

Ep #255: Turn Launch Failures Into Market Research (Real Behind-the-Scenes Data)



Full Episode Transcript

With Your Host

Lindsay Dotzlaf

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Hey, this is Lindsay Dotzlaf and you are listening to *Mastering Coaching Skills* episode 255.

To really compete in the coaching industry, you have to be great at coaching. That's why every week, I will be answering your questions, sharing my stories, and offering tips and advice so you can be the best at what you do. Let's get to work.

Hey coach, I am so happy to be here today and listen, I have a real treat for you today and it is a very vulnerable share, but I think it's very important and I want you to hear it. This is actually something that I recorded recently to post inside of Coach Unfiltered, which is a completely like behind the scenes offer that I have happening right now where I'm breaking down every single thing that I'm working on in my business and like showing the full behind the scenes of it. We will post the link for that in the show notes in case. I mean you can still join at this point. It's only \$250 so it might be worth it. If you love this episode it might be worth it just to hop in now even though we've already started, but you can get full access to all the replays and to me and to asking me questions about anything you hear here.

This isn't even the main thing I'm working on inside of Coach Unfiltered. I'm mostly working on building out a new offer which you'll hear me talk about a little bit in this recording. There are going to be some spoilers here for you for the podcast audience, but that's okay. But I think this is going to be a really important episode as I talk through every single detail of a failed launch and a second failed launch and then how I completely turned it around and have pretty much filled it. I'm guessing it's probably full by the time this comes out within a week. And I think that there's a lot of goodness here for you to hear how I navigate all the twists and turns and to just normalize some of the things that come up for some of you that you think is special to you. And I just want you to know that it is not, that we all have these hard things that we are navigating in our businesses.

So hopefully you learn a ton. And you know, I don't say this often, but this feels important enough that if you really resonate with what I'm talking

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about, I would encourage you to share this. Like if you have coach colleagues that you think might get something out of just listening to this episode and you know, if they're struggling or like trying to navigate some of the things I talk about in this audio, share it with them so that they can hear that they aren't alone. All right?

And of course, I am talking about the Reimagine Mastermind in this. If what you hear, you think is intriguing. If there are still spots open, we will post the link. We'll post the link either way because if there are not spots open, it will just take you to a wait list, but mostly the important piece of this is that you hear me navigating all the fails and just how I evaluate them, how I make decisions and move forward. And I can't wait to hear what your takeaways are.

And maybe I should say actually, this audio is from a Zoom video that is supposed to be posted only in Coach Unfiltered but I've decided to share it here on the podcast. So I don't know, the audio quality may be a little different than usual. Hopefully not. But if it is that is why. And I'll be back to see you here next week. Enjoy.

Hello, hello. Are you ready? I feel like we need a disclaimer here. Just like buckle in. It's going to be a long video. And you may want something to take notes with because I'm about to share a lot of things that hopefully will be very, very useful for you in your business, no matter where you are in your business, no matter what stage of your business you are in. I'm going to share some things that most coaches don't share. And this is going to be a real behind the scenes moment. All right? This is like what I promised you, kind of after I told you I was relaunching, revamping the Reimagine offer, making some changes and relaunching. So, we're going to dig into every single piece of why I decided to do that, all the data I used to make the decisions I made, all of the processing and coaching and emotional work I did to get to this decision. And literally, like I'm going to share everything, okay?

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A couple things before I dig into all of that. First, I have had a business for 10 years. I have made millions in revenue over those 10 years. I have an email list with thousands and thousands of coaches or potential clients on it. I guess I don't know that they're all coaches, but I'm going to assume mostly coaches on it. So everything I'm about to share, keep those things in mind, but it doesn't mean that it's not relevant to you. I want you to take the things you hear me say and use what is useful for you, right? Because here's what I know for sure, and the reason I know I have to share all of this. And I'm not kidding when I say I've spent the last couple hours at least making notes.

So if you see me on this video, if you see me looking to the side, it's because yeah, I am reading from notes because this is a lot and I have a lot to tell you and to share, but I spent that much time doing it because I really wanted to make it succinct, make it digestible for you and share very honestly but also in a way that isn't just me sharing or me being vulnerable for vulnerability's sake, which is by the way like my pet peeve, can't stand it. And I just want to be sure that it is super useful for you, okay? So this is just a little set up.

So just keep in mind that I have all of this experience, all of this data, right? Like the email list I have, the social media following I have, which by the way, not huge, all of those things, just keep them all in mind as you hear what I'm going to say. But every single thing I'm going to share will probably be useful for you in some way. All the things that come up for me, as you hear me going through this, all the fears I'm dealing with, all of the pivots, the like what will I do if this happens. These are all things that I coach clients on all the time. And not even just clients, also some colleagues, some friends, right? Like many coaches in my world, I just need you to know all the things I'm about to share, this is not just me, these come up for all of them. I do know that, even if they don't share it.

And I just think it's really important, like to me, this is one of the most important pieces of all the everything I'm about to share because it, I really want to normalize some of this for you in a way that you can see like, oh, I

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don't need to be like waiting for these things to go away. Like these are kind of just like part of the gig. Now, do they get way less painful and like way easier to deal with because you have again more data, more information, more experience, all the things to like draw from and use to decide how you're moving forward? Yes, absolutely. So it does get easier, but I know some of you sometimes you're thinking like, oh, let me just like wait. I shouldn't have these fears, right? I shouldn't have these vulnerabilities. And I just need you to know that's not true.

The other thing I will say, I'm going to tell you again, I'm going to share data, I'm going to say, I'm going to tell you the exact actions I have taken in order to turn around the Reimagine launch. So you probably saw me talk about this in the last video that I posted and I said I will be back to share some real insights and some real like things that you can use moving forward. So I'm going to be sharing a lot and what I want you to take away from this isn't, oh I should copy her exact actions, right? Because again, all that data I just gave you, right? My years of experience, my revenue over the years, my big email list, like whatever, you may not be in that position or even if you are, you have a just a different business than me, right? And so no businesses are the same, no two businesses are the same. I think it's so important for every entrepreneur, but specifically coaches because that's who I'm talking to. I think it's just so important for you to know that.

So I am going to give you actions that I take, but I don't want that to be your main takeaway, right? I want the main takeaway to be like listening to my decision-making process, how I look at the data and interpret the data, how I process all my own stuff that's coming up like clouding my vision around how to move forward. I also want you to know that it's not lost on me the irony of everything I'm about to share, which literally me reimagining my offer, which is called Reimagine. It's like I am going through my exact Reimagine process with myself in a way that honestly I did not expect to, right?

