

## 5 Lessons from a Six-Figure Virtual Launch Transcript

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This is the Infinite Receiving Podcast. Helping conscious leaders like you tap into a wealth of abundance across all areas of your life and business. My name is Suzy Ashworth.

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I am a single mum of three.

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And author of the Sunday Times best selling book Infinite Receiving. Crack the code to conscious wealth creation and finally manifest your dream life. On this show, I'll be sharing with you how you can upgrade your identity and your reality to create the life that you have been dreaming of. Because you are ready to be an infinite receiver.

**00:50**

Hello, hello you gorgeous human being. It is Suzy Ashworth here and you are listening to the Infinite Receiving podcast and I am really excited to be in your earbuds. I am coming to you off the back of a really incredible live virtual event. Next week I am heading off to Ibiza for some well overdue rest and recuperation and I'm feeling buzzy and I'm feeling vibey and this episode I

actually want to share with you my five biggest takeaways from hosting our second live virtual event in just over two months. And I think really the first thing that I want to say is that live virtual events work. You know, we have just had a six figure launch. After working for three days from my kitchen, we delivered an absolutely outstanding experience for our participants and we've enrolled some incredible human beings into our certification.

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This is a model that I haven't touched for five years. It served me really well when I did it back in the day and I am just excited to keep reviewing and refining and up leveling. We've more than doubled our enrolment this time from the lessons from last time, so it feels really important and pertinent to be able to record these learnings. We haven't had our team debrief yet, so I know that there will be a lot more information comes up for me to kind of chew on. But in the meantime, I wanted to give you the skinny so that for any of you who have a high ticket offer and love the idea of being able to compress your sales cycle from five days to three days, this is a really incredible model. So that really is my first lesson for you.

### **03:04**

My first big takeaway is that they work, you know, and our launch, which has landed in over six figures, was done off a audience size of 48 people. And I think that's also really important to say. It didn't require hundreds and hundreds of people in order to hit six figures. So from a business perspective,

that's also very exciting for us because we know that we have a system that works and now we get to scale it. So when we have a hundred people in the room, 150 people in the room, it's going to be super fun. The second big lesson is that the structure of your live virtual event will make or break your sales.

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It is so interesting to me that we more than doubled our sales this time with just a few tweaks and amends to the way that we put the event together. And particularly how I made the invitation. And just really looking at what was the experience that consumers were having last time, potential clients were having last time. What can we do to refine this? How can we make this better, and oh, my goodness, by shifting a few things around within the invitation. And prior to the invitation, we saw more than double uplift in our sales. And look, whether you are looking to do a live virtual event or not, this is how I want you to look at all of your launches, everything that you do.

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I was so happy with our result the first time, because the first time around I was like, this is an experiment. I've got no idea what works. I've got no idea what doesn't work. We are just going to follow this formula and see, that was number one. Number two, it was like, okay, we now have a benchmark. How do we improve this? And I spoke to my mentors and asked both sets, what would you do? Interestingly or not so interestingly, they both came up with the same suggestion around specifically simplifying our invitation offer. I listened, I did it, and hey presto,

more than double the amount in sales. So that was great, really. Remembering the structure of your event means everything.

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And I have my own personal horror stories around getting this piece wrong, thinking that I had the most incredible event ever, which, you know, even now, on reflection, it was an amazing event. But the structure of the event broke my sales. So that lesson is ingrained in my heart. Lesson number three is that the size of your audience does not determine your success. As I said before, we sold 48 tickets. That is a small number of people to be in front of. But what is true, when you have a small number of people that are in front of you have the opportunity to create connection. And it is the quality of the connection that you create that is exponentially more important than the quantity of people in the room.

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And so I share this because there will be some of you who go on to do events and do it live, and there'll be some of you who are like, actually, I want to get in on this virtual act and will be disappointed if you've only inverted commas sold 10 tick if you've only sold 15 tickets. And I want to say, because when you've got the structure of your content correct, when you only have 10, 15 or even five people in the room, even two people in the room, you can create great quality of connection. And from that great quality of connection and intention and understanding, you can make invitations that 1, 2, 3, 4, 5 people can say yes to.

