

The Limitless Experience Podcast
The Convo with the Queen of launches with Laura Phillips
Transcript

Laura: [\(00:02\)](#)

I will launch whenever I want, whenever I feel, when it makes sense, but I will not allow things outside of my control to stop me from launching.

Suzy: [\(00:18\)](#)

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.

Hello hello hello, you gorgeous human beings. It is Suzy Ashworth here, and you are listening to the limitless life experience podcast. And I've got a juicy one for you today. With us here on the podcast in your earbuds is Laura mother trucking Phillips the queen of launching.

Laura: [\(01:34\)](#)

I'm sat here giggling Suzy because every time we chat, I feel like there's some musical introductions. If anyone ever heard our voxer chats to each other all the time. So I love that you sang to me as an intro. Great to be here darling.

Suzy: [\(01:47\)](#)

Of course. Thank you. I feel like this has been a long time coming. How are you doing?

Laura: [\(01:52\)](#)

I was just thinking the same thing. I don't know how long we've been friends in this crazy interwebs world. But it has, it's been a long time coming. So I'm really, really happy to be here, going to geek out on all things launches with you. So thanks for having me.

Suzy: [\(02:04\)](#)

Yeah. And when you say geek out on all things launches, we really are. Laura's brand is love to launch and you know, what I think would be super interesting is just giving us a little bit of the backstory as to how you got to this place, because it hasn't been a straight line we've kind of gone up and down and around for you to find your thing. So share with the lovely peeps all about that.

Laura: [\(02:31\)](#)

It has really been like this wiggly line scribbles all over a page. I don't think there's any such thing as like a linear path to success. And mine definitely was not linear. It was kind of all over the place. So for those of you who don't know me, I'm Laura Phillips, great to be here. I am a very proud mom of two who are 17 and 18. I am definitely too young to be a mom of almost grown ups. Thank you, Suze. Love you. But that is really the basis of why I started my business in the first place. I was a teenage mom and I think my whole life was trying to find like something that I wanted to do for me, went down the career path, became a creative director, kind of hated being an employee and started my own business. But I found very quickly that I swapped my 40 hour weeks for 80 hour weeks, built my own web agency was really proud.

Laura: [\(03:22\)](#)

We were international business. We're working with people all over the world, 40 clients, five different time zones. I thought that's what I wanted. But what I realized was that I basically built myself a bit of a business present. I was working all hours. I was doing 80 hour a week sometimes, seven days a week. I wasn't taking time off. I had burnout so bad in 2016 I had to take six months off from work and kind of knew there had to be different way to do things. And so like you Suzy found the online space and could see so many people having success with courses. And I thought I can do this. I can teach, I've got skills. I'm going to start putting my expertise into some coaching programs and courses and workshops. And that was where my own freedom came from. Now kind of, I'm going to go back a little bit just to kind of my first early launches because my early launches were not fun.

Laura: [\(04:13\)](#)

I think that, you know, I overcomplicated things was trying to do it according to someone else's kind of blueprint. And the thing I found was the more fun I had, the more I was me, the more I was doing things my way, the more success I was having. And so after a while, people were starting to ask me, Laura, how are you doing this? Like you're having so much fun. You've got such amazing energy. I wasn't even really trying in my most successful launches, I was just showing up and do my own thing and quickly realized that people needed to find a new way to launch. People needed to have something that felt more like them, that there was an alignment with their values, how they wanted to show up the way they wanted people to feel when they came into their world. And so very accidentally love to launch was born back in 2017.

Laura: [\(04:57\)](#)

And since then we have coached hundreds and hundreds of hundreds of people all over the world. Everyone from complete startups to some of the most successful people in the online space. And our ethos is simple. We want to help people have fun and easy launches in a way that feels like them because let's face it when you're in business and business feels like you everything's so much easier, your energy just comes from a completely different place. And so, yeah, that's the very short story of

how love to launch came to be because I love to launch and we love to help people love their own launches as well.

Suzy: [\(05:29\)](#)

What do you say to people when they say launching is exhausting and actually people are wise to it now launches are dead.

Laura: [\(05:42\)](#)

Okay. Let me get the runs out of the way first. When people say launches are dead, I'm always a little bit dubious about any time any marketer says X strategy is dead more often than not it's because the person has an opposing view and they're trying to sell their own way of doing things, which is absolutely fine. But Suzy, I think we're both of the opinion that there is no single one strategy that's going to help you build a business. We use automated marketing, we use face-to-face sales. We use in-person events. We use launches, we use email marketing. So what I believe that there is any one way launches done right, are an amazing way to build incredible revenue in your business. So I don't believe that at all. Now I definitely believe that the way that we used to do launches has had to shift.

Laura: [\(06:28\)](#)

And I think that's obviously what we're going to talk about today is why they've had to evolve and how they've evolved. But I don't think they're dead at all. What I actually think has happened is the way that we need to treat people within the online marketing space has shifted. So the way that we have to launch has also shifted. So I'm totally against this whole launch is a dead thing. There absolutely not. We've got the data, we've got all the results that we've seen in our own communities and launches actually doing better than ever, which is just amazing. I think for everyone in the online space, so launches are not dead. Are launches stressful? They can be. And I think that really comes down to a few things. People find launches stressful because they're not launching in alignment with who they are. They are constantly switching up their launches.

Laura: [\(07:11\)](#)

And so every single time they launch they're starting from scratch, or I think the most common thing, the reason people find them stressful is because they're stuck on the launch rollercoaster. They have an amazing launch and they're on a high and then they go right back down again because instead of them viewing their launches a way to grow and to scale, they view their launches as a cash machine. So they spend all the money they've got in their business and they're back to square one again. So usually it comes down to one of those things, why people find them stressful, trying to do too much, treating it like a cash machine and starting from scratch every single time they start a launch.

Suzy: [\(07:48\)](#)

I mean, there is loads of juice in what you have just said. And I want to come back to some things, but I really want to put this into the context of what happened last

year and 2020, because you said that you don't feel that launching is dead, but you feel that the way that we treat people during launches has got to change. And I feel that it's not just the way that we treat people in launches, it's the way that we treat people in life and it's the way that we treat people in business. All of it gets to change. And I feel like there was a groundswell of movement anyway, that was happening before 2020 kind of really kicked in and then 2020 happened. So I'm really curious to hear that opinion within that context.