For you're watching, you're in Coach Unfiltered and I kind of sold this space by saying, I'm going to be like you'll see the Reimagine in process, thinking

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I was talking about the new offer, the membership I'm creating, the you've been watching me do this too, right? Like redo my website, redo all these things. That's the reimagining I thought was going to happen, which it is, of course, that's still happening. I didn't expect the other major reimagining to be reimagining the Reimagine offer, right? It feels a little ridiculous and again, the irony is not lost.

But it's really important for you to know that I do think that most of the results I have created in the last week, which I'm going to get very specific about, is because of the integrity and alignment I have stepped into while reimagining this offer, right? Like while really using everything I help my clients with inside of Reimagine to say like, okay, what's not working? Why is it not working? Let's problem solve it. Let's look at like, you know, all of this data, all of, you know, what you know about your business and your clients and your offers and all the things. And that's what I'm going to be doing here in this video.

So let's dig in. So this whole thing is going to be about the Reimagine Mastermind and the recent pivot that I made. So if you haven't watched the previous video, I made a huge announcement and said basically the launch I did didn't work. And this is not really what I said but summation, launch I did didn't work. I decided to make some big changes and I'm so excited about them. I still am. I couldn't be more excited actually. I couldn't be more fueled by my business in this moment and it feels really, really good, which tells me it's the right path. So I sell a mastermind called Reimagine. It is a eight month mastermind. It's a business mastermind and the way I had positioned it previously on the sales page and the way I talked about it was kind of like it's for more established coaches, for more successful coaches that, you know, want to kind of make some changes in their business or that have created this, these offers or, you know, whatever that are like, okay, I have this, it's working but it's not kind of working for me and there are some changes I need to make.

Now, what I have learned after running a full round of it and seeing all the incredible transformations and incredible results is that okay, this is

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basically just a regular business mastermind except we aren't just focused on money, right? Like I've been in multiple types of masterminds, business masterminds and often times there is a focus on like how do you make money? How do you just grow? How do you scale? Which is amazing. Those are great skills to know for sure. And it is certainly a result that happens in Reimagine, but it isn't the main focus as in every call, there's no like, okay, how much did you make this week? But also on does your offer align with your audience? Like there's a huge alignment focus, right? Alignment with who you are as a person, how your brain works, how you work, who your clients are, what they need, all of it, right? Is it working for you? Is it working for you at this stage in your life and focused on like a balance of all of that?

And if you've been hearing me talk about the new offer, the membership that will be launching in October, it's very similar, right? So like this is the work I love to do is to focus on your coaching skills, your business and the balance of all of it with your life. And so Reimagine is kind of just the next level of that, right? Focused on all of those things for the coach that is not brand new, who's had some clients, who kind of knows what they're doing to a certain degree and they want to do more of it or they want to change it or they want to like create maybe more or better results for their clients or, you know, just like they want business support that is a lot more than just basic, right? Or and a lot more than just focused on money. And from a coach who finds it very important to create the balance, whatever that means for you between your life and your business.

So the first call of Reimagine was actually supposed to be today, September 10th for this round that I launched. So for a little backstory, I launched Reimagine first in June. We launched it a little earlier than we would have because I already knew I wanted to create this Coach Unfiltered and do the whole rebrand and like all of the work that you have seen me doing. I knew that was coming. So it was like, okay, let's move that like move the launch up a little bit. Launch it a little earlier than I usually

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would so that we can get into this work that you've been watching me do. And so we did a full launch, right?

I planned out a full launch which for me means a certain number of emails, a like start and kind of end date, a clear plan of like what I want people to do from the emails. So it was like application to acceptance to whatever, right? Like that kind of plan. There's a social media plan, a podcast plan, so I talk about it on some of my podcast episodes. I talked to some of my clients who are in the last round of Reimagine and like air those episodes during the launch.

So the result of that launch in June that happened in June was only two people joined. And the goal was 15, right? The goal was like, let's have a room with 15 coaches doing this work. So two people joined and then I think I had one like verbal commitment that didn't end up joining. As I'm saying this, I'm realizing I should have said this also in the beginning. I am going to be very specific about people backing out, about people verbally committing and then not following through. I of course am not going to name any names. The only, only, only reason I'm even going to mention these things is because these are the things I'm always coaching my clients on. And they think like something is wrong with them, right? Like they're broken and this doesn't happen to anyone else. And so the only reason I'm mentioning these things is to give you like full transparency and to show you like, nope, these are actually happening to many of us.

The other thing I will say actually before I move on is that if this is you, if you're like watching this or hearing this, I know some of you are in Coach Unfiltered, so you might be watching this. I also know some, you know, if I decide to share this possibly on my podcast at some point, you might be hearing it and I just want you to know if this is you and you think I'm talking about you, I have zero thoughts about you as a human. I am looking at all of this through the lens of like, what could I have done better? Where did I go wrong? Right? This has nothing to do with you. I just really need you to know that. I love you. I appreciate you, all the things.

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Okay, so those were just the facts, right? I had two people join, one verbal yes but didn't end up joining or paying although in my mind I'm like, I think she's still joining. At that point, we were about to start Coach Unfiltered. I had to like finalize the details and then just like, you know, dig in. And so we kind of decided, okay, we're just going to call it for now and then we're going to relaunch after we get settled here. So we're going to like relaunch in August to start in September.

So that happened, that was a decision we made and then immediately after we dove right into so many things that you've been watching here, right? You're going to be like, oh yes, I did know you were doing all this. So many of you have been like, oh my gosh, you're working on all these things at the same time. Yes, it's true. Would I have maybe spread them out a little bit more? Yes. But also consider this as you digest what I'm about to tell you. I didn't plan on that launch going the way it did, right? I planned on it working and then me being able to move directly into the next thing.

So I did move directly into the next thing, but knowing also and we're going to have to relaunch this mastermind. And let's also be very clear even though only two people signed up, I kept thinking about at that point the previous round was actually ending. And I kept thinking about the incredible results that my clients created in that round, which was actually the first round, the very first round of Reimagine ever. And that had me so excited and so committed to the offer and very like this is valid, right? It works. People need this. I see the value in it. I maybe could be better at communicating the value, but I'm willing to relaunch it because this has to happen, right? Like I know people need this type of support and there's no question I'm going to relaunch it.

