

If you ever wondered why launching it looks so easy for everyone else, but feels torturous or painful or hard or unsuccessful when it comes to your launches. You're going to want to stick around for today's episode, where I'm going to be sharing. The reason why launching is not for everyone. 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 all in, who is driven, who is ambitious, who is going to make happen no matter what this is meant for millions. Here's your host Jenna face. Hello? Hello, and welcome to Metro million. The podcast for online entrepreneurs who want to create wealth and freedom with their business.

So you're in the right place. If you're looking for the mindset and strategy to get seen, known and paid online, I'm your host, Jenna faith, formerly known as Jenn Scalia, success and mindset strategist for entrepreneurs who want to leave a legacy and build a predictably profitable business, make sure that you join us each and every week where you'll get a short 15 to 20 minute audio training on how to build wealth from the inside out. There is absolutely no fluff here. You get a little bit of strategy, a whole lot of mindset and a healthy dose of tough love with 100% authentic, raw and real advice on how to navigate this crazy world of entrepreneurship. So in today's episode, I'm going to be busting some myths about launching and this idea that you must be launching all the time or that you must be launching at all.

I'm going to be sharing what I learned from one of my mentors about why launching isn't for everyone. You're not going to want to miss this episode. Let's go ahead and dive right in. And the reason why the launch model is not for everyone is because number one, it's just really stressful. So if you don't have the bandwidth to, you know, put pretty much all of your time, energy and focus into a launch for about three to four weeks, sometimes even longer, it's going to stress you out. You're going to be overwhelmed. You're gonna get burnt out. So depending on your bandwidth, what's your personality. If you aren't introvert versus an extrovert, if you're somebody that works hard on deadlines, if you have somebody that does things, you know, in advance is really going to determine whether the launch model is right for you. I'm not saying that it's wrong.

I'm not saying that it's not right for some people, but it's not right for everyone. And it's not right for most people, besides it just being really stressful, lots of work in a short amount of time, the income is basically a one-shot deal, right? So if you're launching something once a year or twice a year or so, I think about people like Marie Forleo or Todd Herman that does his twice a year. Kimra Luna. When they're doing these big launches, you pretty much have to hope and pray that all of your goals met with that live launch, because that's where the bulk of the income is coming from. You don't have anything on evergreen or, you know, continuity where you're getting like a huge influx of cash every month. So by doing the live launches or the launch model, it really puts a lot of pressure on you to hit those goals, to hit those numbers.

A lot of times, you know, when you see those big numbers, like I've had, you know, \$500,000 launch, a million dollar launch or \$4 million launch, there's a couple of things that make it, that big. Number one is ad spend. So people are spending a lot of money in Facebook ads, and I'm not talking, you know, a couple thousand dollars or \$5,000. I mean, they're spending 60, 80, a hundred thousand dollars in Facebook ads to create a launch list and then launching to that list. So until you're ready to like have that kind of budget, it's probably not going to be a big launch, right? So let's not even talk about like the million dollar ones or the \$4 million ones. Let's talk about the six figure ones. People are still spending a lot of money to have a six-figure launch, probably five to \$10,000 for the launch for me.

Like I know when I go to either launch something or do something evergreen, I take a look at what the end goal is for me. So if I, for example, want to make \$40,000 off of my membership site, I'm willing to spend \$4,000 a month to get there. So if I want a hundred thousand dollars in a launch, I would be

willing to spend \$10,000 to get to that a hundred thousand. So people are pumping a lot of money into Facebook ads in order to get those types of results. And it's fine, if you have the cash flow and you have the cash spend, then totally fine. But at the same time, you're taking a risk. You're taking a risk, you're basing it on numbers and saying, okay, if I don't enroll this many people, if I get this many signups and you know, 2% or 20% or 5% convert, and then those people go onto the webinar and then those people buy, you know, and then a small percentage of the people might refund and then a small percentage might upsell.