Laura: [\(08:42\)](#)

For sure. I mean, quote on quote 'crazy unprecedented times' the pandemic year, the year that everything went crazy. I'm of the personal opinion that 2020 was one of the most important years that we've ever had in humanity and especially in how we treat people and how we have moved away from what we believe to be important to actually what is important. And that is always going to have a ripple effect in business. I think the more that we can find joy and gratitude in how we live our lives, the more we try and find that joy in our business as well. And I think Suzy you and I have had these conversations about how much shifted for us in 2020. And, you know, I had the craziest mental year, but also, so just the most joyful in business that I've ever ever had and the most successful.

Laura: [\(09:23\)](#)

And I do believe it's because of this big shift that we've all been feeling. So I think there's two big things that I noticed. And I certainly and my customers noticed in 2020 was there was this general feeling of everyone feeling jaded. Now I know, like you said, I think it had been bubbling for a while. And particularly within the online coach in the internet market, in the kind of online educational space was this feeling of everyone's doing the same thing. There's lots of fake urgency and fake scarcity people trying to create loads and loads of FOMO that just doesn't need to be there. And people are feeling jaded. Now also because launches work so well. I think there was this feeling of, Oh, it's just another launch. It's just another launch. So we, as marketers, as business owners, we have to do more. We have to do more to build trust.

Laura: [\(10:09\)](#)

We have to do more to capture attention, but more than ever in 2020, we had to help people move away from this feeling of being jaded about the online space and move them back to a place where they felt excited. If ever there was a time we needed to build more trust it was in 2020. So although some people really struggled with that, I think that we noticed was those that treated their people in their launch, like, like goals, like the customers that you just want to take care of. We call them our business family, the more our customers and our students treated their own communities like that business family, the more successful they were. So the way that we used to launch adding in tonnes of automation, keeping it relatively hands off in some senses. Then the evergreen piece is people were moving away from that last year and doing more live.

Laura: [\(10:56\)](#)

It had to happen because people needed to have more contact with the people that they were buying from. So huge opportunities. I think the other piece that really was prominent was people were fatigued. How many hours of zoom were normal people having to sit on those who are homeschooling those who have perhaps got a career and they're suddenly doing zoom meetings all day, every day. I think within the online space, we're kind of used to it Suze you and I do a lot of different kind of coaching online. We do events and we do lots of speaking. So we're not as fatigued by this kind of, well, it's not this zoom life that we've kind of had to live in in 2020. We haven't suffered with that in the same way, but those who are new to this, those who are just making the transition from offline to online are feeling this, they're kind of floods have just been exhausted by it all.

Laura: [\(11:44\)](#)

And so for that reason, we have to be more creative. We have to do things in a different way now the one way that I recommend that if you want to catch more attention, if you're running things in they're evergreen in they're automated, just do them live for the moment. You've got far more chance of actually getting someone to show up for an event for a workshop, for a webinar, if they're live and people want to have that one-on-one interaction. So yes, we had challenges. Yes, we had fatigue. Yes, people felt jaded, but the opportunities that came from 2020 were huge. Another example of that actually, and this is something that we noticed among our students was ad cost went down. And so all of a sudden, all of these small business owners were able to start competing with the bigger companies. Ad cost went down, people were able to start experiments and again, and using ads for the first time.

Laura: [\(12:32\)](#)

And so what we saw was people's cost per lead and their conversions went through the roof simply because of this opportunity. So I think the thing that came from me from 2020 was yes, there was challenges, but there was just these amazing new ways of doing things. People were more experimental. People were trying things that they've never tried before. Just getting that little bit braver. So I don't view it as a year in marketing that went wrong. I view it as a year that shifted and a year that transformed the way that people do launches and it had to happen. It had to shift at some point. So I loved 2020, and it was quite controversial thing to say in some circles because there was a lot of pain. There was a lot of upset. We're still in it right now. But I think if we can look at the amazing opportunities that came from it within the launch space, we can see that actually it's got rid of some of the things that really weren't working very well and moved us towards creating better experiences for our people.

Suzy: [\(13:26\)](#)

You took a lot of time off for your business. It felt. And I don't know whether that is that you had more team and your team are working on your behalf, but you were a lot less visible at least for some of 2020. Can you talk to us about that? And what

was the mindset shift that enabled you to say actually, it's okay to, for me to take my foot off the pedal.

Laura: [\(13:50\)](#)

Yes. Wow. Do you know what I have to kind of explain. I am Laura a hustler by nature. I was a teenage mum when I was 23, 24. I started my degree at university. I was building my business. I was a single parent of two young children and trying to do all the things. And so the kind of hustler mentality was in me from my very early twenties. I'm 37 now I've kind of forgot my age, 37. And so I've always had that when I then moved into the entrepreneurial space and could quite easily see in my early years, that when I hustled, when I push, I had more success, I created this habit of having to do that. Now the thing that happened this year and I'm going, I'm going to be totally transparent. The very, very beginning of 2020, we're now in 2021, sadly went through a divorce and as painful as it was and as upsetting as it was the one thing that had at that point was a business that I got to a point that I no longer was having to hustle for clients.

Laura: [\(14:47\)](#)

Things felt easy. I've got a team of three. So things felt a lot lighter. The thing that I also felt during the pandemic was that there was less pressure on me to have to constantly go out and push. And there was this, this real need and a desire for me to just serve and do what needed to be done. But this is the point that you get to with launches. I'm so blessed that we got to the point where our whole revenue for the year can actually be created from just two events. So anything that we create on top of that as a company is just a bonus. And so we did two launches last year. I was deep in serving mode. And for the first time, I think, you know, not only in my life, having gone through this big life shift, but also in business, it didn't feel the need to push, but here's the interesting thing.

Laura: [\(15:28\)](#)

We had our most successful year in business ever. And I pushed a lot less, but I don't think it's because I necessarily wanted to stop. It was that I just felt less pressure to have to keep performing at such a high level. But this is the problem that people have with launches is that they push and they push and they push and they don't take off enough time in between to do the important pieces to do those foundational pieces. So the launch is always staying around the same. What we've done intentionally as a company is taken more time off in between launches spent more time creating more impact for our customers. So our customers do more of the selling for us, built the team to a point where they can take on more of the work. I can do less, but also investing more back into our audience, building and growth in between launches.