So then, so that was in June, we ended the launch, then we dove right into all the things. So I finished creating and sold Coach Unfiltered, this offer where you are right now. I started a complete rebrand and hired a team to help me do that. By rebrand, what I mean is a complete like visual rebrand. So, you know, colors, photos, all of that, but also a complete website redo. I decided the whole reason I was doing this is because I'm launching a new

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signature offer in October, which you've heard me talk a lot about. And it was like, why not do it all at the same time? Which was a great idea and also I'm questioning it a little bit. You'll see why in a second. So I hired a team to help me with all of that. So then I also planned, prepped and participated in a full day photo shoot in Chicago. So I did like travel for that, planned for it, you know, showed up, did all the things, which was amazing. So excited. You all have seen the previews of the photos and the behind the scenes of that.

I have written seven pages of new website and offer copy. So for my website redo I have had to completely rewrite all of my copy, but that also came with, it's not just my regular website, it also came with the opt-in sales page or whatever, a podcast page, a freebie page, and just lots of things. So because of that and because my website copy was all due in August, I had to create the entire structure and idea for a newsletter that I'm starting. So that will be coming soon, which I'm very excited to announce that. I am completely changing my podcast, I'm changing the podcast name and branding and all of that. So I had to make all of those decisions so that I could turn in the copy for them, right?

I also planned Coach Week 2025, which is a huge free event that I've offered the last, I think this will be the fourth annual, I'm pretty sure. I forget. I've written so much copy about it at this point that I'm like, I don't even know what's happening. I'm not sure. Um but I will, don't worry. But I had to plan all of that out earlier than expected because I needed a full sales page for it. I also planned the year end event that I host, that I've hosted the last I think two years. I think this will be the third annual. I just wanted to take full advantage of like here are all the things this team is going to do for me. So I might as well get it all figured out now so that they have it all, right?

So I don't have to like it's going to prevent so much work later. I'm so happy I did it, but of course it turned out to be just a lot more work than I expected it to be. I have a habit definitely, I already talked about this in here a little bit of just kind of underestimating sometimes the amount of work that things will take. Sometimes I'm like, oh yeah, I can do that. It's going to be easy.

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Sometimes that's a very useful thought and sometimes when I say that same thing about, you know, seven different things, it works against me a little bit. So there's that. That'll go into like what didn't work category. So I was working on all of those things, right? While running Coach Unfiltered, continuing to show up here, give you my updates at the beginning of the week, at the end of the week, plus anything that was happening, you know, in between, all the behind the scenes, all of the just all the things I've been sharing with you that you all have been loving, which I'm so grateful that you have. And this is not a complaint. I love this. I love that I chose to do it.

The growth for me from doing this has been incredible and I will share that at some point like all the amazing things that I've learned doing this. I'll probably share it closer to like the end of our time so that I can capture all of it, but this, I want to be very clear, this is not a complaint. I'm just so happy to have been here with you all and doing this.

So working on all those things now, we come up to time to relaunch Reimagine. So of course before that can happen, I have to take some time and really think about the June launch and say, okay, that is rare, like those results are rare. I have sold lots of groups, I have filled lots of groups. You know, and I've certainly had to relaunch before, but two out of 15 is, you know, my goal is 15, two out of 15 is very low for me. And again, let's go back to like I have years of experience that I'm drawing from, right? That's very different than like your first launch, your second launch, whatever. Sometimes that can be like we have no idea what's going to happen. Like let's try and see. But this isn't that. I have lots of data to compare it to. So it's like, okay, what's going on? Let's look at this.

So here are the things I looked at. I considered, you know, how many clients signed up, how many applications that I have. The full data was two clients were yes, signed up, paid. Two applications that were just not great fits, right? That were just like brand new coaches, not really no experience, just kind of like, I want to learn to sign clients, which I love you. And that's just not the offer for you, right? To be like that new and who never sold any

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coaching at all. Also the offer coming in October, it's like that is the space for you. And again, one verbal commitment.

Also, the other things I looked at is, you know, I don't obsess over like open rates, click rates, that type of data, but we do look at them during launches. So I will evaluate as we are kind of going through a launch, maybe, you know, if things seem to not be going like I think they maybe could go, I might ask Aqueelah, my business manager, like, hey, can you send me this data? Right? I want to know like are people opening the emails? Are they clicking? This is email specific. Sorry, I should have said that. Are they opening the emails? Are they clicking through? And which emails are doing the best? Like which were the most opened? Just so I can kind of see and like see if there's any kind of patterns I can spot or you know, whatever.

So specifically in this June launch, it was like not a lot of great news. Click rates were low but also open rates were lower than usual. I have for the size of my list, I have a fairly large or high open rate to my emails. So you just kind of get to know over time, right? Like what's normal for you. Again, if you don't have enough as much data, it's okay. You kind of have to guess. But over years of doing it, you kind of get to know like, oh, here's kind of my average. So when you're lower than that or higher than that, you can say like, okay, you know, why do I think that is? And again, I kept coming back to, I just finished up that first round of Reimagine and the results were incredible. So the validity in my mind was there. And so it was like, okay, let's figure out what is creating these results. And I just had to come up with a hypothesis. This is how you kind of do it, right? It was like, okay, if I had to guess, what do I think like what are the reasons I think people aren't joining?

So my hypothesis for the performance of the June launch were, I wasn't clear enough on the results that people would get. And I wasn't clear enough on the reasons they should join, right? Like why is it urgent? Not like fake urgency, but like why is this super important for your business right now? Who should join, why should you join? Why is now the time, like don't put it off. That was the main hypothesis and then my other one was a

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little like uh not as fully formed but like I think maybe with some instability in the current economy in the US but also around the world and the state of things in the US and also around the world, which affects, you know, a lot of things and a lot of, you know, a lot of coaches are on social media.

So like what you're seeing on social media and how that influences how you feel just day to day and your fear possibly around money and around should you be spending money and all of that, right? I'm like, okay, that could be playing a part for sure. That feels real to me. I don't love to put all my eggs in that basket always because when it's something completely out of my control, then it's like, well, okay, then what? There's not a lot I can do about that. But I like to add it to the list because it's like, yeah, let's like acknowledge that this is a thing. And then the other thing which is kind of always a thing for me, but especially in this case, is just for that investment.

So I don't know if I said this, but the original investment for Reimagine was twelve thousand dollars. So I was like, okay, for that investment, they didn't have enough notice, right? I'm not always the best at constantly like promoting something when it's not happening. This is something I've worked on over the years. In some ways, I've gotten better at it and in some ways not always. And it's kind of like whatever I'm working on now is like the thing I'm talking about. And so that was another thing too, right? Like for that level of investment, they didn't have enough notice.

