



Module 1 - Your Best Launch Ever

00:00

A huge warm welcome to Let's Launch together. I'm Laura Phillips, I'm the founder of Love to Launch, and I am your coach and your guide on this amazing journey that you're about to go on. There is no question that I absolutely love launches, for so many reasons. I've been in the online marketing world for 13 years, and I've never found a way that is so profitable to bring in your dream customers into your world. I love that you could instantly become a leader within your community, or your niche, whether you are just starting out or not, because here's the truth, you don't have to be the world's number one expert to be a leader to the people that you serve. And a launch is the perfect way for you to position yourself as that leader.

00:46

There is no board of leaders that will invite you to that table. If you want a seat at that table within your niche, then you have to take that for you, and a launch is the perfect way to do that. I love that you also are able to serve, because let's be truthful, launches are not going to bring in all of your customers all at the same time. The fact is most people will not buy from you on your first launch, or even your third launch. Or your third or your fourth. And the thing about launches is it's not just about creating buyers, it's about creating a tribe of super fans who love what you're about.

01:24

Having super fans who champion your brand is the key to having a wildly successful business. Super fans are amazing, they'll share your content, they'll bring other people into your world. And so if you can create super fans as well as buyers within your launches, then that is the key to your long term success. And do you know what? I actually think it's a super special thing that your launch can actually serve the people who can necessarily afford to work with you, or who just aren't ready to take that step. Most people won't buy from you, but it doesn't mean that you can't actually create super fans in the process.

01:58

And the thing about a launch is you can take a stranger to a super fan in a very short space of time, quicker than any other way that I have found during my career. I also love that because launches are so powerful, and because they are so effective, that you only have to do one or two launches a year to actually bring in the revenue that you need to grow your business and to live an amazing life. And then you can get back to your zone of genius. So, I love to get back to coaching.

02:26

And so for that reason I don't always want to be selling all the time, I want to be focused on getting my customers amazing results. And if I was always having to sell, I definitely wouldn't be able to create those kind of results for my customers. Now, when you're first starting out,

of course your launches will be smaller, and you'll probably do more of them. But over time you're going to do less and less and they'll get bigger and bigger. And that is just the most amazing place to be in business, where you know you only have to sell once or twice a year, and then you get back to doing that thing that you love.

02:58 No doubt the reason that you started your business in the first place is because you've got this thing that you love to do, that you're really great at, and that you get people results with. And so you want to spend your days doing that, instead of selling. So, launches are amazing, but I have to admit my early launches were not necessarily fun, they definitely were not easy.

03:17 And it wasn't until I had a couple of accidental launches, one where I did not intend to sell anything, and I pitched at the end of this launch that was just there to get some research and to build engagement. It was the most fun and easy launch I'd ever had until that point, and another where I lost my voice and I had to cut all the corners. And it taught me that even I overcomplicated my launches. And I thought well, if I over complicate them with all of my tech knowledge and all these skills I've got, how do other people cope?

03:48 And so it really ignited this mission within me that I wanted to help people to have really fun and easy and highly profitable launches. And I do believe you can have all of those things, they don't have to be as complicated and as scary as you think. So, maybe you're here for that reason. Maybe your launches to date have been stressful. Maybe they've been overcomplicated and you want a different way of doing things. Or maybe you're brand new to launches, and if that's the case, I'm so excited to take you on this journey, because you are going to love the process of launching.

04:20 Now, they definitely won't always be easy, there are definitely moving parts and there are going to be things that go wrong. So, if you just go into this with the mindset of there will be things that go wrong, and you and I are going to figure out all these things along the way, we're going to work together. And if you go into it with that mindset that those things that break are actually huge opportunities to find a new way of doing things, then you're going to have the most success. Far easier, far quicker with less friction. The money is in the mistakes. Remember that one, it's definitely one to write down. The money is in the mistakes in launches.

04:54 Whenever something goes wrong in my launch, it's an opportunity to try something new, to pivot, to make sure those things never happen again. But it's also where I get my most creative ideas. So, I don't mind if things go wrong during your launch, there is a hidden opportunity to find some hidden profits, and that's what it's all about. Launches are about making huge profits in a very short space of time.

- 05:17 So, the thing I know to be true about launches is the more aligned you are with how you're launching, the more fun you're going to have, the more success you're going to have. So, my job is not just to help you map out a launch, it's to help you figure out how do you want to show up during your launch? When you're having more fun, you're going to have more confidence. And the more confident you are, the more likely you are to turn those strangers into super fans and into buyers. People are just going to really warm to you and your personality, whether your value is like mine, whether it's love, whether it's craziness, whether it is energy. Whatever your value is, we are really going to lean into that during our time together, because I want you to bring in the perfect people.
- 06:00 I also know that the better my energy is during my launch, the bigger the transformation is that my people get. And when people get results in your launches, they're going to want to spend more time with you and become customers. So, launches are incredibly powerful, we're going to have so much fun on this journey together. I cannot wait to support you.
- 06:20 So, this module is about the foundations, and us really getting to know each other a bit better. I would love, love, love if you could get to know me in the community, because that's where I'm going to be hanging out, if you haven't already joined. Now, some of you may or may not be Facebook people. If you're not Facebook people, I get it. I'm not usually either, however what I do know is that we're all going to be in this journey together, and a Facebook group is probably the easiest way for us to do that in this particular programme. So, do come and join the Facebook group.
- 06:50 I've sent out a survey so I can get to know you better. If you can do that, that would be amazing. And this module is all about you really setting the foundation of what your journey is going to be, what you want to get out of it, who you want to serve, and what is the offer.
- 07:05 Now, we are going to do deeper dives into all of that, but I just want to get some foundations in place first. So, next up I'm going to show you around the website, I'm going to give you some tutorials on how to use the website, and Crowd Cast, which is our platform for the coaching calls. And then I'm going to give you some work, hashtag do the work time lovely, because that's what you're here for.
- 07:28 So, thank you so much for signing up and choosing to entrust your launch journey to me and what we do at Love to Launch. I'm so excited to get to know you, to serve you, and to take you on the most incredible journey in your business. Because when you have a launch that works, you have got freedom right there. You've got something that is scalable, repeatable, and that can be optimised. And that is where business freedom really comes from, and I can't wait to show you just how fun and easy it really can be. So, let's go and dive into the work, and let's dive into the rest of this module.