push is very masculine energy still behind it, and then you end up burnt out and then guess what happens, your subconscious tries to keep you safe and won't let you launch again, because it doesn't want you to experience that again. So when I right at the beginning of the call, and I said there's still obviously some that residual trauma, that's what I'm talking about. I don't want to feel burnt out, I don't want to feel like it's struggle, I don't want to be superwoman doing it or I don't want that. And I want that title. And so therefore, if your experience has been that before, your

subconscious will go, well just don't do that then just don't launch. And what your mind will be telling you is you're not really made for this, you're not really made for online business. So go and get a real job. And that's not true. For anybody, that's not true. If you feel inclined to run an online business, that's because you're capable. Anyone can learn the skills. And so yeah, that's completely nailed it there. And something else you said, and you were talking about getting the support in and being able to say to someone, this is a big deal, I won't have the time or the energy. It's all been channeled in that direction. That's again to do with worthiness. That's about being able to sit there and say, I will need it, I'm going to be realistic. Because I'm not Superwoman, I'm going to need that support. And I'm worthy, and I deserve to have that support. Doesn't have to be the literal someone in your home. Like you say it could be ordering food, whatever it is. But that forethought, stops you being traumatized and burnt out by your launching experience. But this is in general, all this applies to all of business. We're talking about course creation and launching. But there are two points of a big picture. And it always applies. So I think if you can work on your worthiness, you can be committed to yourself and to this, and you can trust yourself. You've got it. The get the mindset work, forget all the other whatever cookie cutter blueprints, 100,000 followers by next Tuesday, like if you can get those nailed. You will do this in such a grounded, sustainable way. I think that's the main thing is the sustainability. You know, we don't want one launch. And then that's it. We're not all Adel. We can't just work for six months and then have six years off. We need to keep this going.

J Jacki Hayes 54:37
Wonderful.

G Gemma Hills 54:40
And when you're aligned, you won't burn out. It's that simple. You just won't burn out. And when you're aligned, it's easy to see what you're worthy of. It's easier to work on your stuff. So, yeah, it sounds like I'm preaching now, but I'm filming strongly if someone has a desire to make their business work, I'd hate for them to give up on it, because they just haven't had the guidance. To know that it's not them. It's what they've been taught, or what they're believing about what they see in others and all the other things we've just said. Like anybody can learn how to run an online business is about working out how to do it for you.

J Jacki Hayes 55:27
Yes, 100%.

G Gemma Hills 55:32
Boom, we've done it. Thank you for joining us today, everybody. If you have any questions, of course, contact Jacki or I about any anything in your business journey, because if you contact one of us, and we can't answer it will always signpost you to the other one, or to someone else in our network, because there are so many amazing people out there supporting people in business. There's no need to do it the one way anymore. Is that

J Jacki Hayes 56:03
do it all yourself.

G Gemma Hills 56:05
All do it all yourself. Absolutely. Absolutely. Okay.

J Jacki Hayes 56:09
Well, thank you all for joining us today.

G Gemma Hills 56:12
Thank you. Take care.

J Jacki Hayes 56:14
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