Okay, so those were like my main hypotheses which didn't feel, I mean they felt real, but nothing that was like earth shattering, right? It was like, okay, these are kind of like normal ones. But the biggest thing I leaned into, like I couldn't go back, I couldn't rewind time and talk more about the offer. So it was like, okay, the main I can't change the economy or the state of the world. And so my main thing was I wasn't clear enough about the results, why people would join, like why they should do it now. So that was the main thing that I leaned on and like tried to solve for the next launch.

So here are the solutions that I implemented. I decided, I need to collect some really detailed client testimonials. So if you listen to my podcast or if

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you're on my list, you may have heard some of these because I recorded some really fun videos with a few of my clients from Reimagine that got really specific about the results that they created in the group. I rewrote all of the emails. So I like scrapped everything, rewrote all the emails focusing very clearly on the value that you get when you join. I also completely rewrote the sales page like in the same vein, right? Like really focusing on, okay, what isn't clear? How can I make it more clear? How can I, you know, kind of double down on, let me go all in on like telling you everything I can think of about the value you get when you join.

Let's see. I also just had some conversations, not to share as a testimonials, but I just had some conversations with some of my clients, like, you know, that I'm kind of close to that it was like, okay, help me out. Like what can you tell me? What do you see? And they gave me some really good, you know, things that I used that were very useful. And I even asked a couple colleagues. I had some calls with a couple colleagues, a couple of them even that I knew were on my list that, you know, I'm like, I think they're probably seeing the emails. They're a good friend of mine. Let me see if they'd be open to just giving me some like really honest, brutal feedback. And they did, which was incredible. Oh and then I removed some of the barriers.

So I was like, how can I make this a little easier? So I simplified the application, I was clear about what the application process is and now even as I'm saying this, I'm like I might, I might start calling it something besides an application because you're not really applying to like be accepted. It's more of a, you know, fill this out, make sure I have all the data about your business. It's not like I'm collecting all of them and then choosing the best. I'm doing it on a case by case basis as they come in. So I was like, how can I make that a little more clear? So those were the things, right? So we implemented all of that. We also, I also was like, what if I added a bonus that is like irresistible? Like what would that be?

So I offered a bonus for I don't know a specific amount of time. I can't remember at this point that if you join the mastermind, then you get a full

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day, like a full one-on-one day with me to be used however you like, like coaching, strategizing, full day sessions where we can, you know, do whatever you want, rewrite your website, we can create an AI assistant for your clients, we can completely build out a new offer, like plan a launch, start to finish and write all the emails, like whatever you would want my support with for a full day or six hours, which could also be two half days. Like that's a crazy bonus. Surely people are going to like fall over themselves to want that bonus, right? I would, like that was my thought.

So, implemented all of that, planned it, wrote the emails, decided when the launch ended, which was August 29th, um which was the Friday before Labor Day. I didn't realize that when I picked the date because Labor Day was very early this year, which is a holiday in the US. Now, I do have a lot of clients who don't live in the US, so for them it didn't matter so much, but in the US, you know, it's like summer, kind of the end of summer, a lot of people are vacationing. It isn't the best, it's just for you to know, that's not always the best time to end or start really a launch. So anyway, ended August 29th, which was a Friday.

So here are the results. So I added one additional client. One, you heard me correct. And then had one verbal commitment and then I had two applications, one, like two additional applications. One was not a great fit, again, similar to last time, that I had to say like, thank you so much. This isn't for you. Not those words, but you know, you know what I mean? And then the other one was like perfect fit. I was so excited. I don't know, still don't know who she is because she never responded to my follow-up email that was like, hey, your application's amazing. Would you love to schedule a chat since I don't, you know, don't know you, like let's make sure this is a good fit. Or are you all in? Are you ready to do it?

So I kind of thought that she was a yes because she was such a good fit. Her application was amazing. So those are the like client results. And then the other results are and this is a huge change from the last time, very, very high open rates. Like again, I have lots of data to draw from. This was like higher than way higher than average. You know, normal for me even,

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which my open rates tend to be quite high, way higher than that, open rates and unfortunately very, very low click rates, especially when compared to the open rates. So it was like, okay, that's some information, but whatever. At this point, I'm not digging into it. I'm just noticing here are the results.

I also, one thing we tried because of course I was paying attention throughout the launch, we were like tweaking and changing some things, seeing like, okay, maybe this thing will work, maybe this will work. As I kept noticing like no results were coming in. So then one thing I tried is I'll just offer some open, like people can just schedule calls with me to talk about their business, to talk about like, you know, because one thing people would sometimes say is like, I'm not totally sure what I would work on in Reimagine, like I'm very interested but I don't know, like do I have to figure it, figure it out ahead of time. So taking that into account, I was like, okay, maybe if I offer them calls where I just help them talk through it and I'm very open on calls like that, as you may have noticed in Coach Unfiltered, I don't have, I'm like very transparent, right? Don't have much of a filter.

So if it's not for you, I'm just going to like let you know like you're right, I don't think it's a great fit. I'll help you decide what your next move might be or like what type of support might be best for you. But if it is for you then I'm going to be like hell yes you should join. This is perfect for you. Here's why, right? And just help them like talk them through it, help them feel good about their decision. But no one basically took me up on that. So I was like, okay, that is really interesting. So applications closed on Friday, August 29th. And I'm laughing because literally in my notes, it says, and then the downward spiral, which I can laugh about now, but oof, it was rough. It was a rough couple days. I'm not going to lie. Right? So that was a Friday, so applications closed and then basically I just checked out for a couple days. Mind you, this was also the next day actually the I think it was on the 30th was when all of my website copy was due. So I was also working on that. Again, what would I do different next time? Not do it all at the same time. But it is what it is, you know, can't go back and change it, so whatever.

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So literally just checked out for a couple days. I took it all in. I was like so maybe, maybe at the most we have five people in Reimagine right now. Now, mind you, I was like, okay, I had decided ahead of time, which is what I always tell my clients to do. I'm like, what if you're trying to sell a group, if you're launching a group even for the first time, for the 10th time, whatever it is, I always like to ask the question like, well how many people would you run it with? I think it's just a good number to know. What I had said ahead of time for Reimagine was five. Ironically, that is the exact number I created, although not really, right? I think what like only three had paid at that point, I'm pretty sure. And so then there was like the one application that I was like, obviously she's in, she's a perfect fit. She said she's all in, that I never heard from again.

