

There's no right way for growing an online business. And honestly, me and my guests are more than fine with that

I'm Hailey Thomas and this is the podcast that lets you be a fly on the wall for candid conversations and mini lessons with a variety of online entrepreneurs who are growing their businesses based on their own visions. We are on a mission to normalize and laugh about the behind the scenes truth of achieving a new level of success in your business. This is one year from now.

Hello, hello, and welcome to the podcast. This episode, I'm gonna be giving you all of my do's and don'ts on digital product launches, we have done loads of them in my other business, and I've done a couple of them in my coaching business as well. So I'm gonna be giving you my insight onto what to look out for and how to prepare yourself for one. But before I get to that, this is a reminder that one year from now the residency is open, we are taking applications and having application calls to fill the first cohort of the residency program. So as a reminder, this is a 12 month program for first generation entrepreneurs, really just women who are ready to gain the business proficiency and the emotional and mental maturity and tools they need to build lots of different assets and lots of different businesses over their lifetime. They see entrepreneurship as a career and want to be in a room with 20 Women who are also building different sorts of businesses and really working on their identity and power as really successful and profitable entrepreneurs. So we are taking applications through December of 2021. The first cohort will begin in January, I believe our first kind of kick off event is a three day virtual event. And it is the I believe third week of January, we have a live in person mid session event in Chicago, and lots of really amazing goodies and coaching throughout. So if you've been listening to the podcast for a while, and the way I communicate concepts, drives with you, and what you've heard from past clients jives with you. And those are the results you want to be creating for yourself and in your business. Go to [brainspace optimized comm slash residency](https://brainspaceoptimized.com/residency). And you can get all of the details for the residency there, there also be a link in the show notes. So again, we're taking applications through December. At this point, when you're listening to this, it will be like the maybe second or third week of November. And we're about quarter of the way full at this moment. So [brainspace optimized.com/residency](https://brainspaceoptimized.com/residency), find all the details there, sign up for an application call. And I look forward to seeing you. Alright, so here's my thing on digital product launches, a little bit of background, I have multiple assets, multiple businesses. The other business I run outside of my coaching business is a digital product. It's a digital course, there's about 30 lessons, and we teach people how to become independent podcast producers. We teach them how to edit audio, we teach them how to kind of set themselves up business entity wise as a freelancer and then how to pitch and find clients. So there's the digital course itself. And then we also have a membership community, they have to go through the course but then they can pay a monthly fee of a membership, or for to be in the membership and get leads and coaching and kind of communicate with their peers. And this business was launched in November of 2019. It is now November of 2021. At this point, we have done nine launches, let's see 45678 launches, we have had over 200 students, and have made over 160k in two years. So we did our first \$100,000 In the first 10 months and eight days to be exact. And I'm just giving you the rundown so that you understand kind of the arena or how all the things I'm about to share with you have come to my understanding. On top of that over the last few

years. I've coached gosh, probably half a dozen clients through the mental and emotional stuff around launching a digital product. And what I want to share with you today is the main things that I have learned and my kind of just stuff to share with you about this process. And my goal is just to help you rightly set expectations for Your first digital product launch. And if you have a digital product already, how to kind of orient yourself in the process and see exactly where you are, in the cycles. If there's parts of this, I'm going to introduce to you that you don't do maybe add them in. And it's just things to consider because there's this really fun, I'm being sarcastic, really fun belief that sharing a digital product is easier than doing done for you services. It's something that usually my clients and people in the online space, if you're doing done for you services, like graphic design, or writing or a virtual assistant or project manager, or your, I don't know, accounting, whatever you do for clients, we go, oh, I want to diversify my revenue streams, right, I want to add products, to my suite of offerings, a digital product is going to be so much easier. It's hashtag passive income, it's going to be super easy, no problem. And I hate that thinking.

