

There's a whole world out there of people that need you to serve them. You are now investing your time and your energy and you are stepping up to be that person and that woman who makes investments like this, who takes her business seriously, who's willing to go on, who is driven, who is ambitious, who is going to make shit happen no matter what this is meant for millions. Here's your host Jen Scalia.

Welcome to met familial, the podcast for online entrepreneurs who want to create wealth and freedom with their business. I'm your host Jenn Scalia, success and mindset strategist for online entrepreneurs who want it all so you are in the right place. If you're looking for the mindset and strategy to get seen, known and paid online, you will get a little bit of strategy, a whole lot of mindset and a healthy dose, tough love with 100% authentic, raw and real advice on how to navigate this crazy world of entrepreneurship. Make sure that you join us each and every week where you'll get a short 15 to 20 minute training on how to build wealth from the inside out. So this week we are going to be talking about what to do if your launch flops. So one of the questions that I get all the time from coaching clients or when I'm doing free Q and a calls is what if only one person signs up for my launch? What if only two people sign up for my launch? So there's a really, really big problem with this question that I'm going to dive into. In today's episode I want to talk about what happens if your launch flops, how to even determine if your launch flops and when and what to do if it actually does.

So let's go ahead and get started with today's episode. So what to do when your launch flops? Okay, so first things first is your launch will not fail. Your launch will not flop unless you believe that it's going to before it actually does. One of the questions that I get all the time from people, they may be a couple of days into their launch, halfway through their launch, maybe just a couple of days left of the cart open. And they asked me, what happens if only two people buy? What happened? If only one person buys, what do I do? What do I like? What do I do? And my question or my answer back to them is always like, why do you believe that only two people are going to buy? Why are you already counting yourself out before the thing is even over? Right? So here's the thing that I will repeat.

And so many of these lessons and so many of these podcasts, faith doesn't exist. When we first began our launch, that's excitement. That is us really like getting into our power, getting into our, in our excitement, touching our goals and just being like, Oh my God, I am so excited to launch this thing. I want to have a \$50,000 launch. I to have \$100,000 launch. I want 30 people to be in the program. I'm so excited. This is amazing. And then maybe halfway through the cart, open the energy completely depths and it's like, Oh crap, I really wanted a a hundred K launch, but it only looks like two people have joined so far, so I don't know. Like what do I do? What do I do? What if, what if I close the cart and only those two people have joined and then you go on a downward spiral.

Now you're probably nodding your head like, Oh my God, I've totally done this and this is exactly what screws up your launch faith comes in when it looks like it's not happening. Faith isn't that jump off faith? Is it that beginning part of your launch where you're excited and you're doing all the things and you're high vibe and you're telling everybody about it? Faith needs to kick in when it's like there's just a couple of days left and it really doesn't look like it's happening or there's just a couple hours left and it really doesn't look like it's happening. Do you need to go all the way through with the same excitement and the same high vibes and the same Gusto that you did from the beginning, and if you can do that, your launch will never fail. Your launch will never flop. People buy because they are seeing your confidence. People buy because of your energy.

People buy because they are confident that you can get them results. They're attracted to your certainty, but the moment that you dip, they're going to dip to the moment that your energy goes down and you're not excited about it anymore. Or you start to wonder what you're going to do with only two people join people retreat. They're going to retreat from that energy, so you want to pull back from that and you want to just have faith all the way through. Side note is I have a download called the launch

commandments and this is something that I created for my clients a couple of years ago because I felt like I was saying the same thing over and over and over again. It's like you have to believe just as much in the 23rd hour as you did in the first hour. And if you can't hold that, then it's no wonder why you don't reach your goal.

It's no wonder why you don't hit the numbers that you want to hit. So if you want to download the launch commandment and you want to see what those are all about, you can head on over to the show notes and do that. I'll pop the link at the end of the show. That's the first part of it, right? Like don't count yourself out before it even starts. This is the biggest mistake. This is where it all begins to go down. So let's just say that happened, or maybe it didn't happen and you still didn't reach your goal. Now what do you do? What if you actually only end up with two people in your program? There's actually things that you can do from a strategic standpoint to continue to launch that program. And my advice is to always go through with it. Honor your word.