If this is you, and for some reason you didn't get my emails if you're seeing me right now, like get with me, you can still join us. And then there was one who like verbally committed, right? that at this point I was thinking like she's probably still in. So I checked out for a couple days, had a weekend with my family. did not work at all on Monday. And actually felt quite bad. Like on Monday is when I really started to kind of spiral. Monday was the holiday. And usually I'm very good at like when I'm off, I'm off. But I was really, of course, in my head about this and because I also I'm doing all this work on the other end, so like building this membership and I can't wait to launch this. But because I can't wait to launch it, I also have no other launches coming up until the membership is complete and ready to be birthed into the world.

So there was also a little bit of like, okay, well I was counting on the money that was coming in from that launch. So if it's not coming in, then what? Right? So that was like a spiral. That was like the main spiral that was happening. And I could also at the same time anchor into like, even if it's five people, like I could kind of separate that from like, and if there's five people in this offer in Reimagine, that will be great. Like they're about to have the most transformative experience ever. It's going to be great.

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There's another piece of this that is like, when I have a lot of stress like that, I've learned this again over the years. If I'm not careful, that can um turn into a lot of physical pain, specifically in my back. Now, there is, I've had some imaging whatever, this is a side note, like I've had a lot of things looked at and I actually think I'm going to start physical therapy soon. So that's good, like I'm working on that. But when I'm stressed, that physical pain just like really amps up. So that Monday was just a very bad day, emotionally, physically, all the things. Again, that was Labor Day. And that's just like where I was. And if I'm honest, I was like, I'm not even going to try to think about this. I put it off as much as possible. I kept just like, nope, like every time it would pop into my mind, it was just like, nope, this is not for today.

So, knowing how uncomfortable I was, I did, luckily, schedule a massage for Wednesday morning. This happened Monday night. So this, the timeline is important for you to know. So Monday night, I'm in quite a bit of pain. And when I say quite a bit of pain, it gets pretty intense. Like I can't even the chair that you see me sitting in now, I it gets bad enough that I really have a hard time even just like sitting in this chair, right? And yes, this, I was bummed, but also I'm like, I want to be able to show up for my business, for my current clients, for my right, like all of that. Like I can't just like allow myself to spiral and then be out of commission for like a week or more because I'm in so much pain, which has happened before. Not in a while because now I recognize why it happens and I can take care of it.

Anyway, so I scheduled a massage and this was not like a relaxing, whatever massage. It was actually the most painful massage I maybe have ever had. But we're going to put that aside for a second. So I scheduled the massage for Wednesday morning. Also, luckily, on Tuesday, I already had a scheduled call, which I had scheduled like at the end of the week before where I kind of knew the launch wasn't going well. I scheduled a call with my coach, who's also an EFT practitioner, Jess Johnson, who's also my client. So some of you have, a lot of you have probably seen her, interacted with her before. She's been on my podcast. I have recently hired her for to

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help me with some, actually some medical things and some like a surgery I had in December, and we just happened to have a couple sessions left and it was like, okay, I'm using one of these sessions for this, to like process some of this.

So here's what was going through my mind at that point. And this is the part, one of the parts I really want you to hear and just to know like this is normal. This is normal. Just because you don't hear people talking about it all the time, I promise you it's so much more normal than you think it is. People are experiencing this, not just you, okay? So I my thoughts were like, I give up. This is awful. I just want to quit. Now, what does that mean? I don't know. Was I actually going to quit my whole business? Of course not. But that thought was there, right? I just want to quit. I felt humiliated. I felt so disappointed. And I didn't know this until I had the call with Jess, but I felt also like angry. That's an abnormal one for me and that was like a deep, deep one that I really had to like work out before I could admit that I felt it.

So all of that was happening. At the same time though, I was still kind of anchored to this like, I like kept thinking about the coaches that I know that need this support and the coaches that had incredible results in the last round. Right? So like those two things it was like a push and pull and like any moment it was like I could flip from one to the other. So Tuesday, I met with Aqueelah. We had a whole call. We were like, okay, how are we going to move forward? I had a bit of a like not a meltdown on our call but just the whole day was I was just kind of like I felt very foggy. I could not make any decisions. I felt defeated. I felt just all of it. And honestly I just wanted to avoid it all together. And also felt super committed to helping the coaches that needed this support. And so there was just this constant back and forth of like just ignore it, which is what I really wanted to do. Also my back really hurts. Also all these coaches need support, right? Just like all of these things over and over and over.

And I should probably be clear, like throughout that day, I was also doing my best to take care of myself. I was very intentionally eating healthy. I was

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taking notes, writing down my thoughts. I was purposely kind of staying away from some of my like email and social media because it was just like I don't need to be obsessively checking all these things, which is a place where I can go sometimes when things aren't going the way I want them to go. I can I know you all see this like fairly calm, whatever side of me, which is me, right? Like this is how I normally am. But I can also I have this like very intense side of me. It's just like a quiet intensity that doesn't show on the outside often. So just know like that was happening. It's also a really great intensity sometimes because it's also the thing that allows me to do what you're about to hear that I did.

So, all of this was happening. The order is very important. So I booked the massage, I already had the call scheduled with a coach and one thing that Aqueelah and I talked about is like, what if, because I kept coming back to the question like, if I just knew what the reason was, like there's something I'm not saying. There's something I'm not making clear. That was my primary thought. Besides like the they hate me, they don't want to work with me, they don't want to buy coaching, all those things which I you all say to me all of the time, I'm always coaching you on.

So it was like, you know what? Why don't? Because people were so engaged with the email campaign. What if we send an email to specifically to the people who opened most of the emails, who clicked multiple times, who went to the sales page multiple times or went to the application multiple times. What if we just only to them, not the whole list, send an email that's basically like, why didn't you join? Now, of course that's not what it said. I'll actually post the real email in the thread so that you can see it. You can totally borrow it. I mean make it your own, right? But like if this is like, oh I've never tried something like this, I highly recommend it.

But here's the main thing. You have to be willing, like truly, truly willing to like it can't be a trick. It can't be like, hey tell me why you're not joining and also once you tell me I'm going to secretly sell you the thing, right? I'm going to like use your words against you and like overcome your objections that I've already honestly I've given them plenty of opportunity to come to

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me with objections, right? To like come to calls, to email me questions, to whatever. Like that had all already happened.

And so this was truly like I'm going to step fully into, I would love feedback, I want to learn from this. I'm going to be real open and you know, honest and say like I would love this feedback. Again I'll post it here in the thread so you can see it. And I did. At some point Tuesday we sent that email. Now, I don't send it myself, right? I write the email and then I send it to my business manager and then she schedules it. So I actually didn't even know what time the email was going out, which is a good thing because then I couldn't be on there like checking, checking, checking, did people reply? So we sent the email at some point. I was very purposely staying off of email and social media that day.

