

Ep #77: How to Do Your First 100K Launch



Full Episode Transcript

With Your Host

Stacey Boehman

Ep #77: How to Do Your First 100K Launch

Welcome to the *Make Money as a Life Coach*® podcast where sales expert and master coach Stacey Boehman teaches you how to make your first 2K, 20K, and 200K using her proven formula.

Stacey: Hey coaches. Today, I have five - is it five? Five of my students here on the podcast with me who have done \$100,000, not in a year, in a launch. \$100,000 or more. And I wanted them to come on the podcast and talk to y'all about their launch strategy and how they did it.

And when I say launch strategy, I'm going to tell you guys first my launch strategy, but before I dive into that, I just want to first say that I think it's just so important to know that \$100,000 in one launch is possible. Let's just start there and say I remember the first time that I was reading a book called *She Means Business* by Carrie something.

And what I love about the book, if you go get it - Carrie Green - is that she talks about all of these women doing multiple six-figure launches throughout the entire book. And they all offer different things. So it's not necessarily coaching. It's all different kinds of information services.

And anyway, I'm reading this book a couple of years ago and she's talking about these multiple six-figure launches and I'm like, wait, what? You could do \$100,000 in a launch? That's a thing? And so I started thinking about that for myself and I remembered the exact moment we were making - Neil and I were making my bed in my little 600 square foot apartment and I was like, "Neil, I'm going to do a \$100,000 launch one day."

I just decided I was going to do it, not because I knew any colleagues or my coach or anyone that had done it at the time. It wasn't like I was surrounded by people doing it. I just read in this book that it was possible, and I was like, if it's possible for these women, why is it not possible for me?

So I want everybody, just while you're listening to this podcast, to think about one of my main reasons for having this is to just introduce possibility to you. Like, why not? If those women in that book can do it, if these women on the podcast can do it, if I can do it, we can all do it.

Ep #77: How to Do Your First 100K Launch

So I remember that moment for me very distinctly, and then I made it my goal, just to prove that I can do it. And it took me a while to do it. So I also want to just say that the goal is not that you - it's not like the super significant you have to do it and you should put all your aim into it. It's more of like, if it's possible, why the fuck not? Let's just do it because we can and because it's fun.

So I wanted to start with that. But I want to share my launch strategy. I did talk about it on the million-dollar launch podcast, and it's very simple. It doesn't have very many steps. There are three. You make a plan, you execute it, and you coach yourself the entire time.

So when I bring these students on and we talk about their launches, here's what I don't really want to get into is the details. Like, how many spots you sold and how much you charged and who you coached and what your specific plan was. Like, did you do webinars, did you do podcasts. I don't want to get into what you did because I know that the listeners are going to be really greedy for that.

They're going to really want to know exactly how you did it, specifically the very specific details. I do actually want Bonnie to talk a little bit about what she did on her last day of her launch when we get to that. But of all the people I've coached and all the times that I've seen these million dollar launches happen, 100K launch, 200K, 500K launch happen, all of the details are all different every single time. They're never the same.

And even when you launch, every single time, it should not be the same. When you start the very first launch you ever do, you want to just choose a plan, any plan. Literally doesn't matter. Just make a plan. This is what I'm going to do to try to sell this many spots or this many whatever.

And then commit to it and coach yourself all the way through. And once you have the first one under your belt, you evaluate it. What worked, what didn't work, what am I going to do differently? And then every single time after, it should never be the same. Unless you're intentionally - you've gotten to the podcast where you're intentionally making it evergreen.

Ep #77: How to Do Your First 100K Launch

But even then, when I talk about launching with my million-dollar mentors, my million-dollar colleagues, we all always do something different, even when it's evergreen. We're like, but I'm going to tweak this next time and I'm going to add this email next. So it's never the same.

So I don't want to get into the details. I just want you guys to talk about the mindset behind what even made you decide to do a 100K launch, was it just a coincidence, was it part of the plan? I want to know the mindset behind how you got all the way through the finish line. I want that to be what the listeners listen for as well because it's so important. It's really truly the only thing that is the difference between a \$60,000 launch and \$100,000 launch.

I was thinking about this before we got on. It's like the audacity to just try for the 100K launch. The audacity to make that your goal is the only difference between \$60,000 and \$100,000. So I want to first acknowledge every single person before we introduce you on this podcast for having the audacity to shoot for \$100,000 in a launch. I love it.

Alright, so who wants to chime in on this? Who wants to talk about your experience first? Who wants to go first? Just unmute yourself and go. Should I call on you? Bonnie, let's hear it. First, I have to introduce you. So I am so excited to have you on. Bonnie is not - everyone on this podcast is in my mastermind currently, except Bonnie. She's going to be in the next one.

And she has an incredible story, so I have to set it up because you have to tell the story. So Bonnie's in 2K and she's already making a lot of money and very successful, and she was in a launch. I didn't know she was in a launch and I sent an email out and she read the email and it changed everything about her launch and then she got to work and something incredible happened. So Bonnie, you have to tell them all the things you did after the email. Tell them the whole story.

Bonnie: Yeah, so I love what you said that it really comes down to mindset because this time, I literally made a goal, six figures in the R line, and

Ep #77: How to Do Your First 100K Launch

basically it comes down to you do whatever it takes to get that R line. You really tap into all the thoughts and the feelings for it.

And the launch wasn't going as well as I wanted it to. And just like you said, you have to coach yourself through the plan. And I was doing that but not really doing that. I was looking for excuses. Oh, my Facebook ads are not getting approved or you look for a reason. Maybe the copy is not right here, tweaking the copy.

And then yeah, you sent that email. That email basically was saying how you have to take full responsibility for your results. And my first initial reaction, of course, my toddler brain was like, what do you mean?

Stacey: I love it.

Bonnie: Like, what do you mean I have to be 100% responsible? I can't really make it happen just me. There's things out there out of my control, because that's where we want to go.

Stacey: Yeah. What did you think was out of your control?

Bonnie: Well, like if people would see my emails. Because you sent emails with the clicker, it's whatever, you post it in your Facebook group, but the algorithm is whatever. The ad's not working, that sort of stuff.