Laura: [\(16:12\)](#)

So they get bigger and we got to the point, we call this the next level launch stage where we don't need to push that much anymore, but it's definitely not one of these early stages that I see is this I've got a launch, I've got a launch, I've got a launch

and I've got a launch to pay the bills. You kind of push past that increase the time between launches and all of a sudden you're at this next level of launch stage where you don't have to do that anymore. And that was definitely the shift. So it was kind of this combination of personal circumstance, seeing an opportunity in the pandemic to actually ease up and just focus on serving. But then also having the scale for my launches, where I didn't have to launch all the time. And now, as I said, we've just gone to two launches a year, which pay for everything we need in the company, which is two events.

Suzy: [\(16:51\)](#)

Can I ask what was your launch schedule like the year before? Because I think I'm thinking back to when I first started out yep seven years ago, but I suppose really when I started properly launching on a regular basis, I was still, I was launching, four times a year and I was very much on that launch roller coaster where I would have a great launch, but then we'd have nothing really to follow up. So I'm just, I'm curious about launch cycles and where you got to before you shifted it to just two times a year.

Laura: [\(17:33\)](#)

So in the previous year we did three. What we call a primary launch, which is a bigger launch event. We also did two affiliate promos. We did two kind of webinar launches, but I think the key differentiator between those years for me was that I wasn't focused on building my recurring revenue in addition to those bigger launches. So what would happen is, and I'm sure many people who gone through the kind of launch cycle can resonate. We were bringing a load of cash. We would then kind of spend that cash gradually over time and then have to launch again. If you can start to build your recurring revenue in between your launches. What you'll find is that you'll launch actually is just profit because your recurring revenue covers all your costs in your business. So for me, it's like a combination of a few things.

Laura: [\(18:15\)](#)

And that for me is like, what marketing is all about. Like we talked about the beginning of this call. There's not one strategy that you're going to use in your business to scale. You're probably going to do a couple of big launch events. Maybe you'll do something in person you're going to do smaller webinars, maybe to build your recurring revenue. You're going to build partnerships that help you build your audience. And so I don't think it's like any one big thing that caused that big shift, but more we're doing all those little pieces really well. And I think the key thing is just having patience in that you're not going to build a massively successful and wildly profitable business overnight. And it's probably not even going to be in your first few years, but if you start chipping away at those smaller things, building the audience, building the recurring revenue, building more time in between your launches, building relationships, you've got a queue of partners who are waiting to promote you and you start doing those things consistently. That's when you start to see scale. And I think that's where people kind of get confused. Like how do I go from being on the launch treadmill to having that freedom and ease. It's not one

shift it's doing all those small things consistently and improving them over time. And then I think you can agree that that's the shift that you go through and it's not an overnight thing.

Suzy: ([19:19](#))

Yeah. 100%. And what's interesting is that I do, I launch way more frequently than you and I do it for that exact reason for me, because I launch pretty much, it's six times a year. That, that for me works really well because no one launch, I'm not dependent on any one launch. And so exactly what you said about the pressure being taken off. That is how I feel about my launch cycles. So we spend time in the middle, building up the audience and using our Facebook ads and then we'll launch. So potentially I could do two bigger launches for the year, but for me personally, then I start to feel a little bit stressed that I have to ensure that one or both of the launches have to hit it. Whereas if I am launching regularly, then it's okay. I just get to build and build and build.

Suzy: ([20:16](#))

And if one is a bit of a flop, it's okay because we're going to be doing it again in a couple of months time. So it's a series of smaller launches, but it's that building up over time that not only builds up my recurring revenue, but also gives me lots of chances to tweak and test. You said right at the beginning, one of the big mistakes that people make when they're launching is that they are always trying something new and always starting from scratch again. And so it doesn't really matter whether the launch is successful or not. If you completely change it up in three months, four months, or whenever you're doing it again, you're starting from something new. You've got no data. So you've got nothing to refine. It's that finger in the air again. And that is so far removed from where I am now. It's absolutely what I was doing a few years ago.

Laura: ([21:06](#))

I think there's two things there that are really worth talking more about is that stress that comes from people who are constantly launching and changing things up. It puts you into a different place of energy from the outset, instead of you being excited, you're coming at things from a place of stress and exhaustion, and you're going to go into your launch, not enjoying them. And so when I say to my students and clients that you don't have to keep changing things up all the time, they have this belief that if they don't change their launch, that they are going to, they're going to ball people like they're going to have people who don't want to sign up for the launch because they've seen the content before. The thing that I've learned is that your customers, if they haven't yet bought from you, it's because they haven't yet received a message that you want them to receive from you yet.

Laura: ([21:47](#))

We need to hear the same message over and over and over again. And sometimes it's the way that it lands. Just that one time that gets someone to finally say, yes, it's why with launches, we're not looking for a 90% conversion rate. Actually, what we're

looking for is a 10%, meaning that 90% of people who are going through your launches time and time again, they need to keep hearing that. And so there's a case, there's a really strong case for not having to change up your launch all the time from an energy perspective, from the perspective of your clients need to hear the same message. Your team don't want to be having to do brand new things every single time. But it also means like from your perspective, Suzy, that you can keep doing those launches because you've got a model and a framework that works well for you.

Laura: [\(22:30\)](#)

A hundred percent. The other thing you talked about was, you know how many launches you're going to do this year. So you have your kind of six smaller launches, but I think what's powerful about that is you've set the intention for how your year is going to pan out. My year, last year was, I want to have ease. So all I'm going to do is these two big launches. I'm going to absolutely nail them and I'm not going to do anything else. In fact, towards the back end of last year, I took four months off and I mean, not completely off, but probably just working a couple of hours a day. I moved to a new town, started a new life with a new partner. And so my intention and beginning of the year was to create that ease, but I'd done that from two launches.