Then I have this coaching session. And in the coaching session, I really processed all of it. And remember that I told you at this point, I had been working on so many things that were overlapping. I was very, very busy. And I think I had just been busy enough that I hadn't really allowed myself to process any of it while it was happening, which looking back is unfortunate. I wish I'd really processed it earlier, but there were times when literally my thought was, yep this isn't working and like mentally I would try to solve it, right? Is there anything we can do? Is there whatever? But then there would be this very clear like and I have to keep moving because my copy's due, my, you know, I had all these like deadlines all at the same time. Again, like I said earlier, I would do that differently next time.

So I was able to really distract myself with work and just keep moving, keep moving, keep moving, keep moving. But now that it's this day that I'm asking for this feedback, now I have this coaching session. I'm not going to lie. I wanted to cancel the coaching session so many times and I almost canceled it right before. I just need you to know also that's normal. Sometimes your clients also feel that way. And I really got real with myself and I was like, okay, the reason I want to cancel it is because I'm probably going to cry and I'm probably going to feel real bad. It's not going to be the

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most fun coaching session I've ever had. And that's exactly what happened.

So I get on the coaching session which is also EFT, which is very useful. I really enjoy EFT for especially for this specific type of thing, things that feel quite heavy or that you know I have a hard time like putting words to or that I've been like putting off and I need to like bring it up into the surface. I absolutely think you can do that with coaching as well but just for me specifically EFT is a really great tool.

So what I was able to see of course is all the self concept things that I wasn't acknowledging. All those like really deep thoughts that were like everybody hates me, nobody wants this. The ones that you just can't really solve, right? That you're like this is just the truth of the world. Now, you've probably heard me talk about this and I do find it very true that like usually those thoughts are like just drama. They are not real, they are not, you know, if it's like there's no way to solve it then there's just not true, right? Like okay, no one wants this. I guess that could be true, but I have lots of proof that it wasn't, right? All the email opens, all of the responses I got, which we'll hear about in a second, but I just had like lots of proof that wasn't true.

Everybody hates me. Again, if I come into my logical brain, it's like so much proof that's not true. You know, all the things that were just like only about me, no way I can really solve them, very dramatic. So I was able to just like work through all of those, get those out of the way and just really feel the humiliation and just admit I'm so disappointed. This feels so heavy. I don't know how to move forward. And I cried and cried and cried. And actually I started the call recording it for you because I was going to post it in here. And then at some point I just said like, I have to turn off the recording because I noticed myself wanting to filter because I had this thought like I'm going to be sharing this. And I've never felt that way about anything else I've done in here, but that was just the time and it was like this has to be for me, this can't be for the replay. So I just turned it off. So I apologize, but trust me, you wouldn't have really wanted to see it. You wouldn't have

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learned much, you would have just seen me like really going through some heavy, heavy stuff.

So that happened Tuesday early evening when I had this call. I got off the call and I felt so different. It was like I had shifted all of that. I was able to like really put it to the side. And then right after that, I checked my email and I had so many responses from the email we had sent earlier in the day. So many responses, like actually my mind was blown. I expected to get like a handful. I got between my email responses, my DMs of people like, hey I saw your email and for whatever reason they responded my DMs which is perfect. And some text messages because some people on my list, some people are actually my friends and colleagues, I didn't even know they were on my list.

So that was really interesting. And I had so many responses that it was like, oh my gosh, I have enough data here to like really do something with. So I'm going to share with you what they said. Actually I feel like the order of this is really important. So I did that night. I so I saw I had all these responses. I wasn't quite ready to read all of them. So I did read a couple. They were amazing. I responded to a couple and then I was like, you know what, I think I need to go to bed. I was exhausted, of course after all the things that had happened and after all that processing. And so I went to bed, woke up the next morning. I read a few more, still great feedback, like nothing bad so far.

Then I went to get the massage. I'm in a lot of pain at this point. The massage was quite painful. I it was very clear that it had to happen. And what happened after that physically is that I was actually in so much pain the rest of the day. I ended up laying on a heating pad, like being actually in my bed for a lot of the day. This is almost like embarrassing to admit, but that's what we're doing here, right? Full transparency. And so that happened and I stretched and I drink tons of water and all the things that you're supposed to do.

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But while I was doing that, my mind actually felt super clear. So physically, I was uncomfortable. Mentally, I was like back, right? I was ready. I was like, let's figure this out. So I opened my email. I started to read every single response. And actually even after reading a couple of the responses the night before, I had started to kind of like have some ideas and have some like, what if? Like wouldn't it be crazy if I just completely changed my offer three days before it's actually supposed to start. So like that seed was kind of planted. And then I started reading all the responses and all the things, responding to them of course as much as I could saying, oh my gosh, thank you so much.

But here's what I learned. From all the responses, gathered all the data. Here were the main things and they were so clear. The main objections or barriers to joining the mastermind were, first of all, confirmed so many of the things I was thinking, right? The price and current world situations or economic uncertainty. Also, the positioning of the offer. So like on the sales page, it talked a lot about it being for established or successful coaches and a lot of coaches, which was interesting to me because reading their responses, I was like, no, you, I'm talking to you, but their thought was like, I don't identify as that. So that was fascinating. So I saw that, right? And it was like, oh my gosh, I'm excluding so many people who in my mind are actually the ideal clients.

There were a few people that said they had kind of like burnout from overworking and from like trying to compensate for some of these things like happening in the world and in the coaching industry in general, which I'll get to that in a second, over the last year. So some of them were like, you know, my business is not going the way it was and so I don't know if I can invest right this minute. Also I don't know if this is what I need.

And then two like smaller things, a couple people, one or two people were like um mentioned some like disillusionment with the coaching industry and they gave me, I mean, I'm so grateful they gave me like all their reasons. They really let me in to like see all the things they were thinking. And then there was one person who was just mad, who didn't like the offer, kind of

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like how dare you, I don't even know how I'm on this list. Which is interesting because we only of course sent those emails to people that clicked on many things. So that to me felt like, okay, I can just like put that one aside.

And one thing I did notice, one hypothesis I have is that with me being so transparent and so open, not only in this space but I've been a lot more transparent and open in lots of spaces on social media but also on my podcast. And I think it has created this trust where people are also very now open with me, which felt incredible. Like they were telling me things that I'm like, I don't know how I deserve this response. They were just like so thoughtful and detailed, like very, very detailed. That's what I heard.