Stacey: Yeah. So the ad's not getting approved, the click rate isn't good, the delivery rate isn't good, the algorithm's off, stuff like that.

Bonnie: Yeah. And then I was like, well, what - and then I was focusing on that and that email sort of re-centered me. I was like, okay, I need to focus on what I can control and there's a heck of a lot I can control. And so that was on the Monday I think because my launch closed that day and I got like, close to half of the sales that day.

Stacey: Okay, so hold on. We have to - we're going to give a little detail on this one. So you get the email on a Monday and Monday is your close day, right? And you were only at half of the sales that you needed to be to get to the 100K?

Ep #77: How to Do Your First 100K Launch

Bonnie: Right.

Stacey: Okay. And then you realized, like I've been blaming other things, I haven't been taking full responsibility, so then what happened?

Bonnie: I just kind of spent some time reviewing my beliefs because I do a launch belief thing. I don't know if you guys do that. Maybe you do. Just like, I re-read my launch beliefs and I just really visualized and, I don't know how to explain it, but something clicked in for me. It's like, I finally really got - I combined the I'm responsible and I truly believed some of the thoughts like I'm made for this, my success is inevitable. I truly believed it like the sky was blue.

And then it was just so easy to tell people about it. It's almost like I felt like the cure to cancer, and when someone was like, I don't want it, I was genuinely perplexed. Because I know I can help her. Especially when they're complaining about what I coach on. I coach on money. It's like, I know I can help her. If I just get her inside my program, I know I can change her life.

And so it's like that energy was different and then I also added an extra live in my Facebook group where I just talked off the cuff, and I have to be honest, I don't even know what I said but that belief I know was so powerful and I got so many messages after that, even after the cart closed. Emailed me saying is it too late to join? And I was like, just sent the link and they joined.

Stacey: Wow. So you posted in 2K like, a ton of stuff that you did on the last day. I'm curious if you can share - you went live in your Facebook group, what else did you do? That wasn't already in the plan. Because I was talking to someone about this the other day and they were like, "Well, it's not like there's a lot, I've already made my plan and I'm not where my goal is yet, and it's not like there's a lot else that I can really do in the time that I have left."

And I remember thinking about your post in 2K of like, all the stuff you did. And I'm like - I told them to look your post up. I'm like, there's no way there

Ep #77: How to Do Your First 100K Launch

isn't more you can do because Bonnie did like, I don't even know, it felt like 10 things in the last day. You were like, I did this and I did this and I did that. You can do so many things. So you went live in your Facebook group, what else did you do?

Bonnie: I sent extra emails.

Stacey: How many?

Bonnie: Basically, was like, massive action, which means you do whatever it takes until you get the R. I felt like I was marketing so much, it was very uncomfortable because it's not something I enjoy. And you just have to market your face off because you don't know who's going to see it. Because of the algorithm, because of this. So it almost feels like you're doing it too much, but you're not because people are seeing it in different venues.

And then I have my thing connected to my Slack and so it beeps every time a sale comes in and just started going nuts at some point. And I think it's like, that belief clicked in and I just had this different energy and I was calm about it. It was like, I knew it was going to be fine, I knew it was happening because I knew I'd done everything I possibly could.

Stacey: Yeah, that's so good. I want everybody to hear that. If you start launching, and usually that happens when you start selling either a group coaching or a mastermind or a program or a course or something like that. When you start launching, the thing - this is how I make my plan is I make my plan and I look at it and I say, is that everything I can do?

And I'm thinking about that the entire launch. What else can I do? For my last million-dollar launch, we did an Instagram strategy for the grid, like the actual posts. And we did one for the stories and we did emails. It was like, the whole time I'm thinking what else haven't I said, what else haven't I done, what haven't I covered. It's a constant what else haven't I done, which I think is the opposite.

Or I think that's responsibility mindset. And then the opposite is the mindset where I've done everything I can, I've tried everything, this is why it's not

Ep #77: How to Do Your First 100K Launch

working, this is what's out of my hands, this is what I can't control. And I think no matter how many times you launch, every single time, if you're asking yourself what else haven't I done, what else could I do more to reach more people and to get through to my clients, that stacks up every single time.

And then it starts to compound launch after launch after launch after launch and you just get better and better, and I know 100% that's how I ended up in a million dollar launch is because of that constant what else could I do, what else can I do, how else can I get through to them. So I love that you were like, read the email, went immediately into responsibility, and then just got to work. That's so fun to see. And then your result was over 100K, right? Maybe just a little over?

Bonnie: Yeah, just a little over.

Stacey: That's so fun. I love that so much. Yeah, what else do you have for them? Do you have any last - anything else that you want to share that maybe will be super important for them to help them get across the finish line if they attempt this? This 100K launch.

Bonnie: I kind of got to this feeling of peace. Like I said, I feel like I truly clicked into my belief as a coach, but I also got unattached to the result. And it's kind of hard to explain, but I wasn't like, graspy like, I have to get this R. It was like, it's like I knew it was going to happen, and so I wasn't freaked out about it.

Stacey: Yeah. I love that. I do think there's a huge difference between - and often, I think people misunderstand the difference between, they think committed means attached. And if you think about the energy of the emotion of commitment versus attachment, they feel completely different in your body. They don't feel anything close to the same.

And I would recommend for everyone listening to stop for a second and just think about that for yourself, the way committed feels for you and then the way attached feels for you. They're very different. And I think for any goal, whether it's a 100K launch or a 100K year or whatever, your first client,

Ep #77: How to Do Your First 100K Launch

your first 2K, your first 25K, you have to always know where you are in your body.

Am I attached to this goal and this outcome? Especially on consults. We talk about that in 2K all day long, the difference between being attached to a yes and getting a yes and signing a client versus committed to serving your client no matter what to the best of your capabilities. They just feel completely different in your body.

And when your body is feeling committed, you have access to thinking on the vibration of that emotion. And when you're feeling attached, you have access to thinking on that vibration with that emotion. And a set of thinking serves you and one of them doesn't. And I think it's like, that is the game is you want to be able to get yourself into commitment, feeling that in your body, and then executing from that place and problem-solving from that place.