So there's just so many factors there is in there. And that was really not predictable. You can kind of gauge based on industry standards, but you really don't know what's going to happen. So the ad spend was the first thing of how these like giant launches are happening. The second thing is partners or affiliates. So you see this all the time, especially if you're in our space, because you've seen, you know, Marie Forleo do her launches where everybody's promoting her Selena. Soo just had a launch where I think she had like 20 or 30 partners. She had a lot of people promoting for her Todd Herman, same thing everybody's promoting for Todd. So that's another piece of it is having these partners and these affiliates that you know, are really bringing in a lot of people. You know, I'm not talking about just a couple of people, a couple of clicks, like, you know, they're bringing in a couple of thousand people to your list and they're converting those people.

And the reality of that as well is that then you have to give away half of your commissions. So say you have a \$2,000 product. Do you have an affiliate they're going to expect probably between 40 and percent of that. 40 is pretty standard there. Now it used to be 50. And I've noticed just a lot of people going down to like that 40 Mark. Some people even do 30%. So unless you're going to have like big name partners with big lists, it's really hard to grow that launch list with, you know, just a handful of partners. It can still be done. You can still have people promote for you. I want to give you two alternatives, which are kind of similar. The one is the live launch only to your list, warm list, and then evergreen it and evergreen will go to cold traffic.

So you may have like an, opt-in a challenge, something like that, where you're continuously bringing people in all day, every day, right? So it's not just like this three or four weeks period. It's all the time. What's really great about that is like, you have a consistent income. Once you get that rolling. Once you get that going, you have a consistent income and you can gauge and say, you know what? I sign up five people every week. I sign up 10 people every week. So you can have that security of knowing that you're going to get paid all the time. And you're not relying so heavily on a big launch that you're doing once or twice a year to support the rest of, you know, your income for the year with that. If you have a signature program or something that you're running all the time, what you can do also is what I call an internal launch every six to eight weeks.

And so essentially what that is, is again, instead of going to cold traffic or trying to get new people in or using affiliate partners, you're just saying, Hey, to your list, Hey, just wanted to let you know that if you sign up for XYZ program in the next 48 hours or in the next 72 hours, you're going to get this bonus or you're going to get this discount. So that's what I call an internal launch because basically you're reminding people that kind of already know that you have this program and maybe didn't jump on it before you're going to give them an offer that they can't refuse. And so every six to eight weeks, you're going to get a bigger influx. So let's say you get five people on a weekly basis during your evergreen funnel, during the six to eight week internal launch, you can actually maybe get like 50 people at one time.

So I love doing that. The other thing which I was talking about was just to evergreen it, right? To just have it on autopilot all the time, working for you, no matter what. So the other part is it's like, you're not going to always have to like continue to like make new content when you're evergreen or when you're

running something, you know, all the time, like everything's already done, the emails are written, the reminders are written like everything's done. Right. And you just have to wash, rinse, repeat it. So it's just that launching is not for everyone. And I'm talking about these big launches. They're not for everyone. So what I want to do is open up the conversation around this as always. Do you feel like you are a launch girl? Do you feel like you're the type of person that would benefit or would be fueled by a launch?

Or do you feel like you like more of the leveraged income, the evergreen and things like that? Part of the reason why I'm doing a live launch or a huge launch partner launch really, it's more for exposure for credibility and for relationships with some of the partners. I just wanted to give you guys like, you know, a high level overview and a broad view of like how people are doing these, like a hundred thousand dollars launches, \$300,000 launches. You know, they're using partners are spending lots of money on ads and they're also stressing themselves out by relying so heavily on that launch, meeting the financial goals. So are you a launch person? Do you like the launch process? What do you think? Are you more of an evergreen person? What do you think about the internal launches? I want to hear from you. Thank you so much for tuning into today's show.

I really hope this is helpful in thinking about what's going to work for you and your business. A lot of people are busy right now planning their 20, 21 planning out their launches, looking at their promotions, looking at their marketing calendar. And I really hope that this helps you to know what you can and can't do what you're available for. And maybe getting rid of some of the sugars in your business, especially when it comes to launching and how you're quote unquote, supposed to do things so hope that you got a lot out of this. And it really helps you see how you can create a business and a schedule and a marketing plan that suits you, that suits your business, that suits your personality, that suits your bandwidth so that you don't ever have to feel overwhelmed because of something that you think that you should do in business.

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