

# Call To Both Episode 55

While last week's episode was so fun, Felipe came here on the podcast in celebration of one year of this podcast. And I have literally never gotten so many DMS or comments about a single episode. So thank you all so much for listening, first of all for being here and supporting the podcast for a year, but also for letting me know that you guys enjoyed this episode. I take screenshots every time and I send them to Felipe and he definitely thinks he's a famous podcaster. Now, so we've officially succeeded in that area. And I'm sure I will probably have to have him back on the podcast again in the future. So if you missed that episode, that was just one episode before this one, episode number 54. So today's podcast is actually going to be a marketing related chat for you answering a question that I got about launching services. Now I got the question. Do launches still apply to me, even if I have a higher ticket service based offering that doesn't necessarily go away? Like there's no cart open and cart close? And I absolutely love this question. And so I'm going to give you my thoughts on launching as a service based creative in today's episode.

Before we dive into today's episode, I want to share with you something that's happening here in real time, we are about to open doors on the second round of my intimate group coaching program for photographers called the photo boss method. Now the photo boss method is for growing your business in just eight weeks. By booking out your highest packages, getting visibility online, and building your name in the industry without sacrificing your freedom or working insane hours. I'm all about balance here in my business. And I want to share the things that have worked in my business to grow and gain clients without sacrificing that freedom. So if you're ready to get that spark and that joy back in your business and start booking your highest packages, let's make this the year that you become the boss in your business, join the waitlist, we're going to have that in the description section. And make sure you save your seat we have limited enrollment, and we are going to be opening doors at the end of March. I'll see you over there.

Hello, and welcome to the call to both podcast. I'm your host Joy Michelle, and you're in the right place. If you're ready to grow your business, while also being the intentional and present mom you want to be this show will leave you feeling inspired, equipped with tangible tips and encouraged to go after your own version of being called to both. Let's dive in. Before we start talking about launching more in depth, let's start at the very top with the question, what exactly is a launch, and I'm just gonna give you my two cents here. I think simply a launch is a promotional event. It is just an event as long or as short as you make it as the marketer. It doesn't require a webinar, it doesn't require paid ads even.

There's no actual rules of exactly what this should look like. So first, I just want to help you reframe that word a little bit into maybe even calling it a promotion period. If that helps take the pressure off a little bit, I think launching sounds so labor intensive, right? Like I'm imagining a launch of an actual rocket or something and you're seeing like an explosion and all this energy and movement. And I think launches can feel that way. I totally have been there. I've launched many times in my business in many different capacities, some of them feeling way lighter, and some of them feeling like I am an actual rocket taking off into space. So first, let's just call this an event, a promotional event that you put together in your business. So can you launch a service, like maybe a photography offering a coaching service or design work, for example? Absolutely. I think service providers forget this sometimes because we see online

business owners doing these big launches for digital products and maybe more passive type offers. And that's great for them. But we forget you can actually apply this to a service as well. So I'm in pre launch right now, in my own business for a service based offering.

I have a coaching program. It's an intimate high touch group coaching program for photographers focused on getting them booked with their highest packages standing out as industry leaders and becoming more confident in the business side of their businesses. That's called the photo boss method. And we're in pre launch right now. So I'm filling a waitlist because it's such a limited seat program. I'm going to be filling a waitlist and implementing some of the things that I'm going to be talking to you about here today. So let's do talk about three things that you need to launch a service in your business, whether that service stays forever, or it's something you are promoting kind of like I am for TPM, where it starts and it stops, right? I think this can apply either way in your business. Because ultimately, as service providers, we can still launch whether that is something that stays like evergreen, and you're constantly selling it perhaps like a design service or photography service.

