Episode 160

Monday, October 4, 2021

Subject: Launching a Course

For: Jennifer Elia

**[00:00:00] *Tap Hornor*****:** Hi, it's Tap Hornor thanks for tuning into the For Your Success Podcast an inspirational program about creating the lifestyle and legacy impact you want to have. Your host today is a Christian author, speaker business, coach, and program development expert who will help you design grow, and delight in doing business as worship because that is true success and now here's my lovely wife Katie Hornor.

***Katie* :** You are in for a treat today my friends we have a very special guest from over at www.heartunburdened.com. This is an amazing woman who's got multiple talents not the least of which is helping people get unstuck and moving forward in their lives. And so today I want to welcome to the show Laura Sharpe- Waites Laura welcome and thank you so much for spending time with us today.

***Laura* :** **[00:01:00]** Hi, Katie thanks for having me.

***Katie*** : Now you are a woman of many talents and you do a lot of different things not the least of which is launching courses to be able to help your people get unstuck and move forward. So tell us a little bit about your recent course launch what did you launch? Who was it for? How did it go? Just help us understand a little bit more about your history there.

***Laura***: So, yes I did just launch my very first course ever, and let's just say it was a whirlwind. The course was called Mompreneur Sales Success Blast Away What's Blocking You. And it's designed for moms who want to work at home and be able to do other things at home you know like after COVID they got that taste and they just got that taste and they just want to be at home. And most of them are going into direct sales or network marketing, but it also works well for any type of side hustle that you are in. And the reason I did it was to help move the blocks that moms **[00:02:00]** have that may be something like self-doubt, self fear, or even low self-esteem that would hold them back from getting their businesses off the ground.And what I thought was going to be a short couple, like a 3-day thing ended up being way more than 3 days. And the launch got pushed back just a little bit because it's like a puzzle with so many moving pieces.

Every time you get one piece set up, it's like, it's asking for the next piece. And then the next piece and the next piece, for example, like you get your course platform set up and then you need your payments to hook into it and then you need an email program to look into it. And then it's all the videos and the workbooks and all the various components that you need to support that course. You know I had recently read Jeff Walker's book launch, and the more I thought about it, there were so many aspects that I put into my mind. And so trying to launch so quickly, unfortunately, I wasn’t able to fully **[00:03:00]** use his, his method, but I was able to incorporate a few of the aspects in there and move forward and then obviously plan moving forward to have a better launch next time.

***Katie****:* Yeah there's a lot of moving parts to that isn’t it? Yeah launch a course oh great do it in 3 days oh what?

***Laura****:* Oh exactly I'm excited for the next time because I know I've already got the workbooks planned. They may need a few minor tweaks, but pretty much the setup, the focus, the topic for each week, all of that is set in place. And I know I will not have near the stress of moving forward with the next one.

***Katie***: Yes, you are prepared for the next one. And that's one of the things that we were talking about with another recent guest on the show Julie Duffy I'll put the link in the show notes for her episode, but talking about the mastery piece of being able to offer your course again and again, and get better at it. And it also means you don't have to recreate things next time it won't be as difficult the next time. **[00:04:00]** What would you say was your biggest struggle in launching this program?

***Laura****:* So my biggest struggle in launching the program. Wow! Uh, I would say the biggest struggle was knowing all the various pieces and how they connected and coming from an educational background. I think, you know I'm kind of a like a checklist person if I had, had a checklist, I would have been thrilled just to go through it and go gotcha, gotcha, gotcha don't need to gotcha. So definitely some kind of road map if you will.

***Katie***: Yeah, yeah. And let me just pause here for those that are watching or listening to this episode we do have a Course Creation Blueprint available for you, and we'll put that link in the show notes so you can go and check that out twenty-nine (29) pages of all of the possible parts and pieces that could go into launching and creating your online program. Not all of them are necessary, but it helps you see what could be involved in the benefits and pros and cons of each. So you can make a good decision and move forward.

So I'm just throwing that out there while we're on the topic and so **[00:05:00]** what was the most fun part for you Laura, in launching this program?

***Laura***: The most fun part about launching my program was seeing people start to sign up as soon as I clicked the go-live button and just watching all through the day is the email popped in with new registrations. That was just, it was like seeing your baby come to life it was, it was just so cool.

