

# The Limitless Life Experience Podcast

## The 4 Mistakes People Make with Challenge Launches

### Transcript

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Welcome to the Limitless Life Experience podcast with me, your host, Suzy Ashworth. I'm a mum of three, seven-figure, serial entrepreneur, Hay House author, international keynote speaker, quantum transformation and embodiment coach, and believer in miracles. My superpower is helping female entrepreneurs like you create six-figure breakthroughs in your business fast, so that you can expand into limitless living and create an incredibly positive difference in the world. In this space you will hear me talk all about wealth, yourself, spirit, and impact. This is the Limitless Life Experience podcast.

Suzy: Hello, hello, hello, you gorgeous human being. It is Suzy Ashworth here, and you are listening to the Limitless Life Experience podcast. And I am feeling the vibe today. So we are currently in, at time of recording, we are in my five-day free coaching series, which is all about high ticket selling. And I love doing these events. And the first thing I should actually say is that this isn't a five-day event, I actually think it is a nine-day event. So it does go on, but I really love doing them. And the reason that I love doing them, and I have to say that I always enjoyed what used to be a challenge until I didn't, until I did a five-day challenge in March 2019, expected to make six-figures, actually made 30,000 pounds and felt like a complete failure. I was really worried about what the next step was because I was relying on the fact that this was going to be a six-figure launch. And it is amazing to me how so much in my life has changed. And I would say that one of the biggest things is that now I know I am no longer reliant on any one launch to make me or break me. And that is such a powerful place to be in.

What it means is that the way I show up during these launches is from such a place of service. It means that I am able to really teach and create moments where people are having incredible light bulbs in 30 to 60 minutes every single day. And that really brings me a huge amount of joy. And I love the fact that my coaching series right now, probably on the front end, like, so this doesn't include the downsell, but on the front end will convert at about 2.5%, which I know that some people will listen to that and be like, why the hell would you be pleased at a 2.5% conversion rate? And mainly because I charge appropriately.

So I don't need to have 10% of my people to convert for it to be a multiple six-figure launch. And that in itself is why I'm very happy with that conversion rate.

And at the same time, I'll obviously always do my best to be optimising and improving that number.

We've only done it in this format for, this is the second time that we have done it. Now, when I first started doing challenge launches and I was charging a lot less, what was more accurate was a 10% conversion rate until March 2019, where we got nowhere near that. And I made a couple of cardinal sins that I want to share with you when it comes to you doing your own coaching series or challenges or live launches or whatever you want to call them, but essentially where you're working with people over a period of time to create a mini-breakthrough.

And so when I think about March 2019, I think that the biggest mistake that I made is that I didn't create enough of a knowledge gap. And what I mean by that is that I gave so much, cause it was all about mastering your message. I gave so much when it came to the messaging piece, that people felt like that they got exactly what they needed in order to go off and create messages that converted.

And so when I then came on at the end with this whole program on how to master your message, even though it was "only" 500 pounds, the take-up was low because they didn't feel that they needed it. And I think that this is one of the biggest mistakes that I see with people doing challenge launches all of the time. There's no gap between what you're teaching and what they get to step into.

And so that is my number one tip. Please don't leave someone feeling complete, satiated. You want to give someone their starter and it be the best starter that they have ever had. And then they want to have their main course. It's like, we're just getting started. And if you can't clearly see how somebody is going to need more because of your own insecurities, and I say that with love, is that what I see from a lot of people is that they literally want to empty out their entire brain onto a plate because they want people they're so desperate for people to say, oh my goodness, you're amazing, that they prevent their dreamboat clients from being able to take the next step because ultimately they are overwhelmed.

So that is the first thing, the first mistake I want you to avoid, I think, and again, this is going to sound contradictory, but who cares, it's true!

The second biggest mistake that I see is that people do not create, I was going to say, teach enough. And that's the word that was going to make it sound contradictory, but it's not really about teaching. It's about facilitating breakthroughs.