I'm like, super not a fan of it for a couple reasons. One is because I don't think it's passive in the way that we typically define passive, right? It's not passive in the I'll set it up one time, and then just keep making money off of it. Especially when you're selling an information product, or a digital course, or especially a membership community, it's not passive at all, you're just using different skill sets than you use. If you are, again, a graphic designer, a blog writer, a coach, if you coach live and accountant, like you're just using different skills, whereas you'd be spending a lot of time doing the craft of what you do when you're doing services for clients. When you have a digital product, you spend a lot more time thinking about how you think and capturing that for the digital product. Thinking about the concepts, writing those getting those shared, you do a lot more setting up selling, than you might sell live on a console call or discovery call with a new client. I don't want to say I don't think it's any less work. They do think it's less work. But it is different work. And it's certainly not zero work. So I want to get that out there. The only thing that I have produced that is zero work, or very, very little work. It's because it's still not zero is a digital book that we sell with this brand on Amazon, we do nothing with it. That said, we work with an online book publisher. And she doesn't do a lot of work with it every month. But she has to do some things. So we're not doing that work. But it is being outsourced. She's doing it. It's very small. But the reason why that works and is passive is because we're selling it in a marketplace that is really well trafficked Amazon, right. So we don't have to do a lot of the marketing work. We don't do any marketing work actually, for that product, because of the traction that Amazon already has. And I almost forgot about the book when I was introducing all the things in the product suite in this business. So we've got the digital course, membership community. And then there's also a book people can order from Amazon, either digitally, or a softcover book delivered to them. The big thing about launches is that you want to look at this, you're going to learn to sell your launches in the same way that you learned to sell done for you services in that you didn't and maybe you did, like the first person that you offered services to. Were like, Yes, I'm ready to hire you. Let's go. Maybe that happened. Maybe it didn't, or it happened. And then you didn't sell one or two. And then you did. And eventually you learned how to sell in this new way. It's the same thing with selling digital products and doing it by Launch,

right because that's another method selling digital products is different from done for you services and then selling via launch versus evergreen is different as well. I highly recommend learning how to sell via launches before you try evergreen because evergreen like the set it and forget it means that you know what works already, which you won't know until you like launch it several times and learn what works. Alright, I'm going to get into my 15 Digital Product Launch do's and don'ts of this episode. And like I said, I've picked all this up from helping my clients launch things and coaching them through that process, all of the launches that we've had in podcast production school and the launches that I've had. And I'm currently in a launch right now for my coaching business. So this is learnings from failed launches and really successful launches. The first note, the first tenant, if you will, is that no launch lives on its own. It is either a first of its kind or it's part of an iteration cycle. And it is one of many launches, this method of selling. You cannot think of them as individual pieces. And I'll talk about evaluating and whatever but you can't hang your hat on any single launch because you're continuing Honestly learning about how to sell in this capacity and what worked and what didn't work, and like all the things, so I don't suggest launching in launching a digital product until you have a quarter where you don't need it to make income. Actually, maybe that's just my rule is don't launch a digital product if you need it to make an income, or do a launch, even if it's not a digital product, for instance, the residency, my coaching program is a live program. But the way I set it up was with my one on one coaching is I launched it when I didn't need it to make money. Meaning I was not putting a lot of pressure on it or myself in the beginning, because I knew I had to learn how to sell this product and sell it in a launch. So same thing with any digital products you make. First of all, there's, it's going to take you longer than you think it is to create the course itself. And then there's the process of launching, and you becoming mentally and emotionally prepared to launch. And that's going to take time. So do not launch. If you need that one launch that first launch or any single launch to like make you all the money because it's way too much pressure. And know that there's one of many, it's one of many that you're going to do because you're in the midst of learning. Number two, there is no such thing as a launch work or did not work, right. So I remember one client in particular who was just so frustrated with this process, and she would have a launch and be like, Oh my gosh, it didn't work. And then I go, what didn't work, the launch, the launch didn't work. What does that mean? This is when we brought in a lot of valuation because this launching never just works or doesn't work. It's always what exactly worked. And I would literally make a list of five things that worked 10 things at work 15 things that work anything you can think of that worked in your favor towards a goal. And then you have the things that did not work. And then you have the things that you're going to do differently. So it's never wholesale, the process is working or not working. It's the same reason why I don't prescribe any specific way to market or specific way to launch because we have evidence that it all works. We have evidence that launching from or not launching, selling from the stage works, we have evidence that selling from Twitter and social selling works, we have evidence that people have been selling things without social media for hundreds of years, it all work selling via webinar selling from emails, right so it never works or doesn't work, it has to be evaluated, you have to take the time after you launch to figure out exactly what works and what doesn't. Number three, which is kind of a spin off of number one, but don't hang your hat on launch. Number one, it is way too stressful for the launch for your business for you. And it makes like your clients