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And when you're charging appropriately, that can still be life changing amounts of money as well as creating life changing environments for your clients. So it's a win. Win. Number four is energy management is crucial. This is the same online as it is offline. You have to be able to manage your own energy impeccably. I personally think that because you're not getting live in the room feedback in terms of the energy of your people, it is probably harder to maintain your energy for three entire days online than it is in person. The thing I love about in person audiences is that you can create this really tangible, give and take, ebb and flow with the energy when you are online. Yes, you're getting feedback from people. You know, this is why we encourage people to have their cameras on.

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We provide kind of emoji sticks for people to play with so we can get a vibe of how they're feeling and how they're receiving things. But it's like 90% output, 10% receiving when you're online, as opposed to 50. 50 is how I want it to be when I am in person. Now your energy management is the most important thing and you also have to manage the audience that you are working with. It is not easy being online for sometimes eight or nine hours a day straight. One of our days is particularly long. So on those days, yes, there's going to be dancing, yes, there's going to be breath work, yes, there's going to be lots of questions that are being asked all of the time so that you can keep people awake and keep their energy up.

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Because when you're online, if somebody gets bored or distracted, they're gone. And we want to avoid that at all costs. So energy management is crucial and then number five, content is queen. And you want to make sure that the content that you deliver is an equal measure of like value based content that people are going to get breakthroughs from. People are going to be able to practically apply and implement in their lives or businesses Straight away. You want to be setting tasks and exercises for people to do. In the moment so that you are able to start to facilitate the change within the container. This is so powerful because if we can facilitate change within a day, two days, three days, guess what we're going to be able to do with someone?

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If you've got them for six months or a year, and when you are not telling them that, but showing them that in the processes that you are taking them through, this is incredible. So we want to be making sure that we are using tangible processes that are helping people get breakthroughs. We want to be sharing practical information where people can go, oh my goodness, I didn't know that. And then we also want to be telling stories. And story are so important because when we're telling a story, we generate emotion. And depending on the story that we tell, sometimes that emotion is super positive and high and expansive and inspiring, and other times that emotion is dark and fearful and heavy. And you get to be really strategic about

the stories that you are sharing in order to dictate what your dreamboat clients remember.

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Your stories should ultimately be connected to the lessons that you are teaching, because whilst the facts are impressive in the moment, they will forget the facts within 15 hours of leaving your container. That's what the science says. So in order to create lasting change, meaningful change, we have to find a way to help them remember what it is that you say. So the more emotional you are able to get your audience through the stories that you tell, the more likely they are to retain the information that is going to make a difference to their life and business.

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So if you find yourself wanting to overly stuff your presentations, whether this is a webinar, a masterclass in person, or virtual, if you find yourself wanting to overstuff the facts in order to legitimize your intelligence in any way, shape or form, you will lose the opportunity to go deeper with people. So you want to make a point, you want to back it up with a practical example and then tell a story about how that played out. And that formula is a super powerful formula for really facilitating deep transformation. So virtual live events work. The structure of your event will make or break your sales. Audience size isn't everything. Small can be just as beautiful, potent and powerful as a big audience. Energy management for you and your audience is crucial. And number five, content is queen.

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So I hope that you have found this interesting. If you're planning on running your own virtual live event, or even in person event, let me know so I can hold the vision with you and be cheering you on from the sidelines. Also, if this type of content is useful and helpful and also let me know because I would be happy to create more of it. So drop me a line, let me know how this lands. And in the meantime, please remember that Faith + Action = Miracles.

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Thank you for listening to Infinite Receiving with me, Suzy Ashworth. I'd love to share with you my Infinite Receiving activation audio. Go to [suzyashworth.com/activateinfinitereceiving](https://suzyashworth.com/activateinfinitereceiving).