Those two people paid. You have gratitude for those people. Be thankful that they trusted you to be able to serve them in this way. Do not say, I'm not going to do the program. Do not give the refunds, go through with it. Okay. Now obviously depending on the type of the program, whether it's a course, whether it is mastermind or maybe it's just a workshop, you may want a few more people in there. Right? So from like a really strategic perspective, one of the things that I would do would be to invite people in there for free. So maybe you have maybe some one on one clients and you would want to gift them a spot into the course. Or maybe there's somebody that you really would love to work with and you know that they just can't afford it or whatever reason that they have.

You may want to get them into the program. So that way you have a few people into your program. Another thing you can do is just change the format of the program. So maybe if it was a lot of group calls, but obviously you know, two people isn't really a group. Maybe you shift it more into like an intensive or one on one or something of that sort. So there's always things that you can do to shift, but only ever think about this when the card is over, when you're stopping taking money from people when the program actually begins and no one else is enrolling. That's the only time I ever want you even thinking about that kind of strategy. Right? So let's take that off the table. Now let's talk about what we should do actually in every single launch. So for me, whether the launch goes good, whether it flops, whether it's not what I expected, whether it's more than I expected, I always want to do a debrief on my launch because we want to even determine, well what does it actually mean for the launch to flop?

It doesn't mean that zero people bought, does it mean that I didn't hit my sales goal? Does it mean that not enough people bought? Does it mean that I, you know, didn't get the money that I wanted? We want to actually define like what that means because a lot of times people will say like, Oh, my launch flopped on only I only had you know, \$15,000 and I wanted 30 what? Why are you being ungrateful for the six people that said yes or however many people that said yes, why are you being grateful for the money that actually came in? Because all you need to do is evaluate and debrief and understand what went wrong and what went right. And you can always launch it again. So there's no end to this game that we're playing, right? Like there's no end to what we're doing and what we're launching and what we're putting out there as coaches, as entrepreneurs, we make the rules, we can do whatever we want, right?

That's the beauty of what we do. So when you're evaluating your launch, you want to think about what worked, what, what really? Well, so you did a challenge, or maybe you did a three part video series that led to your program and you, you had a hundred people sign up for 500 people, you know, whatever. Just the numbers to suit where you are and you're like, wow, okay. That was actually really cool. I added all these people to my list, had really great engagement in my free thing. Then you want to evaluate what didn't work. Okay, so I had really good engagement. We have tons of opt-ins, new people on the

list, but nobody converted. What didn't work. Maybe there was a couple live streams that you did that didn't go as planned. Maybe you didn't get to do some things that you wanted to do.

Maybe you got sick, maybe you didn't show up for for an entire day. Maybe you didn't do a livestream. You said you were going to do so evaluate what worked, what went well and what didn't work, what didn't go so well. Next, I want you to ask yourself, did you do, Oh, that you could have done? Did you play at 1000% I don't even mess around with 100% anymore. It's always a thousand so did you do what all that you could've done? Did you show up every day that you could? Did you post every everything that you wanted to? Did you do all the livestreams that you said you were going to do? Did you do all the things? Cause I guarantee you if the launch didn't turn out the way that you wanted it to be, it's because you missed the Mark somewhere. So you want to just not beat yourself up, but you want to assess that and you want to evaluate that.

Okay, what more could I have done or maybe I did it all? Okay, next is did your energy dip at any point? Huge. This is exactly what I was talking about in the beginning of this recording. As soon as that energy depth, the sales will dip. Energy is felt through the internet airwaves. I still have no explanation for this, but it's true. Your energy, your power, the moment that's compromised, the moment that goes down, the moment that does not have the same excitement that you started the race with, the sales are going to go down. And then what you're going to do is a self fulfilling prophecy because you're going to say, okay, why? Oh my God, what if only two people by only two people, I want to look stupid. People are going to wonder if I can even help them because I can't even sell my program and we just go down and down and down and down and down the rabbit hole and the rest of our launch just sucks.

The rest of our launch is done because we couldn't get ourselves out of that, and here's the thing, it's okay to have these emotions. It's okay to even have this as a fleeting thought as soon as it comes in. Give it back. Say, this is, this is not the thought that I want to believe. This is not what I want. Gold. Replace it with a new thought. Maintain your energy maintainer. It's segment because this is what counts when it comes to a launch. People want to buy from people that they trust. People want to buy from people that are consistent. People want to buy from people that are competent, certain people want to buy from, that are fun, that are exciting, that have good energy that they want to be around. That's who people want to buy from. So you've got to keep that up all the way through.