Because when you're committed, even if you do have obstacles, like, ad disapprovals or the algorithm isn't great or whatever, whatever obstacles come your way, when they come your way and you're committed, you figure out how to solve for them.

When we came into the 200K launch, we were two months into a pandemic. And everyone was asking me if I was going to still launch and I'm like, what? Of course, I'm committed. That's not going to stop me, 100%. Then I had my live event scheduled in New York, the epicenter of the pandemic and I'm like, that's not going to stop me.

And then we had to find new location. None of those things were going to stop me because I'm committed. And I think that when you're attached and things happen, they do stop you because you can't think clearly to get beyond them, so I think that's so important. So thank you for sharing that. I love it. Alright, who's next? Who wants to talk about their 100K or 200K launch, Simone?

Simone: Okay, I guess I'm next.

Stacey: Let's do it.

Ep #77: How to Do Your First 100K Launch

Simone: Okay, so I had my very first 100K launch back in March and then I followed up with a 200K launch that I just wrapped up a couple of weeks ago. And I remember the story that Stacey told at the beginning of the podcast about her telling Neil I'm going to have a 100K launch and it being completely out of the realm of possibility, and that's how I felt last year when I heard that story.

I thought, "Wow, that would be amazing to pull off in 10 years," is what I thought. 100K launch, it just seemed so improbable, it's like yeah, probably in 10 years I could do it. And it didn't take me 10 years.

Stacey: That's so good. But that's what I mean by that is the difference between someone that does a 100K launch and someone that doesn't is the audacity to think you could do it right now. Did you do 100K or 200K last year? You did 200K, right?

Simone: Yeah.

Stacey: So you did 200K in an entire year and then you had the audacity to think I could do 100K launch at the beginning of this year. Not like, I'm going to work up to it at some point this year. Like, out of the gate, 100K launch. And then oh, next time I'm going to do 200K. I think that's so interesting.

Simone: Here's the thing that - I think the really interesting thing about me when I look back is when someone first proposed, hey, you could sell 20 seats at this price and make \$100,000 in one launch, it seemed like a crazy idea. It seemed like a crazy number, and my belief that that could happen was really low.

But then when it starts to really click into committed and devoted and determined, it's not when I think about, oh yeah, I'm going to go get that number, but more like, I could see how this could really help my people. I can see how this program is worth, for example, 5K, which is what I charged for my first launch. And I could see how I could carry an amazing group of 20 women through this process and I could just see how it'll help.

Ep #77: How to Do Your First 100K Launch

And that really got me in the energy of let's do it, I'll do everything it takes. And that was my first 100K launch. And my 200K launch, it was the same thing. The idea of making 200K in one launch also was insane and I didn't even work on my belief on that. I just freaked out about it the whole way through, about just the idea of it.

But what got my grounded and committed again was I know this is going to help people. This program is totally worth the price and this is exactly what's going to help, and I am not going to stop until I find all of the people. So I really stayed focused on the service and the helping and kind of snuck out of having to manage my mind around the goal because it seemed so scary.

Stacey: Yeah. I 100% agree. I just realized that I, our company has made four million dollars in the last 12 months. And it literally felt like it snuck up on me as a surprise and I wasn't even looking to find out. I literally was clicking something else in my Stripe account. I was trying to find what the month to date was and it has a 12-month option too in Stripe.

And I accidentally clicked that one and it popped up, and I'm like, wait, what? When did I make four million dollars? What's happening? And I was just thinking about service. The entire last year, I haven't been thinking about - my intention wasn't I'm going to make four million dollars in 12 months.

So I don't think you have to be even committed necessarily to that amount to make that amount. You don't have to be coaching yourself the entire time. When I say coach yourself all the way through your plan, you don't have to be coaching yourself all the time for that direct income goal.

Simone was just coaching herself to serve and find those people to serve the entire way through. So you just have to be committed to who you're helping and committed to finding those people all the way through. And you could even just be committed to doing every single thing that's in your power that you can to bring people in.

Ep #77: How to Do Your First 100K Launch

Because of our 2K launches, we don't necessarily have a direct goal for we're going to try to do this much money. When we do a webinar and a launch and a whole thing for 2K, our main goal is to find as many people as possible to get them into this program and help them make money. That's always the goal. Like, let's get to as many people as we can and get as creative as we can in doing it and serve people at the highest level, so I love that you said that.

And what I really love is that you went from the 100K launch and then you did the 200K launch. Tell me what happened in between those two launches.

Simone: Okay. So this is one of those things where it definitely snuck up on me as well, and what snuck up on me is that in the two months between my first launch and my second launch, I realized that I had created a program that was so incredibly overdelivering and amazing value that I had actually underpriced it the first time.

And because it was my first time running a group coaching program, I had no idea what I was capable of. I mean, I was committed to making certain things happen for my clients, but I had never done it before. So as soon as I started running, I got everybody in and my launch finished, I started running it, it dawned on me that I had created a program that was easily worth twice its ticket price.

And so when that clicked into it, it felt almost out of integrity to charge less than twice the original price because it was just so clear. And I think my intuition around that was right because of how fast it sold out, even after I announced the price doubling.

And so one thing I'm really proud of is that I made that decision really quickly without - here's the ironic part. Doubling the price allowed me to double my revenue for the launch, but that only happened because I wasn't attached to the money.

Because when I first decided to charge 10K for a seat in my mastermind, I remember telling my one-on-one mindset coach that I don't even know that

Ep #77: How to Do Your First 100K Launch

many people who have that kind of money lying around to just hire - I didn't even give them time to warm up to it. I'm just going to announce it, this is the price, let's go.

And it took me months to build up a one-on-one practice and fill it out with 10K clients, and so I don't know how I'm going to find that many people in just days. And it just seemed so impossible, but the thought that I chose was I don't care if this doesn't sell out. I'm going to do my best, but I'm willing to have a not full class, I'm willing to feel the shame of maybe only having five students if it means that I'm going to be in integrity with what I believe the worth of this program is and if I'm going to teach myself how to become a coach who sells out this program at this price point. And so I was willing to not have what I thought was the certainty of like, oh yeah, I can totally sell this out at this lower price, but it wasn't in integrity.

