

Launch Event Day 1

Hello, and welcome back. I hope that you are rested today because it's here. The all the exciting bit begins. This is the week that is all about showing up and serving. This is your time to shine, and I know that brings up all kinds of stuff, lots of fears, lots of nerves. Remember, it's excitement. Now, there's one thing that I will promise you after you've done your workshops. You're going to feel amazing. There is nothing better than being able to put out your launch event, bring people in, and then serve them with your amazing content. So you are so close to that amazing feeling. I know right now there's a lot of nerves. I remember in my early launches and even my first webinars how nervous I would feel. That knot in my stomach. There was like a hundred people sat there on a call waiting for me, it was petrifying. But it's also this unknown. And so once you've done it, you'll know how it feels and you'll be able to push through and do more of them. And so that's the first thing I actually want to remind you. Is that, if this is the first time you've ever launched, just think of this as a learning experience.

I first did my launches in my Facebook group. Everything was behind the scenes, behind closed doors. And I remember the first time I did a public launch. And I say public grown-up launch because I felt like, for me, I'd been hiding for ever such a long time. So the first time I did a launch that I actively promoted, that I brought strangers in, I remember feeling all the nerves. And so I just said one thing to myself. If at the very least, all I gain from this is I learn how to do a launch, I will have won. If I learn how not to do a launch, I will have won. So the very fact that you're here and you're at this stage in your launch is amazing. You should be so proud of yourself. But please release yourself of the pressure that this has to be killer. It's just about learning. You have got the down-sell, you can come back and do another launch. You have to let go of this expectation you're putting on yourself that you're going to absolutely crush this. How about we're just here to learn. Now, of course, yes we want to get those sales.

We'll move onto that next week. But by releasing that pressure that you're putting yourself under today, you're going to feel so much better. You're going to go into your launch event with so much more confidence and energy. So launches are funny. I'm about to start laughing hysterically because I think of all the times that I've made big, huge mistakes during my launches. Every time I do a launch something goes wrong. And the fact of the matter is you are going to miss things, you'll forget things, things will break every single time, now matter how many launches you do, and it becomes part of the process. And what you get

really good at is getting the result without having everything in place. There's always something that breaks during my launch and so now I just laugh and I move on and it's all part of that journey. Now, as long as you're not making the same mistakes from launch to launch, you're all good. But sometimes things cannot be helped.

Sometimes the tech will break. Sometimes you will fluff up your slides. Sometimes you'll say things wrong. There are so many things that can and will go wrong, but you've got so much time this week to re-adjust if you need to. And of course, if you haven't quite got the numbers you need, don't panic about that either because you've still got so much time to promote. The thing that I want you to stay focused on is the things that you need to get done. I want you staying out of the faff-zone. So this is not the week to spend 20 hours working on a sales page. Now is the time to spend 20 hours wowing your people, not making banners. So that commitment to focus on things that are important. That if things are missing, that's fine. But I want you to focus on the things that are truly important. So today, one of the most important things that you can do is decide, "Well, where should my efforts best be spent today?" Because if you're all ready, if you've got everything prepped for your first workshop today, then you may be sat there thinking, "I don't know what my focus should be." It's either going to be, one, I need to go out there and get more people into my launch. Or, two, I need the wow the people I've got. So in your early launches, it probably will be about getting more people in.

And in later launches, it's about really wowing the people who are already there and getting prepped to deliver the most amazing experience for them. But you have to decide. You have to decide whether your focus should be lead generation, or focus in on connection. It may be a mix of the both. But you can't do all of the things at all the time and try and be in all places at once, it's impossible. It's impossible for me so it's impossible for someone who's never done a launch before. So make sure you choose where your focus should be, and then you're going to put most of your efforts into that, and maybe it's like an 80:20. So the first thing I want you to do today, before anything, the debrief, yes of course. But number two is to do a full tech test.