can feel that they can feel the like stress and the desperation and like the neediness and like buy my thing, buy my thing. So don't hang your hat on launch. Number one. Some of the best coaching that I got from my coach, Serena Hicks is that the first launch is the learning launch. Right. And I always hated when people said that to me, or she said that to me and someone else had to. And I was like, No, I'm going to make my money and I need x My business is serious, I'm going to work it, there's just so much to learn. And removing that pressure altogether actually gives you the ability to go in a little bit more relaxed, which is like the energy that sells better than being like really stressed and desperate, and you have to buy it. So do not hang your hat on launch. Number one. Again, it is one of many that you will be iterating on the process of selling it, and iterating on the product, which we'll talk about in a second. But yeah, don't hang your hat on, don't hang the future of your entire business on the first launch. Number four, leave yourself time to sell yourself first and early on in the selling process. So this might seem I don't know, silly, because it's your product and you're coming up with it. And so you may not think that you have to sell yourself on it. But man, the minute that you have to explain or talk to someone else about the value of your product, that's the minute your brain starts questioning everything. And so we forget that sometimes, and you need to leave space to sell yourself on the product and the results and the fact that people want it and that you can deliver it and that you've done what you needed to do and that it worked. Like talk yourself and coach yourself through it. So I'm gonna give you two launch timelines that I like. And it kind of depends on depends on situation and we give each of these launch plans to two different people. And actually, I'm gonna pause because I don't know that I've said what a launch actually is. It's basically just a series of communications from you to your customers. An effort to sell something in a time box window, that's it. So anything, and everything can go inside of a launch, you can do emails and a waitlist, you can do a sales page, you can do application calls, you can do just selling on social media, you can do webinars you can do, I'm going to go speak at events, you can have a mixture of all of these. But it's basically saying, from this date to this date, I'm going to be selling this thing. And I'm going to create energy around it in these ways, and having a specific plan for that. And only doing that a couple times a year, right or I mean, eight times a year can still be however many times you want to launch doesn't matter. That's what a launch is. And I would offer that for your first launch. It depends on where you are on this point of selling yourself first, if you have not sold yourself on the product, and like know that the process that you're going to use works and that people will get the results that they want, then there are two different lengths. So one side I would offer is a 16 week launch process. 16 weeks, okay, almost a semester, it's two weeks to build your sales assets. If you need like photos, if you're going to do a sales page, if you're going to do like webinars or record particular podcast episodes, I highly recommend for your first and actually any launch, frankly, to pre create anything that you know you're going to need ahead of time, not all of it. And to make this as light as possible, but pre created the sales assets that you're going to need pre write pre record pre take pictures, okay, because while you're in the process, it is a freaking nightmare to be trying to write sales emails that need to go out, you have two hours to do it, your kid was just sick, your dog just barked on the carpet. You don't want to be doing this in real time. So take two weeks, create the baseline the minimum of content and assets, cells assets that you need. So that's two weeks, then you're gonna take two weeks to sell yourself on this process two whole weeks. Why is