Laura: [\(23:06\)](#)

And so I think you have to be intentional for some people when they're in that growth stage. It's like, I want to keep doing as many launches as I can to build that recurring, to build the extra profit. My intention for my launches was that I want to have two big launches and don't have to worry about anything for the rest of the year. And I think this is key. I think deciding how your launches are going to support the kind of life that you want to build is one of the most important goals that you'll set. We've actually set the same goal for this year. Two big launches, however, we've increased our numbers so that we can hit the growth goals that we want to hit. For some people it might be, I want to have six small, easy launches that we can just rinse and repeat. There's no, there's no one size fits all. There's no, I have to do this like X person, or I have to do it like X person, do it your way, set the intention. And I think that for me is just, it's one of the most important things you can do before you even start your launches. Why are we doing this in the first place? And too many people don't ask those kinds of questions before they start on their launch cycle. They simply just go into it. And this is how they get stuck.

Suzy: [\(24:00\)](#)

Talk to me about how you enjoy your launch because the conversation around be yourself and, you know, when you're aligned, it will be amazing and it will flow, I think, is a conversation that I have with people all of the time. But often people are like, well, what does that mean? Like how can you be more of yourself in your launch in a way that still and enables people to connect

Laura: [\(24:23\)](#)

Such an interesting question? I think the older I've got the more success I've had in business, the more time I've had in business, the more I've just become comfortable in being myself. And myself is a total geek. I say geek stuff about launches. I make terrible jokes. I think I'm hilarious. People seem to laugh. My partner thinks I'm not, that's another story. He's, he's the funny one. He brings the jokes. So I think that the more time you spend in a business, the more time you spend working with people who absolutely light you up, the more comfortable you become in yourself. And for me, the thing that really shifted in my launches and particularly as I started to do more live content was that I just got more comfortable with showing up as myself. And so I definitely think there is a piece around creating a launch that's in alignment with your values.

Laura: [\(25:10\)](#)

And so my number one value in business is love, love to launch, but also because whenever someone comes into my world, I want them to feel the love. And so one of the things we focus on is weaving as many ways as possible that we can help people feel loved during a launch. So it sounds like a kind of crazy thing. How can you help people feel loved during your launch, but this is why we do things differently than our company. So there's ways that we do that. We do it by focusing on community. We have as many conversations within our community as we can, not just me, my whole team. We dedicate time throughout our launch for coaching sessions. So to give you some context, and this might sound crazy, but in my last launch, I did 22 hours of live streams in a week, I actually wasn't, it was a lot, but this is me and my happy place.

Laura: [\(25:53\)](#)

It was the most energized and happy that I'd felt in business was during that week. My favorite week of the year, because I was doing my thing, I was coaching and teaching and sharing the love and helping people feel nurtured and supported because that's the value that we want to live by within our company. Now your value might be taking action. It might be helping people feel creative, whatever that thing is that you want people to feel is the thing that you need to focus on. Not only with the things that you build into your launch, maybe community may be Q+A calls, maybe brainstorm sessions, maybe even a party. If your number one value is fun, how about a party, why would you not do that? So that for me, is like, actually create a launch that feels in alignment with you actually focusing on those values first as part of that creative piece. So we have so much fun, but our number one thing as I is love, we want people to feel that the minute that they come into our world. So it's key. Suzy let me ask you a question. What's your number one value. And how do you weave that into your launches?

Suzy: [\(26:54\)](#)

Love. We just had a whole two days on our values and number one is love. Number two is excellence. Number three is result. And number four is contribution. And that isn't just in our launches. It's a value. So it's in every single thing that we do. And for us, how we weave love in specifically is really by ensuring that everybody feels seen

and heard and touched. So my team are there. They're answering questions. They're in people's DM's. We're checking that they've got the homework, we're making sure we're holding them accountable. We want them to get a result from the five to nine days actually we are with them, and you know, we're giving away presents. We are, you know, we're seeing people, we're celebrating people every single day. And I love that people feel even in a group of a thousand people, they're like, wow, you've come and messaged me.

Suzy: ([28:00](#))

We're like, yeah, we see you. And so, yeah, everything that you have said about that value, I really resonate with, and I think that the other thing that was coming through when you were speaking, and this is, I mean, this is not new news, but in order for you to create a business that is in alignment with your values, you have to be prepared to do the inner work and the more of yourself that you feel comfortable with, the more layers of BS that you are prepared to shed, the more you allow yourself to open up to the fact that not everybody is going to like you exactly how you desire to show up and show up anyway, is the more you will be able to attract the people who resonate with your frequency and your energy. And I know that you have done so much in a work over the last couple of years to give yourself that permission to show up in this way.

Laura: ([29:02](#))

Absolutely. And I think that is the hardest bit, the hardest bit in all of this is not the checklist of tasks that you need to tick off in your launch. It's actually being open and willing to share the parts of you that maybe some people won't like, as I said, I'm a geek. I tell terrible jokes. And I have to share parts of me that have failed that have made mistakes and to show people, yes, I've done some extraordinary things for launches, but actually I'm an ordinary person and I'm just here to be me. And that's the scariest, scariest part because in normal life, some people won't like you in business some people won't like you and that's totally okay because on the flip side of that is your to create your own business family. And that's where joy in business comes from when you're not having to work with people who don't float your boat, who don't absolutely light you up.

Laura: ([29:51](#))

And you're bringing in the most gorgeous souls every single time you launch that. I just feel so warm when I say this and full of joy, because it's true. The more of you, you share, the more likely you are to bring those people in. And it's just the most wonderful, incredible feeling. And it does start with the launch. If you want to have that joy in business, where you're working with incredible people, your launches are the thing that's going to pull people in. So you have to get brave about being yourself 100% yourself. And I think over time you had this feeling of people within the online space feeling jaded, often it's because so many people try and put out this perfect polished version of themselves and people's BS radars up and they're going, they pick up on those really small, subtle things. It takes so much energy trying to be someone that you're not.

Laura: [\(30:36\)](#)

And I think I just got to the point, I'm sure you did too, Suzy, that I just didn't have the energy anymore. I am a busy mum. I've got a business and hundreds of customers all over the world. I do not have time to be anyone but me. It is far too exhausting. Just being willing to share more of that. Yeah. It's the hardest thing in your launch, and I'm sure we could do another podcast about the mindset piece of things with launching. But if you can just become comfortable with sharing the pieces of you that your people need to get to know in order to trust you, the more successful you will be with your launches.