Do a run-through of your tech to make sure everything's working. Don't forget to wire in so you've got your cable. You don't want to be reliant on a Wi-Fi signal because that can drop. And test all of your tech setup. You want to test your live chat, you want to test your Facebook group livestream, do it in a blank group first to test that. Make sure that you have got all your links set up correctly. So this is where you update your schedule links. Make sure your calendar links are all working. You want to make sure that you're getting everything in place so what you're not doing 15 minutes before you're supposed to be actually doing your workshop is testing all these things and answering emails where people are asking, "Where's my links, where's

my schedule, "where's my workbook?" I just want you to have the most joyful experience today, and that's only going to happen if you're not stressing, faffing, and fixing things that should have been done right now. So that tech setup, test it, make sure it's all working first, and make sure all the links are sorted, and make sure that everyone in your group has got everything that they need, if you've got a group that is. You're also going to send out two emails. First email is going to be telling your people that you start today. You're also going to send out another invite based off what you're doing in your first workshop. So last week's emails were really about the general launch. But this time, you can send out an email to your list, and something can be quite short, but I would do something along the lines of this. "Hey lovely, it's Laura here. "You probably have seen I've been talking "for the past couple of weeks about my amazing event "that starts today, it's called" in my case, "The Best Launch Ever Bootcamp". "I am so excited because today's workshop "is all about how to work on your inner game "so you get better external results." And then I will give three benefits of why they need to join this workshop. So the reason we want to do this is today will be a massive day for lead generation. And that's because it actually starts today. There is a reason for people to sign up. So you may think that time has run out, it hasn't.

In fact, you're going to find today and tomorrow some of the busiest days of your whole launch in terms of lead generation. And then also your second workshop doesn't really start to die down until much later on in this week. And so this is prime time to be doing more activities, to be pimping yourself out everywhere, to be sending out that second email invitation based on what you're talking about today. Be very, very specific, this is what today's first workshop is about. You're also going to make sure that you're doing some kind of livestream today. My favourite one actually is about an hour before I'm due to go live, I would do a little Instagram story, and it'll be something along the lines of this. Hey lovely, it's Laura here. I am going live very, very soon for the first workshop in my Best Launch Ever Bootcamp series. See, just like this. I wanted to let you know that we're kicking things off in one hour from now. So come and join us. What you can see is my camera. I'm so excited because I am getting ready to start the first live workshop, so you'll want to come and join us. Just on my camera, that's all I do. And I'll do that about an hour before. Easy peasy, usually an Instagram story. So I talk about the big benefits of them joining. I talk about them, the fact that look, I'm ready right now, I'm actually getting ready. This is my camera and I'm ready to start the first workshop, we can't start without you. And it's just something casual, very informal, fun. You can do livestream on whatever platform you use. Mine is Instagram, you can do it on Facebook Live. But it's just letting people know we start today. You could also do a 15 minute to go livestream and you can put that out on your Instagram story. You can even do the countdown sticker where you add the countdown to your Instagram stories, counting down to your first workshop.

So today is definitely a pimp yourself out kind of day. You're going to get lots of leads, quite naturally, be quite easy. But also don't be afraid to remind people on all the platforms that you're using. So I want to keep people up to date. I want to keep people up to date in the group, make sure they have got everything that they need. This is the day you probably want to do some like "I'm so excited", do some GIFs, do some memes. One of the ones I like to do is share a GIF below about how excited you are for today's workshop. And then people will post all kinds of crazy animals and babies doing strange, funny things 'cause they're all excited. It is such a fun post. And your job today is to build the excitement for your group. It's to let other people know that we do start today. To get yourself into an amazing energy but to make sure that you've got everything sorted out. So my list of order for things is always going to be, on this day, making sure my tech is all set up and ready to go. Making sure my group are excited and engaged. Sending out an email reminder to my group, to my launch list, we start today. Sending out the other email invite to my list based on this is what we're covering in today's workshop. I do that little story with my phone just to get people excited to tell them what I'm doing. I will send out social media posts. I will update my countdown banners, and I just get everyone so, so excited.

So about an hour before I'm about to go live, this is where I stop all promo for it. And only because, if you're promoting, promoting, promoting right up until the second you go live, you don't have a minute to centre yourself and slow down and get into teaching mode. So when you're about to go live an hour before, I stop doing stories, I might do like a quick 15 minute one before just to say I'm about to go live. But that hour before is my golden time. I make sure I eat, I make sure I have something to drink, lots to drink. I make sure that I am centred. I take a few deep breaths and slow down and remember why I'm doing what I'm doing, because I want to help these people. I go through my slides one last time. I make sure my tech is set up and ready to go. I make sure the links are working. And then 15 minutes before, that's when I will get everything prepped over on my computer. Which will be things like testing my mic, making sure my camera's still there, making sure that I'm wired in and my connection is good. I send out a message to everyone in my household, everyone get off the internet, 'cause I don't want to risk anything breaking that connection. And then I get myself into a really, really good place. So at that point, if you're using your screen, you want to make sure that you've switched off all notifications. The last thing you want is a message from your husband flashing up in the middle of your presentation.