Stacey: Yeah. That's how I felt when I took my 200K mastermind from 10K to 25K. That's a huge jump. And one of the things I thought about is I'm willing to sell this to just five people.

Simone: You didn't.

Stacey: I did not. I did not, but I was willing to because you do get to the point where you would rather work with five of your best clients in a place with a price point and a program that feels the most integrity to you than coach unlimited numbers of people and not feel like it's in alignment and in integrity with where you are and what you want to be.

And for me, the biggest decision for raising my prices was the type of clients I wanted to work with. I wanted to work with highly committed coaches. I knew that raising that price would force coaches who weren't full time yet and who weren't 100% all in with their coaching business, it would force them out.

Coaches who didn't have the level of belief to achieve really big things in the mastermind, it would force them out. It would force people out that might be coming in just try the mastermind on and see what it's about and see if it could work. It would find the people who were 100%, the die hard,

Ep #77: How to Do Your First 100K Launch

the hardcore I'm all in for themselves, for their business, and the work that we do in the mastermind.

That, to me, just felt so important. And 100% what I love is that it's true. Even though you raised your prices and you make more money, what happens is your clients also get better results when it's the right move to do that. And we saw that in the 200K mastermind, everybody's results exploded.

The entire standard of the mastermind up-leveled because everybody bought in at such a high level, and I think that is sometimes the greatest thing that you can do for your clients is raise your prices. I remember, not for a launch, but I remember when my coach raised my prices on me in the very beginning, I was paying \$400 a month for coaching and I wasn't even showing up to the work.

It was like, I love having a life coach but I'm not going to listen to anything. It wasn't even an intentional I'm not going to listen to anything that you say that's uncomfortable for me, but it really was like, Simone, when you're like, you would say something and then you'd be like, I hate that, I'm not doing that.

That's kind of like, in my brain, I would be listening to her and I would be like, oh yeah, I'm not going to do that for sure. I would tell her, oh yeah, that makes sense, and then in my brain I'm like, I'm not going to do that, that's stupid. And she knew I was doing it, so she raised my coaching from \$400 to \$1000 a month and I didn't have anywhere close to \$1000 a month to pay for coaching at the time. No idea how I was going to come up with it.

And I remember when I said yes, I'm like, I'm going to have to do all these things now. She suggests that I can't or I don't want to do or I think isn't going to work or I think seems ballsy or stupid or whatever, I'm like, I'm going to have to do all these things and I ended up - that's the timeframe, that year is when I took my business to \$150,000.

And it was really just me putting everything on the line and then being willing to listen to every single thing she said. And so I think in the right

Ep #77: How to Do Your First 100K Launch

circumstances, it can be the best thing that you ever do is raise your prices for your clients.

Simone: What I thought would happen is people would get mad at me and get upset and you know, nobody would buy. But what actually happened was that people were really excited to buy a premium program because they were ready for premium level commitment and it was just the best. They were so happy to buy, and I just keep getting messages from people.

Like, my group hasn't started yet. We're going to start in July, but from people just from paying me, just from getting into my group, they are already blowing their own minds, creating brand new results in their business. The transformations I've had from just the time I paid you until now has been amazing. And that gives me tingles all over. I love it.

Stacey: I know. What's so crazy is that we did the biggest launch we've ever done this round for 200K and this is the most people who have ever said - in this amount of time, it's been a couple of weeks, you're seeing on the 2K page all of the time, I just made my 25K back.

And people are just so bought in that just the buy in is the transformation and they're killing it. So I know that this is going to be the best 200K ever and it's so exciting to see that, to see that instant change. But I think that's true for me too. When I drop a ton of money on something, just the act of doing that shows the commitment level that I'm in and I see that in my students all of the time.

And so when you up your commitment level, you're of course going to up your results. It has to happen. It's just the way the model works. I love it. Alright, any last words for them? If they want to have the audacity to shoot for a 100K launch?

Simone: Really quickly, I wrote down three thoughts that got me here, and a lot of this sort of echoes what we already talked about. So number one, I'm responsible for getting everyone in my audience results. That is a thought that I have consistently had and that I keep coming back to when I'm like, I don't know what to post, I don't feel like working today.

Ep #77: How to Do Your First 100K Launch

It's like, well, guess what? I feel responsible for providing such valuable content, such valuable coaching towards not just my paying clients but everyone in my orbit. I want everyone to benefit and get real results today and that's what got me showing up at such a high level all of the time and the launch is just when I reaped the rewards of having worked so hard on that all the time.

Second belief I had is people need to hear about this now. Again, for the 10th time. Your brain is always going to want to tell you that you should stop talking about it, everybody's sick of hearing about it, nobody cares, it's too early, it's too late. And just that belief, no, people do need to hear about it again and again and again. Here I am saying it again.

And the third belief is like a self-concept thing, but you need to believe I am someone who chooses growth over money every time. And that belief will turn you into somebody who chooses growth over money every time and the best way to get to 100K, 200K launch is to stay in the service and to stay in your growth and stay in your lane and the money will always follow.

Stacey: Well, and you know my belief about living in breakthrough, right? When you are 100% committed to your growth over money or anything else every single time, you attract people who are 100% committed to their growth over money or anything else all of the time.

You don't have to be a business coach or a coach for coaches or a money coach or anything like that. It's like, you will attract people who will be willing - let's just say you coach people in relationships. And we're in a pandemic and the economy people are scared about the economy, so I've heard.

Simone: Nobody here.

Stacey: So I've heard that that's happening and that's going around. And if you're the type of coach who chooses growth over money, over things, over everything, growth is what your number one priority is, you will inevitably attract people who care more about their relationship and growing and changing their life than they care about the uncertainty that's

Ep #77: How to Do Your First 100K Launch

happening in the world, than they care about what's in their bank account, than if they care if they lost their job or not.

And we're seeing that in 2K. Coach after coach after coach signing people who've lost their jobs, people who are furloughed, people who are frontline workers in the pandemic. They're signing people because you attract who you are in business, who are you in life in business. It doesn't matter who you're coaching. I believe that that is true to the deepest of my core. When you live in breakthrough, you will attract people who want that breakthrough and they will pay you whatever they need to pay you to get it.

