

# YOUR BEST LAUNCH *ever*

Live Workshop 1 Summary - Learn how the **pros** create launch success

Discover how ordinary people are having extraordinary launches and the simple mindset shifts that will determine your launch success (even if you're new to launches).

## What is a launch... Timestamp: 18:51

*My definition is...*

- Bring together your perfect people
- Create an unmissable experience that they're excited to attend
- Sell the next step

## The Belief Cycle... Timestamp: 35:40

Mindset is even **MORE** important than ninja launch strategies because if your inner game isn't built for launch success, none of that will matter.

- Your potential doesn't have anything to do with success.
- Belief comes first. Belief is what inspires your actions, and your actions are what will get you results - your results creates more belief.

- If you don't believe you can have success.... you won't bother putting in the required actions to get results, result in that your belief is that you can't have success. Self-fulfilling prophecy!
- Belief is about fully trusting that you will be a success - it's a way of being, and a way of becoming the person you want to be ahead of the actual result.
- Only when you have that belief and you BE the success are you then going to DO what a successful person does and you'll HAVE their results.

I'm certainly not expecting you to have this click RIGHT NOW which is why I have 3 pages in your workbook to help explore this further.

So many people have it back to front....

*“When I have a successful launch, then I'll be a successful person”*

They don't do what it takes to have success because they're not even thinking about what choices successful people make during their launch. Their actions come from the person they are right now and not the person they want to become.

*If you want to have a wildly successful launch...*

- You have to BE that successful person first.
- You have to show up, think like, behave like, make decisions like... a launch success

And that's hard isn't it... because how can you be a success when you haven't succeeded at it yet?

But what if... you already knew with certainty that what you were about to do was going to work? How would you approach things differently?

## LAUNCH STRATEGIES

### 1) Showing Up As A Launch Leader... Timestamp: 44:50

Success is just about how you do things (consistently) especially when it comes to launches! Want pro results? Then you have to behave like a pro.

How you show up will change everything - what do I mean by that?

- Showing up as a success is about how you behave during your launch.
- Not just how you show up on the frontend to your audience as a confident leader but how you show up throughout the whole launch... from audience building, through to the event and beyond to how you wow and deliver.
- You're not going to become the person you want to become if you're behaving like the person you are right now.
- But showing up with confidence is one of the hardest things... because it requires full trust when you in fact don't fully trust!

*But you don't even need confidence right now because you can borrow MY belief in you.*

## Borrow My Belief In You... Timestamp: 46:00

I always say to my students... just borrow my belief in you when you don't have enough of your own.

- This is why it's so important to surround yourself with people who lift you up, who inspire you, who believe in your crazy dreams.
- If it's possible for others, it's possible for you too with the right mindset.

But if your belief isn't there.... you can borrow mine for now! Continuing to show up as a success when you don't feel like you're going to get there is even harder... and there will be times during your launch you will feel like giving up.

When people are so close to WINNING they lose trust and let the mind monkeys start playing games with them. They let their brain tell this "its not going to work, you need to give up"

## Stages of a launch... Timestamp 49:10

*Day Two Doom - the biggest confidence killer!*

On day 2 of the conversion stage... it goes quiet. People stop engaging. People stop buying, after all the fun and craziness, it feels like your launch is DONE.

THIS is the point I see so many people quit, but all you need to know about what I have now called Day 2 doom is that it's a natural dip in your launch where people

are simply considering your offer. They are just sat there waiting for you to the one thing that hits them in the heart gets them off the fence.

- When you're sat there on day 2 in a few months from now, and you believe your launch is REALLY done. You can borrow my belief because I'm the one who has witnessed this with hundreds and hundreds of launches.
- If you show up and continue to show up, you'll have the hockeystick effect happen for you too.
- Book yourself something fun on day 2... I get to the spa. There is NO POINT sitting there refreshing your sales... go and rest up before the hockey stick effect hits!

## 2) Its about what you say... Timestamp: 56:45

Launch success is about what you say and it's about how you say it.

- How would a launch success get people excited about their launch events if they already knew it was going to be a raving success?
- How would a launch success talk about their offer if they KNEW people were going to buy? Confidently, enthusiastically, boldly, bravely?

When you show up as the launch success everything you say, share and write is from the place of the person you want to become...

- A launch success doesn't shy away from sharing how good their content is.

- A launch success doesn't hide in the corner hiding behind their content whispering "please buy my stuff!"
- A launch success isn't afraid to share the results they get for other people and proudly share that they helped create those results!

Many of us have a reason to shy away from showing up as our best self and stand on the sidelines but **NO ONE IS GOING TO DO THIS BIT FOR YOU** and there is someone out there with half your experience, and a fraction of your heart, getting double your results simply because they stepped into that success and got brave.

So stepping into becoming that bold, brave, confident person now is what you need to do in order to become it.

## If I had my best launch ever... Timestamp: 59:30

I want you to do this exercise in your workbook... it might bring up some **OMG** this isn't comfortable for me at all moments.

If you already knew your launch was going to be your best launch ever... How would you be speaking about what you do?

## 3) It's about overcoming challenges... Timestamp: 1:00:00

Don't get me wrong there is nothing harder than facing challenges during launches - every time I launch something breaks. I see people getting sucked into the vortex of "**OMG MY LAUNCH IS FAILING!**" the moment their ads get disapproved.

But if you knew that your launch was going to be a success you wouldn't worry about the blips along the way... you'd find a way and move on faster.

- When things go wrong during your launch there is always an opportunity to turn what didn't work into an opportunity to find a new way because the money is in the mistakes.
- Instead of “my launch broke, i hate launches!”... “i love launches and I love finding new ways of doing thing because the money is in the mistakes”.
- Become dedicated to the process and start with changing your mindset on challenges. In your workbook write down some common challenges during a launch and then reframe them into an opportunity!

## 4) It's how you recover from fails.... Timestamp: 1:05:51

We know the money is in the mistakes... but what if your whole launch failed?

I use that term lightly... because failure is only final when you don't learn from it.

What is a fail?

**F**luffed **A**ttempt **I**n **L**aunching

- Some times you will fail... and its not always on your first launch. But you must trust you launch. It is hard to be confident when you haven't had the results... but
- there's another layer to this. It's about where your focus is.
  
- People who struggle with launches, often do so because they're thrown CONSTANTLY working on 1000 things at any time. Often these people don't trust that one thing can work - so they do ALL THE THINGS, then they don't invest time into their launch and wonder why it fails.

If you knew your launch would be a success - would you have plan b and plan c in you head? Nope you wouldn't!

## 5) Taking action like a Launch Leader... Timestamp : 1:13:26

It can feel like putting all your eggs into one basket - and we're taught that's BAD but lack of focus is worse.

And that feels risky I know. It's when we take those risks and get out of our comfort zones that we break into new realms of possibility. And truthfully, I WANT your launch to feel a bit scary - it means you're shooting for something bigger

'What if it doesn't work? Then i'll be in an even worse position!' Total fear talking! Remember this: launch success comes from becoming the launch success first.

## A launch leader knows... Timestamp: 1:15:02

- When you are in launch mode, you are not working the other key projects
- Plan B does not come until Plan A is complete
- When your people show up for you, you show up for them
- Most people will not buy on your first launch so you have to make a killer first impression
- It takes more energy to hold back than it does to GIVE GIVE GIVE

Your Best Launch Ever Is Waiting For You... Timestamp :  
1:17:02

*Commit to your future success*

Time to complete your workbook!

See you on the next workshop!

Download your schedule here:  
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