Yes, it has happened to me before. Which is, not that it's unprofessional, it's quite funny, but it's quite distracting, and so it stops you when you're in flow. I make sure that I am ready, and then I will be in the chat, if I'm using a chat, probably 10 minutes before just chatting to people saying, "Hey, I'm here, be switching the camera on shortly, "can't wait to see you." If you have got someone who's going to be supporting you, they can take questions for you. I'm spending that hour before I actually go live getting in

the zone, getting ready. And then I will switch on my camera a few minutes before we're due to start so I can connect and build those relationships and have those conversations. So some advice around actually delivering your workshop today. Try not to rush through things. It can feel like you want to rush through and you want to get to the end of it. I really want you to take your time. I want you to give yourself that space to help create a transformation for people because that's why they've signed up. They've signed up because you have promised to help them learn something and they want a result. So if you rush through that, you're not giving them that opportunity. I know there can be a tendency to want to rush through because of the nerves. But actually, it can make things even worse because then you start stumbling and you miss things out, so take your time.

Make sure that if you're answering questions that you decide how you want to do that and you let people know. When I'm delivering my workshop, I will answer quick questions on the fly, if I can. But what we'll do is one of the team members will be set there taking a note of the questions. You can get a spouse, a child, a friend, one of your brand ambassador students, anyone that you can get to help you, or maybe one of your fellow students, to take those questions for you and to give them to you at the end. And so we use a Google Doc for that. So I'll answer some questions on the fly but I will push back as many questions as I can into the Q & A section, and I really, really take my time. So you also want to make sure that the end of your workshop one, that your engagement post is scheduled and ready to go out. And I just do a quick check after I've delivered that workshop to make sure it's live. And then you can take a breath, okay. So if you are doing a Facebook Live in the group, you want to make sure that you download the video afterwards, upload it to your replay page, and then you want to get that replay out as soon as you can. Sometimes it takes time to download it and upload it and get it onto a page, that's normal. But I find that if I don't start that process until the next morning, it takes me such a chunk of time on the second day to get that all sorted. I've lost half a day which I could be spending doing more exciting things like sharing what people said about the first workshop, answering those comments in the group, engaging with people who took their time to put a really thoughtful post on my engagement contest.

So I want to make sure that those kind of tech pieces are done straightaway afterwards. So day two is all about serving, doubling-down, making sure that if anything broke that it's fixed. One of the things that we had happen a few launches back was the workshop broke halfway through. So we had to re-record the next day and upload that. And so if you spend all your time faffing the day before, you're constantly going to be playing catch-up. So I know you'll be very tired after your first workshop, but get those important pieces done, then the next day is really clear for you to spend on whatever you need to spend it on. So those are things that you want to focus on. And again, go through that order of things. Make sure that your emails have gone out, your social posts have gone out, that you have checked your ads to make sure they've not

skyrocketed. You've engaged your group, you've updated your group banner to we start today. You have made sure your links are working. You've updated your schedule with the new links. And everything is working as it should be. And then anytime you've got spare, use it to re-engage your people, maybe do those little random lines on your phone just to tell people how excited you are. It doesn't have to be anything scripted. Mine are always very unscripted. Hey, it's Laura here, I'm so excited. Come and join, still got plenty of time. This is what we're covering today. And that's all I do, I really don't do anything too crazy in terms of an hour livestream or anything like that. It's all quite short, it's off the cuff, it's really casual. And more than anything I'm just sharing my excitement for the fact that today is the day. The day that you've been waiting for, and the day that your people have been waiting for, and it will be an incredible day. So enjoy every, single moment. So I've actually included a list of tonnes of different things that you can do, below this video.

As always, we do this for every, single video throughout welcome week, launch week and conversion week. You don't have to do all of them, but just work through them. But work through them based on where your gaps are right now. After you've done the tech setup and after you've done your debrief, of course. Then decide, should my focus be getting more people in? Or should my focus be engaging and building a deeper connection with the people I've got? It will really depend on where you're at in terms of leads into your launch. And it may actually be an even split between the two. Above everything, enjoy today. Enjoy the fact that these amazing people have signed up, and take your time. Just got to take some deep breaths, it's instantly calming. So oh my gosh, I'm so excited for you. Have an amazing day, enjoy it. If you enjoy it, your people will enjoy that. And we'll be back tomorrow with lots of different things that we need to do. But really, stay focused on what needs to be done today. Show up, serve and shine, that's all you need to do. That sounded really cheesy, but it's true. See you tomorrow.