Simone: 100%.

Stacey: Thank you. Alright, Elizabeth, let's hear it. Your journey is so great because I really feel like you and I, we're like, just back and forth working your belief so hard all the way through your launch. And you are such a testament to if you do not give up and you keep working that belief, you will create the result that you are aiming for. So tell them about that.

Elizabeth: Yeah. I think one of the things that impresses me the most is that I think that it's always going to take this perfect plan and execution and somehow, I remember thinking this about my first 100K year. I looked back and was like, wow, that was really messy.

And I feel the same way about the launch. When I look at it, I'm like, oh, so many room for growth. Because just the way that I did it, I did two different trainings and it just felt really confusing to me. I realized, because I launched for 32 days or something like that.

Stacey: That's a long launch.

Elizabeth: It was long.

Stacey: You were committed. We were like, we're getting this result.

Elizabeth: I mean, I had my date. I had just started early. So I was done by the date I decided, but I just - I felt confused midway through. I was like, what am I selling again? I had to stop everything and rebuild all of my

Ep #77: How to Do Your First 100K Launch

belief. And it's like, when people are like, I'm so confused, I'm like, I get it, I'm there with you.

So it was just a cool process to watch because when I look at the very basics of what I did, I believed that belief is my number one job, that at the end of the day, my job is to believe. My job is to get to that state where I'm not confused, where I'm not uncertain. And then the other thing that I do that I think is really important is that I decide the specifics.

What's the date we're starting? How many people are going to be in it? I create this giant sticky note. I put their names on it, I do a line with a number, and I visualize filling in each of those names. I think about those people existing because I wrote down on a sticky note in front of me that you said to me once and it was like, when you're not making offers, you forgot that somebody was waiting.

Stacey: Oh, smart.

Elizabeth: You are. So it's like, when I make that giant sticky note with names and I visualize filling in the names, it's like, I think about those people are waiting and every minute that I don't figure out my own mind, I'm not the person who can show up and speak to them because I'm so lost in my own junk.

Stacey: Yeah. I love that you were willing to stop and coach yourself and then keep going in the launch instead of just giving up and being like, well, I had some mind stuff happening so I just gave up. I love that you were like, no, I'm going to stop and I'm going to get my head right and then I'm going to keep going.

And the other thing that I think is really fascinating, I have discovered this so many times with this podcast is so often when we're telling ourselves we're confused, we're actually not. So there's been so many podcasts where I was like, that didn't sound good, it didn't make any sense, I was all over the place.

And then it ends up being some people - my listeners' favorite episodes. Belief plans, that is probably the podcast that has gotten the most feedback

Ep #77: How to Do Your First 100K Launch

and it still consistently, I get feedback about it being people's favorite episode. And I got off that episode and was like - I just hit the table. It's going to show up on the sound. I was like, that was the worst podcast I've ever recorded, what was I talking about? It was so confusing? I wasn't present.

I had so much self-ridicule happening after that podcast and then I was anxious up until I released it, but I made myself do it anyway. And then the feedback just started rolling in. And I'm like, wait a minute, maybe it was just me telling myself I was confused. Maybe I'm not actually confused. I think I actually do know what I'm talking about. So I think it's so interesting that you did a 100K, telling yourself you were so confused, clearly you were not.

Elizabeth: Yeah. And I think what was cool was that the people who bought into my mastermind watched my belief while I did it. I mean, at one point, one of the women who joined actually had told me, "Yeah, your marketing is actually kind of awful." I remember thinking it's a little bit awful, but that was right in the time that I was switching into it. And I was like, I can be okay with that as a possible truth.

But I just kept going deeper and deeper in my belief. And when I think about the amount of days that I sold versus the amount of days I really had such a high belief, maybe it was 10 days that I had such strong. And it's like, the people that bought into my program, they watched me go at it.

Because it was Friday and there was still three spots left, and I just - I was like, nope, I'm not done until it's done. And so I mean, it was Friday morning one person bought, and so I was like, okay, two spots left. I had two more people who had said yeah, I'm in, but they hadn't set payment. And I was like, okay, what do I want to think about this circumstance here?

I'm like, I'm not thinking it's full until it's full. And so I just kept believing and I just kept going and just like, holding that place of done. Saturday I did a really good job of feeling done, and then Sunday was not so good. And then Monday I came back in and sold I think three more spots. And it was just that - there was just so much to it.

Ep #77: How to Do Your First 100K Launch

It was like winning a race, but that's just because this is the fun part. It's the growth, it's the hitting your goal. It's the act of can I believe until it's done, and the commitment to no, no matter what, these spots are all filled. Why? Because I wrote it on the sticky note and I already visualized the names. So I'm like, they exist, I can't not show up and bring them in.

Stacey: I think that's why we kind of get addicted to launches. Sometimes it's the money that comes in too, but like, it's the growth. I love gearing up for a launch because I know how deeply I'm going to transform by the end of it, and I'm so excited about that. Every single time.

It's never been more clear to me after this past launch exactly where my business is heading, the legacy I'm creating, the results my clients are going to create, what we're doing next year and exactly how all of those results are going to pan out.

It's just never been more clear. The done energy feels the highest it's ever been. And it happens launch after launch after launch. I just get a little bit closer to that. And the other thing I will say is don't you think that the reason why your clients still bought even though they said your marketing "sucked" or whatever it was, I think it's because they saw you doing it messy and that is everything to people who aren't doing it even at all.

When they see you being willing to get out there and get messy and commit and keep going, that is inspiring to them. They're like, wait, she can teach me something. She's out there doing it. And I think especially when we start making a lot of money, I know for me, and I'm sure this happened for a lot of you, I started thinking, I can't fail because people will see me fail publicly so now the stakes are even higher.

And I had to remind myself, no, even if you fail publicly, that will be inspiring for them. They will take something from that. If you're out there messy, if you're out there failing, you're still out there and you're out there in a bigger way than the clients who will buy from you, than they are. They want to be able to do that.