Suzy: [\(31:06\)](#)

I think it's that real tight rope that we're asking people to walk between being personal and allowing yourself to be vulnerable and allowing yourself to be open whilst also saying, don't take it personally, if not everybody, if you're not everybody's cup of tea.

Laura: [\(31:24\)](#)

And that's hard, it's hard. It's also as well. It's the extra ordinary versus the ordinary. We need to become really comfortable with being able to talk in our launches about how we're just like everyone else sharing the ordinary side of us. And some people struggle with that. They're so used to being polished and perfect in business, beautiful brand photos. And there's almost like this wall that then when they're saying actually I'm just an ordinary person that feels uncomfortable. And the flip side of that saying, I'm just like you, but I've done extraordinary things. I've achieved this success. We've helped people achieve the same result is also hard. And I think it's especially hard for us Brits, we're taught, don't blow your own trumpet. Or I said, what did we say across the pond in the States, don't toot your horn. We're taught that that's a bad thing, but actually in your launch, we need to have this dance between being ordinary that people can identify with you just being your gorgeous self, but showing while you're incredible at what you do, that is really hard. So I do think that often with content and launches, it is this juggle between these two things. It's a dance, it's a dance between those different sides.

Suzy: [\(32:26\)](#)

And I was speaking to a client about this exact thing yesterday, and we were talking about why she hadn't celebrated some of her wins. And she was really like, because there is still a part of me that believes that it's really important to be very humble. And what I was saying is that humility is not about whether you do or don't celebrate your successes or not. Humility and humbleness is knowing that you are worth celebrating. Whether you have material success or success that people are patting you on the head for or not. It's knowing that you are worthy and precious, even if you're not getting that external validation. And so you can celebrate from a place of saying, wow, this is amazing without that meaning. Wow. I'm more amazing.

Laura: [\(33:19\)](#)

That makes sense. Yes. A hundred percent good. I thought there was more coming then I just got excited. I was like, yeah, it's so true. And it is about me. Your launch is about you being the lighthouse for the people. So if ever you feel like, Oh, I feel like I'm more me, me, me and my launch. I'm talking about this, that I've done and talk about the results we got for our clients. Always relate it back to a story that you can help other people gain context from, turn that into a lesson. You have to be the lighthouse because if you're not, you're not showing people that it's possible for them. And so this is why I love launches actually, because if ever there's a way that you can take someone very quickly from just learning about you, to fully trust in you. And it's through a launch because you can weave those stories in, in a way that feels like jam packed full of value for the people going through that.

Laura: [\(34:02\)](#)

But that feels like normal and natural for you. You have to be the person who's screaming from the rooftops about how amazing you are, because especially if you're starting out, there'll be very few people out there doing it for you. You have to get good at doing it for yourself. It's the hardest thing. It's the mindset piece of launches is definitely the hardest piece, but it's also been brave enough to say this is why I'm amazing at what I do. But when you craft a launch around sharing that, you're going to be in a position of confidence because you're teaching the lessons that actually got you to that point. So it's not going to feel like it's all me, me, me, it's like, this is what I've done. This is how you can do it too. And it's why I love launches because we don't like to shout about how amazing we are, but we do like to give value.

Suzy: [\(34:40\)](#)

Can I just ask you about the time piece, because I am really fascinated about the amount of time that you spent on your last launch. And it's really interesting because I think that you do a pure five day model and the way that I teach launching, well one of the strategies I teach a launching is that you will kind of do your five days, but then you'll have another, you know, three or four bonus sessions. And the reason that I like to do that is I'm guessing a similar reason that you put in so many hours during your doing your model is that, never underestimate the amount of time that you are able to give during a launch because it increases the amount of know, like and trust.

Laura: [\(35:26\)](#)

Absolutely. So we kind of work off a model of a seven day experience. I'm a coach. So as a coach and experience and launch experiences are what we teach people to create. So we do a week of the launch experience, and then we'll do a five day, what we call open carts, which is kind of an old phrase that we use, like shopping carts. Now when we've got the enrollment periods or the buy-in period. So we have seven days now, the way that I like to do things personally, the way that we teach is to do three workshops. And the reason I do three is because I just think is a great number. I don't know why we do three. It's a really good question. But we do that

because we want to deliver value. We tend to do something that's high level, break it down into a smaller lesson and then go a little bit more further down the path and show people what everything looks like when it's all together.

Laura: [\(36:10\)](#)

Now, one of the things that I love to do is to also add in as much coaching into that experience as we can. So on days two and four, I will do a coaching Q+A call. Now you've already mentioned on this call Suzy that people just want to feel seen and heard, and they absolutely do, which is why we weave in as many opportunities for me as the face of the company, to talk to the people who are there. And it's funny because I think it was Jeff Walker, who said this first. Jeff Walker is obviously the creator of launches. He is the reason I got into this crazy online space was because of what Jeff taught me. His formula is called product launch formula. And he says, when you do a launch, you become a bit of a celebrity within your niche.

Laura: [\(36:51\)](#)

And I was like, oh that feels uncomfortable, but it's so true. And I think it's because you are the person who is on the stage talking out to your audience. And so every opportunity that you weave in to have conversation, to build that connection, to make people feel like they're part of something, you are talking directly to that person's heart. So we do as much of that as we can. Now, the reason I did 22 hours of live streams in my last launch groups was because I wanted to make sure that every single person who turned up to a coaching call with a question, got their question answered. Now this is my zone of joy. There is nothing I love more than sitting on a coaching call, helping someone give him value, having them overcome a challenge, Suzy you and I are both coaches. So that's the thing that lights us up, why we do what we do.

Laura: [\(37:32\)](#)

We want people to have a transformation. And so there was, I think we had 1500 people in our last launch. And so are our calls. I live calls our coaching calls on days two and four have gone from half an hour to an hour, to two and a half hours. And I will sit there until every single question is answered and I love it. So the reason why I've done so many hours of coaching in my launch, because of the numbers that we get. And, but also because the way that we do the launch is we'll do workshops on one day, one day three and day five. So it's a nice break in between those calls to allow people time to catch up and just keep up the energy and the excitement. So it's five days of full on craziness but I love that, that I get to just show up and coach and do my thing.