this the right process? Who has this for what results? They're going to get? My sure I can deliver it? Do people want it? And do people want it at this price point? And do people want it at this price point from me, right, you have to really build and work on your capacity for this, if this is a brand new thing that you're selling, and if the price point or the number of customers is not something you have done before. So for example, our digital product right now is \$500. Right? My coaching is, I mean, you already know the price of the residency is \$20,000. So in my landscape of thinking 500 bucks is not a problem. That said, my coaching business is quite small and the number of customers that I serve at a time. And so when we're looking at launches, where we want to sell 40 people at a time 5060 people at a time, I have to sell myself on that part, and grow my capacity to welcome 40 5060 souls at once thinking about can our business handle that? Are we prepared for an influx of 50 people for 50 people worth of questions for 50 people worth of like, where do I find this or that do I believe other 50 people that are ready to purchase this right now, those are the things that I need to coach myself on, especially as that business scales and the number of people we want to take in and every launch because the price point is not a problem, it might be the alternative for you. So at the same time, the residency is \$20,000. I talked about it a couple episodes ago, and I had to coach myself, even though that's equivalent to what somebody would pay me for two, six month coaching packages. Back to back, it's the same price. Plus they get to work with other people Plus, there's one event plus all of that. So like it makes complete sense logistically for my business. But I emotionally had to prepare to think about a launch in which I'd be taking in 300 \$350,000 into my business all at once. Right? That's what I'm in the process of doing all at once. And so just expanding my brain or my capacity for that all together at one time. So you're going to spend two weeks building your assets, two weeks selling yourself, I love to do a week of pre sales in this process. So to me, that'd be reach out to any, like current clients that would move into this new offer that you're launching colleagues, people that have been floating around your business, you can invite them in, like do a presale round. And that is also a part of you selling yourself like getting those first one or two or three or four sales is you like, okay, yeah, people wanna buy this. This is good, we're good. We're validating the process. And then three weeks, well, two weeks selling and then one week of evaluating and like deeply thinking about this. So two weeks of actually putting out your content and then a week of what worked, what didn't work. What questions are people having? How did I feel emotionally during the launch? How to I want to feel next time. How did I like perform is not a great word. But like how did I perform the launch? Did I like it? Did I feel stressed that people get what they needed? People that were knows why did they say no? What did I say? That? Or what did I want to say that I didn't actually get out there in time? And why? Like really evaluating. So that's eight weeks ahead of this, I would do another eight weeks of like actually creating the course, if you need to get a lot of content out, or the digital product itself. Or even just like, if it's a membership community, where are they going to hang out? What are they going to do like creating the content, so total, that would be 16 weeks, okay, getting a new thing out. Now, if this is a thing, that a you know, clients are clamoring for, like multiple people have asked you for, if you are selling in a well trafficked area like Amazon, if you don't have a lot of mine drama, like if the cost and the number of clients in the way that you're delivering it isn't really new to you, none of its like really too far off, then just do a four week, or excuse me, eight week total, but a four week launch. So one week for

assets, one week for selling yourself one week of pre sales when we have actual sales. So I guess it's five weeks, and then evaluation, if you want to add four weeks before that to actually again create the thing that works. So for example, another product that we have