Ep #77: How to Do Your First 100K Launch

Elizabeth: Yeah. I mean, that was one of the things when I very first met you Stacey that inspired me the most. Because even back then, I was trying to be perfect, I was trying to figure out how to do it, I was trying to know everything without trying anything. And I just remember being so impacted by you being messy and you not being perfect. I just remember thinking, oh my gosh, if she can do this and not be perfect, I can do it too.

Stacey: And that doesn't even have to be business coaching or anything. Everyone always says, how did you make money in the beginning? When I was just selling life coaching, how did you make money when you were broke and you were heartbroken and all these horrible things were happening in your life and you had two spoons?

And I was attracting people who also had a lot of shit happening in their life, but they saw me working on it. And they were like, if she's working on it, she can help me work on it, and we just worked on it together. I didn't even need to be an expert. I just needed to be out there showing people what being a student looks like.

And they were like, I want to be a student of having a better life too, so if this girl is a student of having a better life, and she's the only one, for most people, if you're selling life coaching, you might be the only person that your audience sees out there working to improve your life, so if you're the only person they know doing that, they're going to be like, let me jump onboard. I want to be a part of this.

And that happens every single time, so it doesn't even have to do with what you're selling. Life coaching is the same way. I love it. Awesome. Alright, who's next? Lindsay or Samantha? Which one? Lindsay, let's go. Let's do it. Actually, I was thinking with Elizabeth, sorry, I know you probably had some train of thought that you were going to start with.

But when I was talking to Elizabeth, I was thinking about you. I jotted a note to not forget the importance of committing to a number. Can we just talk about that for a second? Because she kind of briefly brought it up. This is one thing, for everyone listening, that I coach my 200K students on.

Ep #77: How to Do Your First 100K Launch

Doesn't matter what number you decide when you go to do a launch. It doesn't matter how many people you sign, truly. What matters is that you commit to the number you choose. And not because of - yes, we want to create the money that we want to create. Yes, we want to learn how to create results and go all the way through.

But mostly, you want to commit to a number, any number, so that you don't let the number be something your mind negotiates during the launch. You don't want to be negotiating 10 or 15, which is something that you and I talked about. It doesn't matter. It could be 10 or 15, but you have to choose because the uncertainty and the things that are just kind of up for grabs in between those two numbers are something your brain will spend time thinking about and you don't want - you just want to make decisions and commit to them so that your brain can focus on the belief instead of the indecision. So can we talk about that for a second and then whatever else you were going to say?

Lindsay: Actually, it's the perfect segue into what I was going to say.

Stacey: Fantastic. We're on the same wavelength.

Lindsay: Right? So ironically, I just started a launch, so I'm listening to everyone, I'm like, oh yeah, this is so good. I forgot about all of this. But I think one thing that I do, that I did on my last launch that is very similar to what you were just saying is I love to think of it - and you're going to make fun of me for this and call me a nerd, but I love puzzles. I love puzzles. Jigsaw puzzles.

Stacey: I did make fun of you a little bit when you text me about me the puzzles.

Lindsay: I love puzzles. But I love to think of it as like, on my last launch, it was like, how many pieces are there? And they go together as one. So towards the end of the launch, there are a couple pieces missing. I know they're still there. They're out there in the world, I just have to find them. They're looking for their home. It's going to be complete, just like a puzzle. It's not going to be complete without those pieces.

Ep #77: How to Do Your First 100K Launch

So thinking about it in a way that's like, envisioning everyone there as a whole instead of I'm selling a product to this one person. I'm selling this product to this one person. It's like, I'm selling it to the...

Stacey: Yes. Which makes it hard to do if you're not committed to the number.

Lindsay: Yes. And I think that's a huge thing that you taught me I think last time when you said pick a number, and then a couple weeks ago you said no, you have to pick a number. And I instantly remembered like, oh yeah, I have to pick a number.

Stacey: It's so funny. Why don't we want to pick a number? It's the commitment thing, right? As soon as you pick a number, you have to commit to it.

Lindsay: Well, and as soon as I did, I instantly felt better. Like oh yeah, it's like, do I want to have the puzzle and know how many pieces there are or not? Probably I want to know how many pieces there are. It's going to make it a lot easier to put together instead of...

Stacey: Yeah. Or if you didn't know what the puzzle was supposed to look like and you start putting it together, right? It's kind of that same thing. How do you know if you're even getting close if you don't know what it looks like?

Lindsay: Yes. Now when I do actual puzzles, I don't like to know what it looks like. I just do them.

Stacey: Really? Love it.

Lindsay: But in this instance, it's so good to think about this is going to be the end product. We're all here for each other. It's like, what is everyone going to take away from the whole instead of what is this one person going to pay me and what am I going to give them?

Stacey: Yeah. And I think that's really important because when I launched 200K, I'm very specific about what does that puzzle look like and who fits in

Ep #77: How to Do Your First 100K Launch

that. Because we get so many more applications than we have spots every single time, which is so amazing. And I really do want to help everybody.

I encourage them like, reapply. Because they may not be in the space to fit that puzzle right then and there, but it doesn't mean they won't be forever. I think that was Mara. She applied the first time, didn't get in. And then the second time, she was totally ready and she fit the puzzle perfectly. I was like, you're a hell yes now.

And now she's killing it. So I think that's so important that everybody think about is yes, we're talking about doing a 100K launch, yes, we're talking about committing to the result all the way through, but just like we were talking about with Simone, it's not at the expense like, of what you're trying to create, the energy, the result that you want ultimately.

It's the idea of I would be willing to do 200K to five people if they were the right people, but I'm not willing to do 200K to 20 people who are not ready for 200K. So the energy has to be there and I'm not willing to sacrifice my best - to have my best clients in my group, I'm not willing to sacrifice for money to not have that. So I'm always committed to the entire picture, not just the money piece of it.

Lindsay: I would say on that, as far as that goes, I didn't actually hit the goal by the date that I said I was going to on my last launch. And I had turned a couple people away, like people that had applied that I just thought like, they didn't fit in this puzzle this time. And I turned them away. And so I got to - the end was coming up and I have to say, that was really scary. Like, oh my gosh, what did I do?