Laura: [\(38:13\)](#)

Now, remember I said about your launches should be something that you repeat over and over again, because we've done the same launch four times now, actually, there's very little that we change now in terms of content. So I can generally speaking, get a launch out there in a couple of weeks because 80% of the content is done. Now, we're always looking for ways to improve and optimize it and to add in

maybe new learnings and insights that we've gained through our company coaching. But the basis of it is the same. We do the same launch twice a year, same content, same lessons, same light bulbs. We do them better. Absolutely every single time. But that means that for me, showing up and doing my launch is just, it's a week of fun. It's a week of fun doing my thing. So although it sounds like a lot, actually just showing up and sitting on a zoom call and helping people. It's the most fun I think I could ever have.

Suzy: [\(39:01\)](#)

I love that. Can you talk a little bit about how you maintain your energy? Because I think that this is that piece is also one of the most challenging pieces that people have when they are doing the kind of five, seven day coaching experiences. They get to, they get to like five days and then they're like open the cart and then it's like, okay, I'm done. And I'm like, actually, no, now you are not done. This is where work starts. So I'd love to hear like, how do you maintain energy?

Laura: [\(39:33\)](#)

So for me, if there's two things, one is prep. So being prepared. So when we are in delivery mode, we're actually, when we're in launch experience week when I'm coaching and teaching, I'm not creating sales pages during that week. I'm not writing copy. Everything is done and so this is why if you find launches stressful, because you're having to do things on the fly, do yourself the biggest favour and start to create a bank of materials much further in advance than you ever would do right now. That's where the stress comes from. So prep is key, but also for me, it's about pace. So some people will be working all day doing the kind of normal normal activities, and then they will do maybe a workshop. And so for me, whenever I'm in launch mode, I clear my diary. I will have a lazy morning.

Laura: [\(40:19\)](#)

I'll have some self-care time. I'd say I'll meditate during launch mode, that's an absolute lie. I will eat really good food and I will jump on my bike. So just making sure that I'm pacing myself and creating space in my week to take care of me. So when I do show up, I'm showing up with my best energy. I'm not exhausted. I'm not sat there going, oh I've already done a day's worth of work. And I'm tired already before I've even started. My first call launch weeks are only about me teaching and coaching because that pace is important. I think the kind of comfortable side of things. So I talked about becoming really comfortable with who you are, the more I've become comfortable with that, that's helped me build my confidence in myself, for sure. And also my launches, the less energy I find that it takes me to show up and to, I sent you, I think it's performing. We, we, as people who are launching we're on a stage. And so I was thinking it was like front stage and backstage, like an actor, like a dancer, the better you become at sharing your content, the more comfortable you are with being you, the more energized and prepared you feel the easier it is to actually show up and maintain that energy. So I think a lot of it actually comes down to practice. They go three P's: preparation, pace and practice.

Suzy: [\(41:30\)](#)

Yeah. I love a process so there we go. I absolutely absolutely agree with everything you say, especially the piece about clearing your diary. And for many, many years, I was the person writing the copy. I was the person doing the sales pages, the lead pages, and trying to work everything out. And honestly, that is stressful. And I want to say for those of you who are starting out, it is also for the most part, part of you earning your stripes, but don't get it twisted and think that launches are always going to be like that. And I'll also say, don't think that because you have to do all of the things and you haven't got a big team of people doing all of your tech that it's not possible to have a successful launch because before I had people supporting me, I was going through these processes and it wasn't always easy, but it definitely is possible. So I don't want you to think that it's not. Laura can we just talk a little bit about what happens when your launch flops?

Laura: [\(42:40\)](#)

That's the very awkward little chuckle there it's hard, right? Failing is so hard. One of the things that I often talk too, with my students about what you do when, when something doesn't work and I'm going to share a story with you, because I think people are seeing that as a launch strategist, I've never had a failure. Yeah, I've had a cleaner. So this was actually just as I was launching. This sounds mad just as I was launching love to launch, I had my biggest launch flop ever. I was offered the opportunity to share one of my programs, which was a six week course and how to create digital products and get out there with an audience. And the leads were really cheap. People were signing up. I was like, I've never got leads. So cheap. Usually I probably pay around two pound, a lead back then.

Laura: [\(43:22\)](#)

And I was getting it for like 50p. Like this is crazy. So I was throwing more money at ads. Tons of people were signing up and had 900 people signed up for this webinar. I sat there going, this is, yeah, right. This is the one. This is going to be my big break, the launch that is going to change everything. And I will never forget being sat there as a switch to the webinar, I was nervous. In fact, I think I'd just done a post on like my Facebook page to say, so pumped 900 people signed up for this webinar. Can't wait to smash this. I was like Mrs. Braggy pants. And then I switched on the webinars and to my horror, there was just 50 people there. And I thought, okay, maybe, maybe there's some kind of error. And I could feel like the sweat started.

Laura: [\(44:04\)](#)

I could feel like the nerves coming, my stomach was churning and my heart sank, as I realized that was all there. All the people who were coming on. And I just couldn't believe that I had gone from having a 40% show rate down to 5%, I was just filled with dread and continued the webinar, got to the end, presented the offer. 900 people signed up, zero sales and never felt like more of a failure. Now, looking back, I know exactly why that launch didn't work. I wasn't passionate about serving that market. I was just chasing the money and I wasn't actually putting the right offer

in front of them. So for me, that massive failure created my biggest lessons came back from that, relaunched about six weeks later to a market, I was passionate about helping with the most perfect offer, coming at it from a place of service and smashed a launch and had my biggest success to that point as a direct result of the lessons that I'd learned.

Laura: [\(45:01\)](#)

So thing is very easy for us to see failure as the kind of end point. I actually believe that failure is the beginning point of something new, something that's meant for you, a lesson that you need to learn. Unfortunately, sometimes we have to learn that lesson more than once. Luckily I didn't have to fail again in my launches, but just seeing that as lesson to be learned is one of the success traits that I see with people who do go to seven figures, multiple seven figure launches is they don't see that fail as the thing that ended them. They actually see that as the beginning of what made them feel.