in podcast production school, we only pull it out a couple times a year, even fewer than when we're launching. And sometimes we use this product to kind of support our launches and just kind of build energy around our business. It's a 10 day email course called 5050. And that was something that people were already asking for, we knew it solved a problem, I think we probably had sold like 100 of the digital course there was already a membership community, it costs way less than the digital course. And we had no expectations on like how many people were going to sign up for it. So we didn't really have a lot of mind drama on it. But we took a couple weeks to create the content and then did selling ourselves on it, building the assets, pre sale, sale of it, and then evaluating that. So that was all in number four was like leave time to sell yourself first to pre sell it, and then sell it to your clients. Number five is detach your first launch from launch number 19 of a multimillion dollar company. So very often, we get a little freaked out and overwhelmed by all of the options there are for launches and all the types of digital products. And so what do we do we go on the internet's to theoretically soothe our minds and soothe our souls and just like see what other people are doing. I mean, very sarcastic, because I'm saying this because what ultimately ends up happening is that we will see a company or a brand that is selling something similar adjacent to complementary to what you offer in a way that you want to offer it. And it seems to be very, very successful, they got loads of testimonials, their social media channels are popping their marketing on multiple channels, they've got a webinar, they've got a beautiful email sequence that goes out, and they're posting twice a day about it during the launch process. And we go Oh, that is required for selling out a launch. Even if you don't say that out loud, our brains put those two things together. And so then we get busy filling ourselves with all sorts of unnecessary things for like launches one through five, or even launches one through 10 that are kind of be comparable to launch 19 or 20 of a multimillion dollar company, or even a company at a million or half a million. You cannot replicate that launches one through 10. And don't try those launches are really well funded and built up over 2019 20 iteration cycles, meaning they've done 20 versions of evaluating and implementing changes like 19 or 20 times to get to where they are. And so your launch 12345 will not look the same. And it's not even necessary to hit your launch numbers or goals. It's just not I have sold things with Bo golly, a sales page and some social media posts. Honestly, that's how I predominantly sell because it's too much stuff freaks me out. It's too much for my brain to try to worry about at once. And I'm not particularly skilled at graphic design. I'm a good writer, got a podcast, I post my thoughts on Instagram, right I keep it really simple so I can focus on the potency of what I'm saying versus a coach that I love so much and follow her name Stacy Bateman, she's got a beautiful brand and it's so slick and so sleek and clean. She just launched a mastermind product so like a membership community, a group coaching product, and it was beautiful. There's like a whole separate email sequence she was sending emails once a week of like learnings from inside the current group. And like photos were Beautiful, there was videos from like past live events that she done. And I think when I was earlier in the business, I would have looked at that and said, Oh, I had to do all those things to like, do a launch, I don't know that I would have launched

my current group program offering. And even if like, we look at just straight up digital products, Pat Flynn is somebody I've been following on the internet, since I figured out I could make money on the internet's. And if you look at his course, and his podcast, and his, like, all of the stuff that he's created, it's a lot of content. And he's constantly putting more and more out, but that's after a long time, Stacy Batemans company is I think they're going to do like 15 million this year, like, it's after some time. Okay, and so to put a product that is in its infancy, because launch one through 10 is still very much infancy against a product that is five, six years old, and it's on launch number 19. It just doesn't work. Right? It's demoralizing. It's stressful, and it's not necessary. Okay, number six, what you do need to focus on most ahead of your launch and during your launch, is selling yourself on those results. Having a clear path to those results, and removing everything else. Okay, resist the temptation to add stuff, just because you feel like you should have more stuff. So this is a great time to remember that what people are purchasing as a result or transformation. And so anything that does not help them get there. It's just fluff. It's just bells and whistles. One thing we noticed with podcast production schools that early on, we wanted to add like a workbook. And here's a worksheet for this and one person out of the 150 asked for this thing. You know, this sounds like really a good thing we should do. And I think we spent almost too much energy early on adding a lot of stuff to the content, because we wanted it to be exciting. And here's some bonuses and extra things that you get. But what ended up happening was those things actually slow people down from getting to the result, because they were almost too distracted by all the stuff that was in the course, it cheapened our marketing in that we were so focused on because there were so many bonuses and like this and that. And the other thing that we ended up talking and leaning really heavily on the extras, and didn't focus enough on the result they were trying to create. So I think personally that it weakened our marketing, and it made people less focused on getting their result. And they mainly tried it because they were like this is such a great deal. I think that's the worst reason to buy something, because it's such a great deal. And I think it's the worst reason to sell somebody something because it's such a great deal. That's why I also don't like discounting. And I don't like make it so cheap that they can't say no, like, it's a really cheap way to sell. It doesn't require any thought, right? Make it really cheap and add a bunch of stuff. And it makes usually products so bloated that people can't actually get the result that they wanted from it. So I have learned, we have learned and I implore you focus on the result, remove everything else. Or if you're going to add stuff in which we have still since the course has been live is added in like a special bonus section off to the side. I think we sell predominantly like three main bonuses. But there's like 15 bonuses. But that's like after you complete the course here's this in the resource section. And it only makes sense. Like we removed anything that wasn't them getting to the result that we wanted them to get to, which for us and that product was double their income or like double their investment load that first 90 days. And so we came up with a plan for how they were going to do that, that helped us sell ourselves on how we were going to deliver on that promise. And we took out anything in the way that was going to keep people from getting stuck to getting to that promise. And anything that we knew they were either going to ask for later or was just going to be a really awesome useful thing to them, we put in a bonus at the very end. And we don't sell on those things. If you recognize that you're trying to add a lot of bells and whistles. And by that I mean like bells and whistles that don't help them create better results,