And so what you want is to really have people going oh my goodness, this blew my mind. Oh my goodness, I've never thought about this like that before. Oh my goodness. I see where I'm holding myself back. Oh my goodness, I can see where I've been lied to. Oh my goodness, I can see where I've been lying to myself or whatever is relevant to your niche, but you want to be creating lightbulb after lightbulb moment after lightbulb moment. And if you operate from a scarcity mindset, you will find that difficult. If you operate from a mindset of not being good enough and feel like you need to over give, you will mess that up.

And so one of my best secrets, which I am giving to you for free is when you are using that format, you should really focus on the myths and mistakes that people are making because of what is going on and because of what they have been taught.

And it's in those myths and mistakes that you create those aha moments. If you then go on and teach all of the things you've gone into the main course and the dessert, whereas the myths and mistakes are powerful tools for helping people understand why they have been unable to move forward. And in using those tools, that's where the teaching is. It doesn't actually need to be, your whole formula, for it to be valuable. It doesn't need to be what people receive in full behind closed doors in order for the experience to be valuable. And that is really important.

And actually I'm super excited to be speaking to, in a couple of weeks, the lovely Laura Phillips, who is all about creating experiences during launches. And I feel that that is exactly what I enjoy doing. And part of that experience is having a breakthrough. So that is the second mistake that people make. They don't create enough ahas and lightbulb moments because they're too, either too worried about giving too much or they are, pouring again, pouring their brain out into the live and people literally feel overwhelmed.

I think the third mistake that people make when they are doing challenge launches is that they don't engage enough with the people who are taking part. And this is such a huge one. I am now in the position where I can get support during my challenges, which I think is super helpful. So it means that everybody feels seen and they feel heard, and we're able to engage in most of the comments. When you're on your own, like I was, I used to do it all myself and I've always said that when you're doing a challenge launch, it's super useful to clear your diary.

I mean, if I was going to give a fourth mistake, that would be it. The diary is too full. And so you're seeing clients and you've got content to create and you're doing X, Y, and Z. So it means that you're doing your live, but then you're disappearing. And actually to really build up that know, like and trust factor, being in the group, seeing the ahas and the insights, seeing where people are stuck, being able to observe the conversation is really, really powerful. And it's in that engagement piece that you can look to see who are my warmest leads, who are the people that are showing up every day, who are the people that are commenting the most.

And absolutely they should be your first port of call when the cart opens. If they're not already in there.

You know, hopping into their DMs and being able to say, how have you found the week? Like, what's come up for you. What questions have you got? And all of that lovely personalisation, that is one of my favourite things to do.

So to recap for you, number one is not facilitating enough breakthroughs. Ahas and insight moments. Number two is overteaching. Number three is not engaging enough with people who are giving you their hard earned time and energy, and

four is having your usual schedule to deal with. It's just too much and you can't give it what you need when you've got lots of other things to do either side of your lives.

So my beautiful human being. I hope that this has been helpful, I hope that if you have done challenges in the past that have flopped, you are able to see just in these four points where you can improve.

And for those of you who want to go deeper, what I do for my clients in The Freedom Experience is I literally break down every single step of the process that I follow, in real time so that they are able to ask me questions and I am able to tell them the exact whys and wheres and how that differs from launch to launch.

I also share what we're testing, what has worked, what hasn't worked, where I fluffed up, where we have to pivot. It's super, super fun. And if you're like, hmm that sounds interesting, then please do not hesitate to drop me a DM so you can find out more about The Freedom Experience and all of the other good stuff that we have going on in there too.

Right my darlings, if this has been useful to you, please give me a shout out on the 'gram, You know I love a tag. If you haven't left a review yet, but you are somebody who is listening to me, you know, pretty frequently I would super appreciate your word shared on iTunes to help me get this message and these messages out more and more every single week. And before I bid you farewell one more time, please remember that

**Faith + Action = Miracles**