***Katie***: Yes, and you ended up with quite a good list of people in this first launch didn’t you?

***Laura****:* Yes, I did get a good list, a good registration. I was originally hoping for twenty-five(25) folks, but I ended up with twelve (12) and it made it a nice small beta or founder's program moving forward, and was able to test out some things on a smaller group. So, yes.

***Katie*:** Yeah I love it and I love the perspective here because in the series we've interviewed a few others who have multiple launches and been launching for years. And so to get your first-time perspective is special. And I'm so grateful that you're **[00:06:00]** sharing with us today. And so what was one thing that you feel like you did that maybe other people don't do that sort of set apart the process or made it a different experience for your people?

***Laura***: Well, like most people, I had researched what I thought these women would need and what blocks they were facing. But we kind of added a bunch of different things into the program so they had weekly calls on zoom, where we did group releases and then we had coaching topics and a Facebook group for support, Voxer support. And giving them workbooks and especially a pre-assessment to kind of take note of where they were and get a baseline, and then when we finished the program, they went back and were able to look at that and see where they had grown.

And so just being caring like a heart with ears and being caring if they had the various needs come up I think that's what makes it different in my course. And I'm really **[00:07:00]** hands-on.

***Katie****:* I Love that, I love that the list of how to get started, right? The list of having to start right the quick win, the bonus right off the bat and, letting people know what to expect right? Welcoming them in. And here's, here's what to expect here's what to do next is so important for that good first experience there.

***Laura***: I also did a section where I welcomed them to the program with a video and gave them a little brief go run through of what we were going to go through, how it was going to work, and kind of set the tone and expectations for what a weekly meeting would look like and how their homework or various actions would come out. So, I greeted them in the videos and welcome them and then of course had some surprise bonuses waiting for them as soon as they got there.

***Katie***: I Love it I love it and so as you go forward, what are you looking forward to doing differently in your next launch? Based on something you learned this first time around?

***Laura****:* So the next time around I will be implementing more of Jeff Walker's Launch Sequence **[00:08:00]** and doing more informational lives and whatnot, as well as email lists, sending out information to them this first time, it was the word of mouth invitation. And so I'm looking to grow it to a more active launch.

***Katie***: I love it I'm so excited for the next one. Do you have a date for it?

***Laura****:* I do have the next date our next Mompreneur course will start on Wednesday, October 13th at 8:00 PM and applications will close on October 11th at midnight EST.

***Katie***: October 11th all right, so you guys that are listening, get in on her course over at heartunburdened.com before October 11th. So that you know about this upcoming course because she'll be let her email list know and of course, if you're listening after that date, go check her out as well because she's got an amazing quiz over there to help you figure out why you're stuck and be able to move forward and, and explain the next steps for you. And that's one of her, one of her zones **[00:09:00]** of genius one of her specialties. And so I know that she'll be thrilled to get to know you over there. Any last comments or last advice for somebody else, Laura, who may be sitting where you were just a couple of months ago, getting ready to launch for the first time? What would be your biggest piece of advice?

***Laura***: So the biggest piece of advice would be it doesn't have to be perfect to launch you just need to launch, you know, you can make changes as you go, and you can get things in better order for each additional launch. But I think a lot of people get stuck on everything has to be perfect and coming from someone who always liked to have all the ducks in a row. It was a little challenging, to launch without knowing that everything was perfect, but you know it's so rewarding. So just go ahead and do it I also think people need to get your blueprint so that they at least know what's possible that needs to be done. And then again like you said earlier to make that decision whether or not they **[00:10:00]** want to use those items or not, and they can check out my quiz and I'll send you the link for that.

***Katie***: I love it thank you so much all of you who are watching or listening be sure to check the show notes so that you can grab both that Course Creation Blueprint from us as well as the special quiz from Laura over at heartandburden.com.

Thank you again for joining us today so I'm Katie Horner of Hand Print Legacy.com I’m obsessed with helping faith-based entrepreneurs design grow and delight in the business that affords you the lifestyle and legacy impact you want to have.

It's been my honor today to host you on the For Your Success Podcast.

And I do hope you'll scroll down wherever you're hearing this and leave me a comment or review you can get all of today's links and show notes over at For Your Success Podcast.com. And until next time remember my friend your message matters.**[00:11:00].**