Here are the things I didn't hear that I was super afraid of, right? That I suck, that people hate me, that they never want to buy anything from me, that the offer was terrible or that they never want it. Right? None of those things. Not one, well just the one woman, but she actually didn't say any of those things. It was more like, I don't know how I got on this list and why are you sending me emails, whatever. Which I don't know either. Like just unsubscribe at the bottom. You just scroll to the bottom, there's just unsubscribe. That's all you have to do. Super easy, no hard feelings. And if it's you listening, it's okay. It's okay to just unsubscribe. I give you full permission if you're listening. I don't even remember your name. I remember I don't know you, I've not interacted with you.

But here are the other things that I did hear. These aren't really the reasons they didn't join. These are just things so many of them were adding to the emails which felt, which really had me compelled to like, okay, I have to keep going. I want to be in the room, like all capitals. I can't wait until I can join. These are the best emails I've ever read, which explains the high open rate, right? I'm taking, literally saving some of these and taking notes. I'm reading all of them because I know I'm not able to join right now or this offer isn't for me yet, but I'm reading all of these and even saving some of them and like thinking about them for my emails and launches.

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Also gratitude for watching me relaunch, which that blew my mind because I was kind of thinking like, oh people are so annoyed with me. Which I'm sure some people were, right? This is I'm not assuming that everybody feels the way that these people felt. But those people didn't share their opinion, so that was nice of them besides the one. And gratitude for me asking for feedback, for me like giving them that moment to share.

So the light bulb moment I had was okay, oh my gosh, people want the offer. It confirmed like this offer is valid. And then the main reasons, the main two that were mentioned in most of the things of the responses were money and kind of the economic climate currently and the positioning of the offer of it being for very successful or not for like successful and more established coaches.

And so I went, you know, I'm laying in bed all day and I just started thinking after reading all of these and just really taking them in, it felt so clear. I had two choices. One, I felt certain that I could probably sell a couple more spots of Reimagine or at least solidify, so there were five solid people in the room, five to six to seven, maybe. Seven was pushing it. I feel like my belief was around like five or six at that point because mind you, I've been selling it for months at this point. I felt a little worn down from that. Or option two, to make huge, freaking scary changes and help so many more coaches that really want to join and want the results that I'm offering and in my mind are actually the right coaches for the offer that I was just kind of leaving out by the way I was talking about it.

And so immediately, honestly, it felt kind of clear. Now this is probably where my years of experience come in and my kind of ability to like trust my gut, is I think I just knew right away, I'm going with option two and selling it to more people because why wouldn't I want to help more people if that's the option? And like selling it to more people at a reduced cost, like taking into account all of their feedback.

And so then I really started thinking about the price and I think I honestly think I knew right away what the price was going to be, but I had to really sit

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with it, right? I thought about like, okay, if I'm doing this, I'm keeping the offer the same. I'm not going to change it and make it and like let way more people in the room. That didn't feel good to me. I'm going to keep it small. So I was like 12 max. I even like decreased it from my original number of 15 because when I thought about like how many people can I really have in one room and give them all my full attention on probably every call really if they wanted it, that number to me was just 12, you know, that I can feel very connected to each of their businesses in a way that will like completely transform their business if they show up.

And what if I did it for five thousand dollars? Like that was just the thought I had. And which felt crazy. I even like ran this by a couple colleagues and they were kind of like, you can't do that. Like you're breaking the rules, you're like it made people very uncomfortable, which was so interesting for me to like see that play out. And it's okay, like they weren't doing anything wrong. It was just a really interesting thing to watch happen. And so I started just doing the numbers, right? And I was like, okay, if I have 12 people at 5,000, like does that support my business? Can I make that happen? Now the good news is there was no live event attached to this, right? Which is like a big cost when you're selling an offer, which I did have it with the last round of Reimagine.

And for this offer, honestly, it's mostly me coaching. So there aren't a lot of expenses. There aren't a lot of like besides my time and like my regular business expenses because I'm already paying my team, my business manager, my, I'm already paying for like the platform, like those are costs that I would have whether I have this offer or not for the most part. And so, you know, it was like, what is a price that is just a no-brainer for this offer which has low overhead besides my time, which of course is valuable, but it's more flexible than if it were other things if I had other expenses that I really had to like account for.

And I just kept coming back to like what's more important to me? Making more money per client with way fewer clients or helping a lot more people? And when I circle back to my values, it was just so clear what the answer

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was. Now, I made the decision like mentally. This is probably one of the scariest things I've ever followed through on in my business because here's what I kept thinking. What if I'm wrong about all of this? What if all of this feedback I got, what if people are not like lying to me, but like what if this is true and I make changes that they are kind of, not requesting, but like kind of requesting, and still nobody wants it? And I have to let my clients who have already joined, obviously I'm not going to let them like stay at the price that they've already paid. So I'm going to have to refund them partially at least. Like this could ruin my business.

That was one thought I had. This could ruin my business. It felt very dramatic. But after some deep breaths and some like, no, like this, it was just so clear, like this is the only option, like after seeing all of this, there's just no way I could have kept going without changing the offer or possibly canceling it all together, but that I just really didn't want to do that. I love this offer so much. I love this container so much. It is like the work I love doing. It's so similar to the work that's going to be in the membership. I'm also creating that's just like different levels of the same work, right? But this is the offer where I really, selfishly get to be a lot more hands on with my clients and their business, which I love. Like that is the work that fuels me to do all of the other work.

So I made the decision, I told Aqueelah and I was like, let's just go. And she had some fears, of course. I think there was a little bit of like, wait, what? And I was like, yeah, I mean I'm really scared and I feel so solid about this. So we did. We turned it around in like 48 hours. I wrote a few emails, we sent the first one. I think on Thursday. So it was like Tuesday when I started making that decision. Wednesday is when I was like in bed most of the day, working through it all, you know, mentally and just like on my laptop, actually on my phone because for some reason through all of this, also my laptop won't turn on at all. So I don't know what's happened. That's a that's a whole side note. So we did it.

And I also decided to add an upgrade because one of the things that also in the feedback emails that I heard a lot was like, oh my gosh, when you

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added this one-on-one day with you, like that, uh I want that. Still, I can't commit at this point but like, oh my gosh, the people that get that, they're so lucky. So, I also added that as an option, just an upgrade, right? Like I didn't just include it because there's a limit to my generosity when it comes to like I have to fund my business and I can't just keep giving all of my time away in ways that it takes me away from other things without of course charging for it. So that just felt so clear to me. Like, I'll just add that as an option. So if some people really do want that and they decide to join, then they can have it.