adding a workbook and a bonus welcome box. And I don't even know what else but if you notice you're adding a lot of those sorts of things, go back, remove those things and see how you feel about the product and whether or not it gets people to results. If it doesn't, or you feel like it's lacking or like it's not as good without the bonuses or it's not as exciting or fun.

That's a really great time to go back and like what is the result? How can I help them get it? Do I believe I can help people actually get it does it result matter? Will people buy it like that's a sign that you have not sold yourself on it yet? Number seven, when you are building the digital product, and this is just from golly so much time spent writing course content, like watching people write course material watching people write marketing materials, the first iteration And even I would say the first like, three iterations is validation. Meaning is this the price plan the product that creates the results for the people I want to serve? And do they know they can get it and they can get it from me. Like, those are all the pieces that you are validating. And so you can't build I mean, you can, it just takes freaking forever, I highly recommend that you build to validate those things, meaning it doesn't need to be perfect. And it doesn't need to be every single thing you would add with 16 bonuses and all the things you know, they're going to need afterwards, focus on building for validation, and then upgrade it to be self service. So that's the path we took with podcast production school, is that these first few years have been about getting all six of those points, right? I don't even know if it's fully six. But getting all those points, right. Yes, people will buy it. Yes. At this price point. Yes, this is a result they can get Yes, it's clean and simple. Yes. We know where the audience hangs out. Yes, we know how to convert them. Yes, we know that our chosen methods to communicate via a launch work. Yes, we know this launch time frameworks, then ie right now, we're going back to build the product so that it is way more self service and way more like less for us to do but early on, it was a lot of work of like validating those things and thinking about those things and testing new things. So I'd highly suggest you break up your building of the digital product, and then the building of the launches in those two stages. First, just validate then make it self service and very full. And at all the good stuff. Number eight, is just a tidbit I'm gonna throw in here, when you are launching for the first several times go leverage other people's audiences. If you're transitioning to launching a digital product from services, it is very likely that your audience is actually fairly small. And by that I mean you're probably serving 1215, maybe 20 clients 40 clients at once, depending on what exactly it is that you do. But your digital product is something that you are going to want to sell to 50 people every launch maybe or maybe it's 10 people every launch whatever, the numbers are going to be different. And so early on, instead of focusing, like you're gonna focus on building your own audience, but leverage other people's audiences and do so again, in integrity and with quality. So think about like, how does this actually benefit their audience? What would they get out of this? What would I get out of this, and partner with people, it just makes the process way better. Number nine, decide on launch numbers that are somewhere between financial fitness and short of terror.

So I believe, actually, I can look right now, while I'm recording this podcast, depending on what the offer is, I like to look at 20 or 50 as kind of initial launch numbers. And it really, it really depends on a lot of things. So whatever launch