Suzy: [\(45:34\)](#)

Thank you. I love that. I'm like, and I want to say, and I'm like, no, maybe we just need a little bit of silence for that last comment. So thank you.

Laura: [\(45:44\)](#)

It's that awkward silence between Suzy and I, was sitting out like who's going to talk next.

Suzy: [\(45:50\)](#)

The thing that I really want to emphasize there that you said about your experience was that you failed and then six weeks later you got up and you went at it again. And I think that that is the biggest difference between those who succeed quickly and those who take longer to do it. And it's one, it's not a race anyway, but the main thing is, is that your bounce back factor, you know, your capacity to get back up on the wheel and try again and really learn, like, where do you observe? What happened? What do I get to do things differently? Not taking it personally and trying again, I think is so important and what I'm really interested in because we have talked about the importance of repetition. And I think that we've both seen it with clients and people that we have observed in the industry. They try something once and it doesn't work so they try something new and then it doesn't work. So they try something new. How do you know when to stop trying and start something new if we're talking about the power of repetition.

Laura: [\(47:05\)](#)

It's such a juicy question, I think it's knowing your numbers for sure, but I also think leaning more heavily into our intuition. Now it feels like a bit of a cop-out answer, but I think back to any time in business where I've been trying and trying and trying and doing the same thing over and over again, knowing in your gut, when is the right time to move on is one of the most important skills. And that, that for me is about trust. So I think you're the kind of person who is flitting from thing to thing.

You don't fully trust what you're working on. If you're the kind of person who trusts in a process and sees it through, and you will feel when you get to that point of, I've tried this so many times over and over again, that I now know and trust that this is not the right path for me.

Laura: [\(47:47\)](#)

And for me, that's exactly where I got to with building my web agency. I was bringing them more clients, got to a really good point with it. But every time I brought on a client, I felt in my gut, this wasn't the right path for me. So when I knew, I knew in my gut, I could feel it. I also think like asking yourself, you know, the other question, how would I feel if this did work? If you feel that if the opposite results still wouldn't light you up, that's when you know when to quit. So I think it's so hard because sometimes as hard as we try the numbers just don't work. The data doesn't tell us anything new and we just have to trust in our intuition. It's so hard, so hard, especially for me, my, my kind of old Laura days, I'd say where I did not trust my intuition. I was a black or white person. I'm just like, everything was, it was either this way or that way, it either worked or it didn't. And I just don't think businesses really, truly like that. I think we have to lean so much into our intuition and then sometimes trust in numbers. And, and that's hard because many of us don't have that skill. I definitely didn't, but it's a knowing, it's a knowing that you've done everything right. And just being brave and saying, I'm done.

Suzy: [\(48:51\)](#)

You know, it's so true again, I echo everything that you have just said. When it comes to the numbers, though, this is such an interesting one, because I've been on both sides of the fence. I have had failed launches when I just haven't had enough people sign up or I've had people sign up, but like you, I haven't had enough people show up. And so that is a learning opportunity. It's like, what do we do to get enough people showing up for day one or for showing up for this masterclass? So there were loads of things that you can do to make that shift. And then I've had wildly successful containers that are extremely profitable, where people are getting amazing results and I've gone. Okay. You know what my intuition is telling me that this is not the direction that I need to be moving anymore, and I need to close that down. And so I've had numbers that say, carry on. The intuition says, no, I've had myself not have the numbers and think, Oh, do I carry on? Or do I stay? What is the ideal number of people that you want showing up, signing up and then showing up as a percentage when it comes to your master classes or webinars and your kind of coaching series style launches.

Laura: [\(50:13\)](#)

In terms of like we're talking specific numbers. It totally depends on what your offer is at the end of it. So to give you an example, if you have got a higher ticket coaching program, that if you only brought in 10 beautiful souls, that was exactly what you needed for say, the year, then I would not be too concerned if you only bought in a hundred people into your launch, because if you only had 30% of people show up, but you built such an incredible connection with those 30, that you

converted say 10 of them into clients, that would be a massive win. If you're on the flip side, it's a lower ticket membership and you need a thousand people in your launch to bring in a hundred people. Then you've got to make those numbers work. So to me, do you know what I'm going to backtrack slightly?

Laura: [\(50:56\)](#)

It's what numbers you benchmark as your own success. So one of the things that we really, really like obsessed with love to launch is tracking metrics. But the thing we encourage people to do is actually to split your goals out, how many people you need to bring in what your conversion rate is. Now, your conversion rate might be 5% someone else who's doing the same style launch to a different market, it might be 10%, but I really want to encourage you to only benchmark your own success and your numbers are your numbers. So I don't really like to give kind of benchmarks. What I encourage you to do is to create your own benchmarks, but here's a tip. If you're launching, maybe saying two or three times a year benchmark against the same time on the last year, sometimes people will benchmark say the January launch versus their July launch and say, well, hardly anyone showed up in July.

Laura: [\(51:42\)](#)

And then they start to beat themselves up benchmark July versus July. Because I find that those seasonal numbers with launches can actually be very, very different. Someone who I used to see this very prominently with was, have you heard of Todd Herman, creator of the 90 day year. And he used to have an absolutely smashing launch in December, not so much in June. So if he benchmark his last launch in June against the December one, he might feel like he's failing, but actually benchmark in June versus June. He's going to see actually we do have some kind of seasonal numbers there as well. So yes, I'm going to come back to that benchmark your own numbers base it off what you need to create. But if you need less people, then you can have a more intimate experience where you're focusing on conversion. Versus if you need more people, then you can focus on more lead generation and just kind of a normal conversion rate. Typically we want to aim for 5% conversion.

Suzy: [\(52:35\)](#)

Thank-you. I think that's such a juicy tip. That is that I'm like, okay, that's really super interesting. And also when we look at Todd Herman and the 90 day year, of course, December is prime for him because everybody's thinking about January and goal-setting, and they're not doing that so much in June. So the seasons for his particular product are also more favorable. So anybody that's working with weight loss or new year new you, or newer long-term longer ticket coaching programs. Although actually I've launched my right throughout the year and had varying different conversion rates, but there are certain times of year that are more prime for certain programs and products, for sure. And the reason why I'm kind of, as I'm saying it, I'm slowing myself down because one of the things that I get super passionate about is people saying, I don't want to launch here because it's Christmas or I don't want to launch here because it's Valentine's day. I don't want to

launch it because it's summer. And it's like, I can give you examples of people that have had their biggest launches in December. Their biggest launches in January don't want to launch in December because it's Christmas. I don't want to launch in January because people have had Christmas. There's always a reason. And actually most of the time, I think you could just fricking launch.