And of course, I recommitted to my belief, I really started - I got back in that feeling of like, no, there are still however many people waiting for this thought. Those pieces are still out there. And within the couple days I filled it. And just looking back, I know that it was so perfect, that the people that I said you're not ready this time, it was perfect. The people that joined last minute, perfect. And the puzzle, it looks like just like it's supposed to.

Ep #77: How to Do Your First 100K Launch

Stacey: Yeah. I do that too with 200K. I decide, I don't look at the whole group and be like, who can I choose? I decide yes or no for every person as they come in. And then we do an info call. So after that I decide individually so that I don't know how many yes's necessarily that I'm going to end up with at the end. It's all about who's the right fit, right?

I think that's so important. I want to make sure that everybody hears that message. It's not just about when you're launching a group or a program, depending on how it is, if it's an open program, it's a little bit different. But if you have a small group coaching or a small group mastermind, it's not just about finding people willing to pay you.

It's about finding people who are the right fit in that right time. And not just for you. It's not just like, these are the people - that's not how I choose like, oh, these are going to be my favorite people. It's who do I think is the right fit for this for them too. Who's someone that I know I can coach and I know I can help, and then who do I know, when they're 100% ready for themselves to show up.

And I have told people no that have come back to me and said I'm so grateful you told me no, I was definitely not ready, I don't know what I was thinking, and I will be ready the next time. So they don't always know. So it's really making sure that it's a right fit for you, they are your best client in your mind, exactly who you're looking for, but then also it's the right best time for them.

And I think you can't 100% just knock this out of the park every single time, from my experience, but I think when you put that much consideration into it, you can get pretty close. Love it. Thank you, Lindsay. Anything else you want to add? Any thoughts that helped you? What's so fascinating is I feel like when you did 100K, we didn't even make a big deal about it. It was just like, obviously.

Lindsay: I think you asked me about it like, weeks later. You said, "Wait, did you make 100K on that launch?" And I said, "Yeah, a little over actually. Just a little bit over." And you were like, oh, okay. Because I think the main

Ep #77: How to Do Your First 100K Launch

reason probably is for me, I never went into it thinking oh, this is going to be my 100K launch. I literally never had that thought.

It was just I thought about what my mastermind was, exactly how many people I wanted to be there, and decided what the value was and what I was going to charge. And it was like, yeah okay, that math equals this, but it just wasn't - I just never went into it thinking \$100,000 launch. It just wasn't a thing.

Stacey: And I don't even think that - I don't want anyone listening to think that that should be your goal. But I do think at least consider that it's possible. Because I don't know that I would have aimed so high if I hadn't been presented with the idea of its possibility. If I hadn't read that book. I may not have ever aimed for that.

My first launch was \$20,000 and I thought that was everything. I was like, this is all the money in the world. And I think it took my seven launches to do 100K. I was so happy with 20K. I was like, this is fantastic. So I think my third launch was 30K maybe and I was like, oh my gosh. And it wasn't until I read that book that I was like, wait, there are people that do 100K? Why don't I just do that?

So I don't think it's that you should make it your end goal because a lot of people in our 200K mastermind could be easily on this podcast. But it's not the right strategy for their business right now. And they're still making lots of money. It's just that they're not doing a 100K launch in this moment. It's not the right strategy for their business.

So you want to make sure it's the right strategy for you, but we do want to introduce this idea that it is possible. Alright, Miss Samantha. Let's hear about your 100K launch.

Samantha: Yeah.

Stacey: Bring it home for us, mama.

Samantha: What I was thinking about preparing for this is I had actually done some group program before. Pre-Stacey, I was doing all the things as

Ep #77: How to Do Your First 100K Launch

some of us like to do. And then I learned about simple offer and I quit all of my other things. I did one on one, I built up fully booked waitlist, all of that. And then started planning a group.

And the thing that was really different for this one, and the biggest launch before had been like, 20K a year ago or whatever. So what was really different about this one was how much intention and thought and planning went into it. So I started working on it in December and I launched during March, and the group started in April.

So there was a lot of prep. I wrote out all of my marketing stuff in advance. And then went back and changed a bunch of it. And then practiced it and all kinds of stuff that I really hadn't in the past. I'm a come up with an idea and slap it together and put it in the world the same afternoon kind of person by nature. And it was the opposite of that.

Stacey: Yeah. I love that. I also went from that period of I used to just kind of like, oh yeah, I'm going to launch another one. When I was doing Diva Business School, I would just launch them every month or every two months. And when I got into million dollar mentoring, that's the number one thing that shifted and made my business so successful is we created one offer for me and then I got very specific and was like, this is when I'm going to launch this and this is how many times.

And I had a whole plan, a loose plan for the entire year of this is what we're going to do. And what happens is when you have those dates set in stone and you do have time to plan, then your thinking is just at such a higher level and you have so much time to go through the processes of it all and go through the growth and become the person who can achieve the 100K or whatever your goal is, even if it's 50K or 20K.

You have the opportunity to become that person along the way as you build your launch out. And when I say build your launch out, as you make your plans, your decisions, and then as you execute them.

Samantha: Yeah. I spent all of that time coaching myself, overcoming all of my own objections. My perception, thinking back on the launch, is that it

Ep #77: How to Do Your First 100K Launch

was really chill, calm, no drama, and I felt committed and confident the whole time, which that's never 100% true.

But it was pretty close to accurate on that launch because I had all the drama before that launch. Like, I didn't think I was going to get the right number of people that I wanted, I didn't think I would be able to oversell it, didn't think people would pay the price, all those things that I coached myself before I even launched the group.

Stacey: And all those things are so normal. We've all experienced those things. Your brain is going to tell you all the reasons why it won't work until it does. So it's not like, I want to make sure everybody knows it's not like you're going to just necessarily go all the way through and knock it out of the park and be confident the entire time.

Most launches will be, like we talked about with Elizabeth and Bonnie and you, Samantha, where it's like, you're going through the entire time coaching yourself on all the reasons why it is possible and bringing up all the thoughts that come up and all the ways that you delegate the responsibility. All that stuff comes up.

And I remember, especially when I started selling 2K, which you're selling a smaller program now, and you're experiencing the same things. When I started selling that, it was like, every launch was so horrible. I just want everyone to know that. It wasn't all rainbows and daisies and butterflies.