number is almost irrelevant that you choose here. But you want to do something that is going to be financially fit, meaning it's worth your time. And it's worth the resources you're going to put in it and is below terror. So I don't think and man, there might be people that highly disagree with this, I don't think launch number one is the one to be like, I believe in miracles, let's go I want 150 people in here, if it's something you haven't sold before, and you haven't launched in the way you're launching or selling this before, this is different than what your primary source of income is, I would look for a number of sales, and the cost per product that's going to validate this. And it might scare you a little bit, but it should be short of terror, like it might freak you out. But it should be short of like complete freeze up and causing you to like spin on changing the price over and over again while you're trying to sell it. So I think the first iteration of podcast productions go was like 200 bucks, maybe. And we did that because we didn't want to like we wanted a number, a sales number that wasn't going to cause us a lot of mental drama. And we knew that we were leveraging one of our CO owners audiences for that very first launch. So we knew we would have the audience size. And we're like, okay, if we get 40 sales had this number, which is going to be fairly stress free in terms of the cost of the product. And we knew we could focus on like validating the offer itself and getting people in and like all that then that would make sense for us. And so that was our very first launch was I think we did 45 people Yeah 45 people, and then we made like over \$20,000 that very first launch, but again, that was because we were leveraging my co owners brand and like we knew some of the pieces involved there, and it wasn't for her a new way to deliver or a new way to sell. So I would choose Launch numbers between financial fitness and short of terror. Number 10. Every marketing strategy and launch strategy, you can think of works, we have evidence of that being true. So do not do not, do not change your tactics partway through your launch, or through iteration blocks. So in podcast production school, we we commit to a launch plan, like once a year, essentially, we decide on what the launch plan is going to be that year. And what are going to be the tenants of our launching our tenants of selling once a year. So we had this conversation and last year around this time about what the 2021 pricing was going to be how we were going to sell it which stories we were going to tell if we were doing discounts or not if we're doing payment plans or not. And we made some changes that were different than 2020, the year before, based off of the evaluations that we did. And the first launch we had of 2020 was really low. Like we had, I think like nine, nine signups when we usually have Oh, somewhere between like 20 and 40 signups per enrollment period. And so it was really low. Instead of changing tactics, we evaluated and changed it. We had the urge, like the knee jerk reaction to like up the stuff we decided doesn't work. Let's go back. We had many conversations about it. But we didn't the next launch, we did. So we basically went back evaluated, finished putting in the stuff in place that we would know that would make this process this way of launching successful, we remove the stuff that was not successful. And we did the same exact thing with these edits in June. So in the February, we had nine sales in June, we had 30, same process, all we did was iterate on it. So I would highly suggest committing to how you were going to launch for a year's time. And then sticking to that schedule, and iterating and iterating and iterating. That's number 10. Number 11 is just be mentally prepared for the journey to be like, This is so exciting. This is so fun, oh my gosh, no one's gonna buy this, this is so great. I hate everything about this, I love that my clients love this, I got another sale. Yeah, no one's gonna buy this ever again, like be prepared