Laura: [\(53:52\)](#)

Cool. I don't want to launch because it's a pandemic, even worse. I don't want to launch because it's mercury in retrograde. I mean, Suze give, gimme all the woo. You know, you know, I'm here for it, but I will launch whenever I want, whenever I feel when it makes sense, but I will not allow things outside of my control to stop me from launching out. Of course, let's be sensible. If your cart close day is going to be on the election day, you probably want to change that. If you know, today's the 19th of January. I don't know when this episode will come out, tomorrow I believe is inauguration day in the United States. So I've recommended to a couple of clients push back just one extra day, but don't let things that are outside of your control stop you from launching, still launch in lockdown. One thing that we did not see was conversion rates dropping too much in 2020, we did see a slight drop in conversion rates, but I don't necessarily think that was because people didn't have buying confidence. I think that's because people who are launching didn't have that confidence and therefore they weren't going for it. They were holding back.

Suzy: [\(54:56\)](#)

What we saw was people feeling guilty. People worried about being seen as greedy people feeling like it was inappropriate. And actually during 2020, I supported so many entrepreneurs to plus £80,000 pounds in revenue. They had their biggest years in business. We had six figures. We had multiple six. It was crazy because what we talked about was right now, people need you more than ever, you know, right now, when you believe in what it is that you're selling and when you know that you can help people, you need to get out there and speak. And those people had incredible launches, incredible experiences, and it really proved so much to them. You know, it's interesting because I did similar to what you did. So I served a lot at the start of the pandemic. And then I took some time out because I was knackered and I needed to fill my own cup.

Suzy: [\(55:58\)](#)

And in that time that I took out, I got a real direct calling that you need to do something that isn't business related is all about quantum transformation. It's all about the woo. And that felt like such a big risk, but that intuition piece that you were talking about was real. And I did stuff that was totally, that we'd never done before. We had a direct mail campaign that converted at like 33%, I did webinars. And I did like a mini challenge series and had a six figure launch. And that proved again so much that when you are following your intuition, you're living by your values and you're having fun and you're being creative and you're just doing what you know that you're supposed to be doing. You can have amazing results even in a pandemic.

Laura: [\(56:45\)](#)

Oh, I completely agree. And there's a couple of things there that really resonated one like launching in this kind of pandemic time. I think for me, it's about abundance. There's a lot of fear out there and there's a lot of scaremongering and definitely a feeling of guilt. But the thing that I would point out to my students is if you have a successful launch, how can you give back? What is your giveback goal? When I felt guilty around my success, I would go and donate more to the food bank. I would give more because that felt like a really amazing thing to do. And I felt good about selling again, but also the abundance piece is so important just because there are people who are in fear mode right now. It doesn't mean that we have to. And I think people more than ever are looking for sources of inspiration and people who've got that incredible energy, positivity, not being bogged down and scared by all this fear news is constant, right?

Laura: [\(57:38\)](#)

But also remembering that selling is serving. We're not doing this because we just want to make money. Of course, there are some people out there who do, and that that's absolutely fine, but I do wholeheartedly believe the vast majority of the people within the educational, online coaching expert space are doing this because they want to serve. They want to help others. They want to create transformation. And so you shrinking away saying, I can't launch, I can't have a wildly successful launch because there are people out there suffering is not serving people. So view your launch as a way for you to serve, release the kind of pressure to get those sales and just focus on creating such an amazing experience that gives people a bit of a reprieve from maybe the challenges they are facing. And the sales will come. The money will follow anyway, but use that as a vehicle. And I just think that's that transformation in, sorry that kind of flip. So flipping from it, being around sales to actually your launch being around service will completely change your mindset around going for that sale, sending that extra email, putting out that social media posts, you absolutely have to go for it.

Suzy: [\(58:41\)](#)

And I, people ask me, why do you like doing such big coaching series, such big challenges when you know that only a small percentage of people are going to invest. And that's exactly it because I am here to make an impact and I will always do reams and reams of free content. I love the podcast. It's free content. I love doing the reels I love doing, because I want to make a difference. And I know that not everybody is going to take the next step with me. However, what I will say, just to kind of tie this up, I could literally speak to you all afternoon, is something that you said earlier on about the cycling of your launches is always a not yet. And the more frequency or the more you repeat the same launch, the more you give people the opportunity to come back and say, I wasn't ready then, but I am ready now. Or I'm in exactly the same place as when you did this last time and I'm ready to move forward. That extra touch point and the familiarity of going through the same thing again is so, so powerful. Repeat.

Laura: [\(59:53\)](#)

Get a message out to the people who need it. Just one last thing I wanted to add on there, cause I think this is, maybe some of the people don't think about when you think about serving in your launches, the better you serve in your launch, I find the better result the client gets because you've done so much of the leg work. Actually, what I feel like with the launches, you're prepping people for the work that you're going to do together. So yes, Suzy, you might put tons of tons of work into your launch, but also I can guarantee that as a result of the way that you show up with your free content, your people get better results with your paid content.

Suzy: [\(01:00:23\)](#)

A hundred percent. This has been a real, real joy, and we feel your energy. What can people do or where can they go if they want some more of Laura's loving?

Laura: [\(01:00:36\)](#)

The best place is that for me as an Instagram, Instagram is where I hang out. I'm Laura Phillips HQ with two L's, connect me on Instagram. I'm always in my DM's. And, but do me a favor if you're going to connect some your voice note because I love to speak to people. So, and there's no better way to connect with me than a voice note in my DM's.

Suzy: [\(01:00:53\)](#)

Perfect. Thank you so much, Laura, so much juicy juicy value. I know that the listeners of the limitless life experience are going to love this. And if you did love this, do us both a favour tag us on the gram. You know, I love to be able to share the goodness of this podcast far and wide. And remember that faith plus action equals miracles.

Faith + Action = Miracles