So the four questions again are what? What well, what actually worked, what didn't go so hot? What didn't work? Did you do all that you could have done from an action standpoint? And then the final one is did your energy dip at any point during the lunch? We know what works. We know it didn't work. We know that our energy was compromised or not compromised. We know that we flaked out on a couple of things or didn't get the support that we needed. Now that we have this debrief in this evaluation, we can launch again. We can always launch again. And remember, this is your version 1.0 if it's the first time that you're ever, ever, ever putting something out, it's your version 1.0 okay, you can do it again. You can do it better. I know so many millionaires now, so many multimillionaires actually who when they launched their first program, it was that two, two people.

Now they have a hundreds, 500 thousands of people joining their programs because they didn't discount it. They didn't beat themselves up. They didn't refund people's money. They didn't say, Oh no, I, this is terrible. I'm never going to launch again. This program sucks. I'm gonna throw it out. They kept going, so I want to touch on one more peace here. When it comes to, I guess you can consider it. Part of the energy piece here when it comes to launching is you want to really, really look at this, okay? Are you or were you when you were launching acting in full alignment and full integrity? This is huge. So let's say for example, you are a weight loss coach or a fitness coach or a fitness coach and you want people to buy your program and you haven't gotten your ass to the gym in a month.

You gained 20 pounds. Actually, you're depressed, you're not feeling good yet. You're out here trying to sell something to women to lose the weight, to feel great in their bodies, to feel like a badass when you're not even a bad ass herself. If you're doing some kind of business coaching, this is so, so important. It's so crucial for you to be acting in integrity and in alignment. Are you teaching people how to make money but you have no idea how to make it or you did it once and you kind of think it was a fluke, but you think that people might actually want to buy this because people buy business coaching, so that's what you're going to sell. Make sure that you're operating a hundred percent a thousand percent in integrity and in alignment. Maybe it's just that you're just not in love with your offer anymore. Maybe it was just like, I'm offering this because this is what I think I should offer.

This is what I think people are going to buy, but I really am not that excited about it, but I'm going to do it anyway that will never sell either. So integrity, but also alignment. You must be in love with the thing that you're selling. If you're not, it's not going to work because people feel that they're going to feel that you're not in love with it. They're going to feel that you doubt they're going to feel that you're out of integrity. If you're a coach and you're wanting people to enroll into a coaching program or a course, or even your one-on-one, but you don't have a coach, I 1000% belief that if you want someone to do something with you that you have to lead, and the way that you lead is not by telling people what to do. You lead by showing them what you do.

So if you want people to buy coaching program from you, but every time you have an interest in a coaching program or you want to hire a coach, you give an excuse, Oh, I'll do it next time or I'll do it when I have the money or I don't have the money or it doesn't fit my budget. But then you want and expect people to do the same. We attract who we are, we attract who we are, bottom line. So if you're not being that person, if you're not in 100% integrity and alignment, your thing will not sell. So that is pretty much all I want to say about the launch and what happens when the launch flops and really how to handle and debrief every single launch. Whether you think it did good or whether you think it did bad, I highly recommend it an evaluation always.

Because if it did good, even better, you want to ramp those things at worked up at anything that didn't necessarily work there. You're gonna change it for next time. Right? So I have a worksheet for you that you can download if you go to the show notes. So the show notes can be found@jennscaliala.com forward slash E 45 that's the letter E and the number 45 and this is my download on the aligned launch method where we'll go deeper into what to do and what questions to ask yourself before you launch. Here's the thing, I don't want you to ever,

ever, ever, ever do a debrief or an evaluation of your launch until it's over. So many people want to do this halfway through. They're like, what's working? What's not working like it's one thing to pivot and be like, okay, let's, let's do this instead. Let's do that instead. But how can you evaluate something that's not over yet? And that's what most people do. And immediately it's going to put you in a low vibration. It's going to put you in a place that you don't want to be, and then you're going to have that self fulfilling prophecy. So that's it for today's episode. Head on over to the show notes. Download that worksheet for the aligned launch method, Jenn scalia.com Boward flash E 45 and I'll see you guys back here next week. Let's keep this conversation going to join us in the private discussion group, the ambitious babe. We're ambitious, driven online entrepreneurs. Go to get the mindset and strategy to grow and scale their online empires. Join the ambitious babe at Jenn scalia.com/tribe.