for the ups and downs, mentally, it's gonna happen. Even if you feel very stable and good about it. Even if you are doing all the things that I'm saying you're gonna do, just be prepared for that stuff breaks all the time, links go down. Technology is just not cooperate, plans get canceled, like all that stuff happens. So just decide ahead of time how you want to treat yourself on this journey, and know that the ups and downs are coming. Number 12. Assume that you are going to learn, like assume that whatever you choose, you can learn how to do it. And that this is a learning process, especially early on, it's a learning process in the same way that when you're learning to sell one on one, it's just learning, you're just figuring it out. And one of the outcomes of learning one of the rewards or outcomes is money people pay you. It's the same with this process. It's a learning process. Number 13. Evaluate, like your life depends on it. So evaluating, I liken it to like the broccoli of your business and that some people really love broccoli, they're few and far between. And mainly people don't like broccoli, cuz it stinks up the house when you cook it and like it's annoying to deal with. But you need to eat it like you need to eat your vegetables. And evaluating is like the vegetables of your business. I am always and not always when a client comes to me and they're like, Oh, I already tried launching that. And it didn't work and ask why. And they have no answers for me at the big old flag, because it typically means they are not practice at thinking that deeply about what worked, what didn't work, what they're going to do differently. And like that's the foundation of mature business. It is not, oh, if I borrow this person's launch plan, if I borrow this person's marketing plan, if I borrow this person's esthetic, if I borrow the way this person writes that is not the foundation of your successful product or business or launch plan. It's the ability to evaluate and continue to work through that process over and over and over again. Evaluate like your life depends on it because life your business does indeed depend on it. Lastly, number 14, constrain constrain constrain, I highly recommend and the person that I co own podcast production school with I think is the opposite of me. She's like a maximalist and I am a minimalist I think, but we have come to like an understanding and agreement of what is necessary. What is necessary. All right, what are we trying to get to, and clearing out as much as we can. And I mean about the digital product, about the membership and what we promise about the book that we created about the email course that we created, about how we sell. I mean, even thinking about our enrollment periods, we could have done one every quarter. Sure, but we didn't, we did three, because we wanted plenty of time to evaluate and make changes between launches, right, like what is necessary and constrain yourself from wanting to do, I don't think there's anything wrong with like really big, hairy, audacious goals. I love them, actually. But it's like that edge of terror here as well. Like, if what you're choosing to do spins you out, and you're spending lots of time on accessory things, and not on the main thing, constraint constraint constraint, what is the main thing go back to the main thing, constrain your thoughts constrain your methodologies, I read essentialism years and years ago now. And it is like how I live my life, and how I suggest you also think about launches of digital products. Less is more. Alright, lastly, number 15. Be gentle with yourself and focus on doing a launch, especially a digital product, when you predominantly do Done For You services, or that's what you've done for a long time. This is a labor of love and devotion. It is a process of learning, it is a process of learning to serve someone else in a different way that isn't hands on. And so, my 15th it's not really do's or don'ts, I guess. But the 15th tip is just do focus on being gentle with yourself. And doing this from devotion and not force because you

don't have to create digital products. You don't have to, I don't think, and don't quote me on this, because you can always change your mind on anything. But like in my coaching business, I probably won't create a course, I will probably only have high level, high impact, expansively priced group coaching programs. That's it, I don't think I'm gonna do a digital course because I don't wanna.

And I'm gentle with myself about that choice. And podcast production school, it is a completely different beast. And it's a completely different set of learnings that I've had to do over there. Because it's all digital. And we are working hard to make it even more like take less of our time and make it more and more and more self serve in a way that people get every single thing they need from it. But I am very gentle with myself. And I'm not making what is right for one asset having to be right across both assets that I currently own. It just kind of is what it is. And I'm thoughtful and devoted to learning how to do what's best for each business. And being willing to be like, oh, yeah, this worked over here, thought about trying it, or I did try it. And it does not and I will not continue it. Right. So 15 is just be gentle with yourself while you're learning. And do so for a love and devotion to supporting people and helping people and not necessarily from a place of Oh, yeah, the digital course will be easier. Passive income, right? It's about, oh, this is a way that I'm wanting, I want to learn how to serve and support folks, that does give me variety, and doesn't use as many production hours, then maybe another one of my assets. Okay, this was a longer podcast, and I thought it was going to be but I hope everything that I share this is kind of a mind dump from what I have learned, coaching folks and launching my own digital products and doing launches and do's and don'ts and all the things hit me up on Instagram. If you want to talk about this more, I'm at brainspace optimize. And again, I just wanted to give a final reminder that applications for the residency are open. And we have both folks who are doing done for you services in there and folks that are doing digital products or group offerings there as well. So this is the room for you. If you want to continue to learn these concepts and ways of thinking and having the tools you need to basically build whatever you want for the rest of your life. Alright, I will catch you on the next episode. Thanks for listening. Thank you for listening to this episode and one year from now you can find the show notes and all the links we mentioned at brainspace optimized comm slash podcast. If you want to chat me up about all things entrepreneurship, then head to brainspace optimized.com and join my email list. This is where we have rich conversations about the experience of business ownership. It's thoughtful, it's funny, I like getting responses and chatting with you all it's a good time. Lastly, you can find me on Instagram at brainspace optimized we will see you in the next episode.