

A S S E M B L Y

L A U N C H I N G

LAUNCHING

Almost four years ago I launched Assembly as an in-person event. It relied on so many moving parts to happen, and although gathering women together in the flesh still feels like such an important part of this business, *only* doing that was never going to be sustainable in the long run and it didn't leave much room for growth or development. Over the years I have been able to maintain my vision for Assembly as a safe nurturing space for women and also shift how that looks to be able to scale it, grow it and keep it sustainable and serving.

Assembly now runs 90% as an online business supporting amazing women (like you) and I have learned a thing or two about what it takes to launch and offer out products and services online in a way that feels natural and authentic. Our topic this month is going to be an accumulation of my learning that I hope can be applied to you in whatever circumstance you are in.

The first thing I want to say about the launching process is that it doesn't have to be complicated but it *does* require some specific things that I think a lot of people are missing.

What I see happening time and again when people get really excited about an idea or about creating something new:

1) they put the idea or the product out there a few times on Instagram

2) they are a bit vague about it, don't really tell people specifics of how they can get it, buy it or connect with the idea 3) they don't get a lot of traction or sales

3) they decide that their idea was a failure and that they have nothing of value to offer. Sound like a familiar cycle?

I get it. I get that it feels deflating to go from a great idea or a solid product or service that you believe in and then not see those sales or connections coming in.

The airwaves are crowded, so it really does take some strategy and consistency these days to be able to cut through the noise and get your brilliant ideas out there where the people that need them can find them. And that's what it's all about, right? **Getting your ideas and products out there where they can be found by the right people.**

I can't give you the perfect formula for *your* specific thing, but whether it's a product or a service you are offering, I have identified five key things that I know massively help me when I have something that I want to offer out or sell.

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1) MARKET RESEARCH

First of all, do not be intimidated by this title! Market research is simply your way of making sure that your awesome idea, service or product is going to connect. I am a big believer in trusting your own intuition and gut rather than seeking approval from others so this kind of market research is less about asking other people if your idea is good, rather finding out what your people, audience or market are most interested in in terms of the detail. The idea is yours, this process is about validating the details and specifics so you can speak the language of your ideal customer more clearly. Some ideas for market research could include:

- ***Poll your audience (on Instagram Stories/FB Community/FB Page/Email List) about particular struggles or details. (I do this for workshops or workbook ideas)***
- ***Creating a survey (I like Typeform for this) and email it to your current email list/ask your ideal clients/social media audience to fill it out. (I do this periodically with you, my awesome members to find out what is hitting the mark and what you are keen to learn more about)***
- ***Interviewing 10 of your ideal clients asking them what they need/want/struggle with/what's holding them back from (whatever your specific topic is) or what they really would love to see in a particular product or service. (I did this with the outline for the Accelerator programme)***
- ***Interview your current clients or customers asking them the same questions as above.***
- ***Post in Facebook groups that your ideal client hangs out in (but be sure to ask the Admins if it's okay first!) about the details of specific parts of your idea that you'd like more clarity on.***

Keep good records of your research feedback and see if anything repetitive is coming back that might help you shape your offering more specifically. This is a brilliant way to find out where your audience or customer base is at, to keep communication open and help them feel like they are a vital part of shaping your work (which they are)!

2) MAP OUT YOUR CALENDAR

Time to get organised! Before you launch anything, it is super helpful to make space and have a timescale in place. It really helps to see this launching period as an integral part of your work or offering. If I am going to offer a new product, service or programme, I work backwards from around 2-3 weeks so that I can manage my workload, slot in time for creating content, building trust, connecting etc – all of the things that I'll say more about below.

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3) BECOME A TRUSTED AUTHORITY

One of the MOST important things in the whole process of launching something new is becoming a consistent trusted authority. Before someone will decide to connect or buy, they need to learn to trust you, to see the incredible value that you offer in what you do. They need to know that you are the person to go to for whatever it is that you create or offer. I have found the best way to do that is to create an amazing free offer (if you are a service provider) or to be consistent in posting customer testimonials about your products. If you are not gathering these already and sharing them, now's the time! For products, you could also be regularly sharing behind the scenes of your making, parcelling etc so that people get a window into your process and they can see other customers who have put their trust in you.

Allow people to see the BEST of your work or ideas and be consistent with it. Other ideas for this could involve:

- ***A blog post series on something connected to the idea/service/product that you are going to launch.***
- ***A free video series with step by step instructions or how-to's.***
- ***A PDF download, email series, checklist, challenge, e-book or downloadable resource that gives them a taste of what you do, offering some of your best tips or advice.***
- ***A free sample of something that is easy for you to give away.***

Make sure people are they're getting massive value from whatever it is you are giving them and make sure what you are giving away connects to the thing you are going to launch. Pour exceptional value into what you are offering for free and don't be afraid to overdeliver on this. You want people to be familiar with your work and the incredible things you provide so they can trust your paid offerings to be just as incredible.

Extra tip: As you offer out these free things to add massive value to your audience, I HIGHLY recommend you use it as an opportunity to build your email list. Make sure you have a way of collecting email addresses from those that are downloading, receiving samples etc so you have a go-to list of awesome customers or clients who are already in touch with your work that you can come back to when your paid offering is ready. Email lists are very valuable, and I'll say more about this in the workshop too.

4) CREATE A BUZZ/ANTICIPATION

While you are providing consistent value, content and freebies for your people to establish trust with them, you can start to drip information out about the new thing that you are going to be offering. You can show them a little behind the scenes if you are making something new that isn't out yet. You can let them know that this new thing is coming and continue to collect email addresses of people who might want to hear more. People LOVE a bit of anticipation and mystery (Hello! This is exactly what Apple do every time they launch a new product and they have millions of people live streaming in for their launches every time)!

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5) PROMOTE! GIVE REMINDERS AND DEADLINES

When it comes time to launch, this is when you have got to hold your nerve. It takes the average person up to nine times to see something before it resonates with them that they might like to buy it or connect with it. Throwing a post up on Instagram and hoping people buy your thing in droves isn't going to cut it. You may think that you are repeating yourself or being full-on, but you are simply reminding people that this thing they have shown interest in is available. **Promotion doesn't have to mean anything more than that.** I would recommend that you pick two, at the most three platforms where your people are most engaged with your work and schedule out your launch promotion. The week of any product or service launch can feel like a lot, but it is what you have been working towards and you deserve to have people see your hard work and the brilliant value you can offer them. Don't bottle it now!

For me, promotion when I launch something new usually looks like:

- 2/3 IG grid posts with reminders of the new thing and how to buy it.
- Daily Instagram stories.
- Up to 5 emails to my email list.

I also feel like deadlines are key. People respond well to urgency. Even if your product is available all of the time, you may want to consider a limitation to encourage people to take up your offer - maybe that's an initial launch discount, a limited edition or another benefit.

If you are wondering why that awesome thing that you've made isn't selling or connecting, it's likely that you've talked yourself out of telling people about it more than you should.

FACT: Every time I am launching something, that sneaky fear will show up and I get that rubbish feeling that I'm saturating my social media or email list about it and I'm tempted to hide. I resist that as much as I can and then EVERY TIME the deadline is over for whatever it is I'm promoting, I will have someone tell me that they didn't know it was available or didn't see that it was even for sale. Don't be afraid to tell people what you have to offer! A lot. People miss things.

It really does take time, planning, patience, market research, and a lots of free value to see the fruits of your work, but it is totally worth it when you get to do what you love and earn the money that you want to keep your dreams and ideas sustainable.