So the other small changes I made, so here are the changes I made to the offer. I guess I should say. I pushed the start date back to September 10th. So I like delayed it by basically a month, four weeks to just give me more time to for the pivot and for the selling of it. I added a bonus because now mind you, there are a couple coaches who joined like in June who were waiting for the September start date. Now I'm pushing it back a month. So I was like, you know what? We'll just have open coaching calls on those Wednesdays. So starting today we actually had the first one today. It was incredible. So those are like bonus calls that they get before the official start date is still October 8th. I'm not teaching anything, I'm not whatever. It's just like they can show up and get coaching on whatever it is that they are working on because I knew some of them had new offers that they were about to launch and like new things happening that they had kind of counted on being in the room for support. So we already coached on some of those today, so fun, my heart is so full.

And then I just opened like the offer is still the same. I just expanded the positioning and by that I actually just mean the way I was talking about it. So instead of saying established coaches or using the word successful, which I don't think I use that but I think it must have been on the sales page somewhere. I'll have to go back and look. I started talking about it in the emails. It's just like coaches ready to move, coaches ready to like focus on strategy and moving forward. Now, of course there's still going to be mindset and coaching involved, but it is for not for coaches who are like

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kind of frozen in fear and don't know what to do and are scared to do anything, but for coaches who are like, I am ready to make this happen, whatever this is. And then they just have to fill out a short application and here's what happened.

I sent the first email only to the people that we sent that original feedback email to. And within 48 hours of that feedback email, we completely reworked the offer and we launched it with one email. I did not make a new sales page. I still I'm actually going to redo that's on my list for tomorrow, for different reasons, not even to necessarily sell this because I sent a couple emails and the results were immediate. People were filling out applications and then booking calls and it was more than had happened in those two full launches, right? And they were perfect fit coaches and so far, I think every coach that has filled out an application and then has had a chat with me has joined. And so at this point, there are I think two spots left, which is crazy. This is less than a week after I made those decisions and I made the changes, I sent that original email, the feedback email last Tuesday, and then I sent the pivot email on Thursday, I believe, Thursday, late on Thursday. And today is Wednesday of the next week. And I have two or three more calls booked for tomorrow.

Honestly, there like two things happening in my mind at the same time. One, I wasn't really surprised. It really just confirmed that I was right about all of it, right? About my hypothesis, about why it wasn't working, and then trusting the feedback, and then trusting myself to know like this is okay, you're not ruining your business. Like follow this. It feels so good to you. And that it really is all about alignment, right? The alignment of like it wasn't that the offer was terrible. It wasn't that I am terrible or that people don't like me. It was literally just like I'm selling the wrong thing to the wrong people. There's something that doesn't align here. There's something even when I look back, I'm like, there's something about that offer that now that I'm on the other side of it that I'm like, ooh I don't know that it fully aligned with me in general and with my values, which is interesting and I'll dig more into that later.

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And so I want you to hear all of this. And I don't want your takeaway to be, oh okay, obviously I should decrease my prices. I should take any of the specific actions or try to solve it specifically the way I did because that's not what it's about, right? It is about the alignment, the really the like thinking about who are my clients? Where are they? What do they need? Also really taking into account, I don't think I mentioned this earlier, that most of my list is built on clients who know me from talking about coaching skills. I have maybe not earned that offer with my client base, right? If I, like all the groups I've sold in the past, all the higher price offers that I've sold besides the one round of Reimagine, have been coaching skills based, right? Advanced certifications and Coaching Masters which I sold, I think nine or 10 rounds of. And you know, at that price, but the people who are on my list and who interact with me regularly, they're probably there's probably still a tiny piece of like, wait, I didn't I hadn't considered hiring you as my business coach, right?

So there is like a learning for me and for my the people that are following me, but I still keep coming back to like, but if I can help more people at a lower price, at least this is where I am now today, who knows, this may change later. Like why wouldn't I? Now again, the whole irony of this is that this is exactly what I help clients with these types of things in Reimagine, right? that we I help them create full alignment between what they're doing, what they're selling, who their clients are, how they like to work, all of that. So it was like, literally I had to step into that full integrity in my own business. And then it worked quickly also.

I hope this helps and I really hope, I know this has been a long, long video and a long whatever. I hope you've taken some notes and if you have any questions at all, I'm serious when I say, put them in the comments. Also, if you've gotten to this part and you're still watching, there are a couple spots open still. And we're even creating a wait list link because if enough people want it, who knows? Maybe I'll open up another. I'm not going to fill more than 12 spots because I that's what I'm committed to, but maybe I will open another cohort of it or at the very least, you can get on the wait list because

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if you're like, oh my gosh, how did I miss this? Like I want to be in. Maybe we will launch it, you know, we weren't planning on launching it again until like a year from now or starting again a year from now.

But maybe that'll change because I feel so strongly connected to this offer and to the people that want to do this work and I don't want the pressure of the cost of it or the like all of those things. Like I don't want those things to be truly be in the way of you getting the help that you need because I love doing this work and I'm here for you.

Again, the main takeaways, just notice all the fears I had, exactly the same fears you have always, no matter where you are in your business. All the same fears that my clients are bringing to me all the time. And I have 10 plus years of experience. Also, notice the way I used the data, right? Instead of just making assumptions, I was like, let me look at the data. Also, let me actually ask my clients for feedback. Let me see like what is really happening. Other takeaway, notice all of the emotional processing that I really had to lean into and work through before I could fully be on the other side of like feeling clear about the direction and the decision that I'm making.

And then alignment is what will create momentum for you, right? Like think about different coaches that you watch when you're like, oh I would like to work with them someday and you see multiple offers coming out and you're like, this isn't quite for me. Like that's okay. Sometimes maybe you're just in their world and their offers aren't quite for you. But it also could be that their offer for some reason doesn't quite align with the audience that they've built and the, you know, people that they have in their world.

And then the last thing, sometimes failure, notice how many fails I had in this, so many, right? That I had to just like, okay, let me keep going, let me evaluate, let me figure out what to do differently. Sometimes failure, you can think of it literally as market research. That is how I thought about it throughout this launch. These launches, these months, let's be clear, months of launching, failing, launching, failing, is not just you. This happens

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to everybody. All right? This is actually reimagining in action. I appreciate you and hopefully this was helpful.

Thanks for listening to this episode of *Mastering Coaching Skills*. If you want to learn more about my work, come visit me at lindsaydotzlafoaching.com. That's Lindsay with an A, D-O-T-Z-L-A-F.com. See you next week.