It was like, do a webinar, cry my eyes out. Do a launch and not send an email because I'm too busy crying to write the email. Writing the emails as I go in the launch. All of that. So the whole point of even, I think, when you're doing launches, the reason I want people focused on their mindset is I want them to know that that stuff is all going to come up and it's going to come up all the way through.

That's why you make decisions, coach yourself on those decisions to commit to them, and then you coach yourself all the way through the execution because be ready. There's going to be a tidal wave of thoughts that come up to tell you all the reasons why you can't do something. And

Ep #77: How to Do Your First 100K Launch

you just have to be ready and have enough stamina to coach yourself all the way through to the finish line.

Samantha: Yeah, absolutely. I'm feeling that right now. I'm like, that 100K launch was really good, let's think about how good that was because the current one is a different story to tell.

Stacey: People think it's going to be easier to sell lower priced items, it's not. Selling 2K was the hardest thing for me to figure out how to do. I was selling \$30,000 one-on-one coaching packages and selling 2K was the hardest thing I ever did. It's not always the cheapest thing is the easiest to sell.

I think it's what Simone said. The more expensive something is, the more valuable people think it is, so it's harder to sell the cheaper thing because they're afraid they're not going to get enough value. They're afraid that it's not going to be this amazing thing that of course, it always is.

Samantha: Yeah, I feel it. So do the simple offer for sure. Don't jump to a low-cost thing. That's my advice.

Stacey: Don't jump to a low-cost thing because you think it will be easier to sell.

Samantha: Right, okay. You can really tell where my mind is. What am I doing? No, but it's good. It's going to be good. I know that. Yes.

Stacey: Okay, let's wrap it up. Does anyone - when you guys were thinking about this podcast, this 100K launch podcast and being on here, is there anything we haven't talked about that anyone wants to share as we wrap this up?

Simone: I just want to say quickly, I'm not necessarily proud of this, but I didn't plan in advance and have all my emails written out. I just kind of winged it. And I'm not saying that this is the way to go.

Stacey: We'll work on that.

Ep #77: How to Do Your First 100K Launch

Simone: No, I know, I'm going to work on it. I'm not going to wing the next launch. But I just want everyone to know that even if it's not the ideal thing, I winged my launch and I still made it.

Stacey: Yeah. You can make a lot of money being messy. It's possible to just put stuff out there. I tell all of you guys, the first launch, you're going to have a lot of I don't know what I'm doing, and you're just going to have to put it out there. You have to be willing to just get it out however it does.

I was telling Danielle that. She just did her first group launch and I'm like, you just have to get it out of you. It's the most important thing. The first launch, just get it out of you and then just get better as you go.

Simone: Do it and you can grow while you're getting better at launches. If you're listening to Samantha thinking, oh my god, I could never do that, that sounds so hard. You don't have to be there right now. I'm learning from Samantha as she's talking, right?

Stacey: I love it. So good. And Lindsay is just learning from everyone while she has her launch coming up.

Lindsay: Yes. This is what I would add. What I will add is you just do what Stacey says. Because in my last launch, I did half of what you said and then I boned the rest in. I was like, it'll be fine. I don't have to do all of it, I can just do some of the things that you say and then do the rest as I go. And I learned after, I was just reading through my evaluation of the launch right before this to remind myself. And everything was like, next time, just do what Stacey says. Next time, do the thing.

Stacey: You don't have to do it this time around either, which is so fun. I had to call you out. I think we were talking personally over text and I was like, listen, last time I told you to post everything you were going to do in the group and let me look at all of it and give you feedback ahead of time. You didn't do it. You need to do it this time. And you were like, okay.

But what was so great is I went through and gave you feedback for every single decision you had made. And I did that very purposefully because I

Ep #77: How to Do Your First 100K Launch

wanted everybody in 200K to see that process happen and see how much thought and planning can go in a really well-executed launch.

So we want you to start messy and get it out of you and do whatever you got to do, but then as you keep launching, we get better and better and better. We hone it and it becomes less stressful, it becomes more fun. Your numbers go up. Everything just falls into place.

Lindsay: It made it so clear when you went through it that it's like, there's the decisions and there's the drama. Most of it was like, just decisions.

Stacey: Yeah, because I had no drama. I'm like, do this, do this, this needs to change. It's so different. And then you can literally have drama about a tiny detail. Like so much drama, it can get in the way of you serving your clients the entire launch. Specifically, if you're undecided if you're going to do 10 or 15. That little indecision can affect all of your selling through the whole thing. It's better to just be decided if you can be.

Once they listen to this podcast, they'll have the fore thought now to be decisive. Alright, any last wisdoms? Elizabeth, you got something?

Elizabeth: I do. I would add in that it doesn't matter what you've done in the past. So I love that Samantha said that before her 100K launch she had a 20K launch. I had done a 60K or 70K launch before this but during this 100K launch, I never thought about that. I never thought back and said, oh well, I've done this before, I should be able to do this.

No, I always just keep my focus on the future like, no these spots are getting filled, this is the goal, this is when it's starting, this is what I'm doing. And a lot of times, what I see people do is they set this goal and then they just keep looking backwards at what they've done to see what's possible, rather than looking into the future. And I think that's such a powerful thing to make sure to say like, that's important. That makes such a difference.

Stacey: Yeah. I love it. Alright, so that is it. That is 100K launch, y'all. It's how you do it. It's a mindset game if y'all didn't get the message. Thank you all for being on so much. I know that everyone is going to learn so

Ep #77: How to Do Your First 100K Launch

much from listening to all of you and I am just proud to have this level of coach and thinking and execution in my aura.

I love that you guys are my clients. I love that I get to talk about these things with you. I love that I get to talk about your success stories. I love all of it. It just feels like it up-levels me and everybody around us. Alright, until next time. Bye.

Hey, if you are ready to make money as a life coach, I want to invite you to join my 2K for 2K program, where you're going to make your first \$2000, the hardest part, and then \$200,000 using my proven formula. It's risk-free. You either make your 2K or I give you your 2K back. Just head over to www.staceyboehman.com/2kfor2k. We'll see you inside.