Or it's something that you want to do once, like mini sessions, or selling website audits or something that's still a service, but it's something you're doing one time. So first and foremost, I think a really great way to look at this is to pick a timeframe. If you have a service that is always available. And you offer this all the time, the information is on your website, and someone can inquire at any time, when you launch it, you will want to pick a timeframe for that launch, so that it has a clear Start and End period. That's also going to help you to know how to plan it's also going to help your customers and your clients to see what's happening. And so it doesn't feel like you're just pushing something that's always available. So clear start and clear end timeframe. When I do this for the photo vos method, I will be opening enrollment on a specific day just to the waitlist with some bonuses for that waitlist, and then I will be closing enrollment on a specific day. Now, if you don't have the option to close enrollment, like let's say you're a photographer, you're not going to stop taking clients, you can then choose other ways of marking the end of that promotional period. So the second thing you can do is pick a marketing boost, as I like to call it. So the thing that makes it juicy, not only is this not going to be available all the time, but you need to leverage something different in that offer to make it stand out. You can use scarcity and exclusivity, you could have a temporary price drop or a special deal.

A fast action bonus, something that you add on top is also a great way to mark the start and the end of this thing. And the reason why launchers work so well is because they force people to make a decision. So when you see people launching, and they keep doing this over and over, it's because it works. It produces action, and the person has to decide yes or no. And they have that one period of time to decide it. So let's say that you choose for your marketing boost, you choose a fast action bonus. And what I mean by that is, if someone were to apply for your services, and they get on a discovery call with you, they do a consultation. And they bulk during your promotion period or your launch air quotes, right. During this time, you could give them bonuses that are only available during that time. So while this service is available all the time, those bonuses are going to disappear. And so that gives them this clear deadline that they have to get in if they were thinking about hiring you if they were thinking about working with you. Now they want to get in before the end of that time period.

Great fast action bonuses can be an album, if you're a photographer, it could be wall art could be additional design services, an extra call, if you're a coach a bonus Voxer access for another week, if you are booking in your packages as a business coach, things that will go away are these little boosts as I like to call them. So once you have your timeframe, and then you know what you're doing to make

that offer juicy and a little different than what it always is available to people all the time. So I'm assuming that this is something you're offering all the time, then you can make it a little extra juicy with a boost. The third thing that you're going to do is map out the actual plan and decide if you're going to go all organic marketing, or if you're going to also have some paid ads, I like to start by just pulling out a sheet of paper and listing out all of my marketing assets. So for me, this would include an email list, my Instagram account, a couple of Facebook groups, this podcast, for example, my YouTube channel, my blog, of course, and I literally just remembered I have a tick tock account that I forgot about until right now. So you list them all out. Now you do not have to actually use every single one of these platforms, right, you might have a Pinterest account, but that might not actually play into this particular marketing strategy for this particular launch.

So as you put all of this onto a piece of paper, I think that just just helps you get a bird's eye view of all the options you have. Now, you might want to circle two or three, where you're going to really focus your efforts during this launch period. Maybe it's your email list, your Instagram and a Facebook group. You really going to focus on these three areas because those are your warmest leads and you probably know where your warmest leads are. I hope that this kind of helps you to see that marketing doesn't have to be scary or intimidating. That is why I love what I do. That's why I love the TPM program so much that photographers leaving the photo boss method, they are leaving with confidence they are leaving with clarity because in eight weeks flat, they have a complete plan for their brand for their marketing and for their visibility.

Just last week, a member from TPM who's currently inside of the program, Jenna, she shared this with me, she said, I have learned about the power of community. I've been working completely solo in my business for a couple of years and talking about my business ideas and decisions with my husband and close friends who are not small business owners. And I've gotten some ideas and some advice. But I feel like I have grown leaps and bounds in my business already from the TPM community. And I'm so excited to see where my business goes moving forward. And I absolutely love this. And that is the power of getting into a small group coaching environment where we're all moving together, instead of you know, relying on someone in your life who may not quite understand the context of everything you're talking about in your marketing and in your business. So you can get on the waitlist for the group coaching program. I'm going to have that down in the description wherever it is that you're listening right now. And if you enjoyed this marketing chat today, feel free to send me a DM with your marketing question and I'll be happy to make it into an episode here on the podcast. I want to help you guys out want to help make marketing and branding and visibility more accessible so that you can feel more confident in your business and get more clients.

So thank you guys so much for listening here today. If you enjoyed it, send me a screenshot of this episode or just a quick DM and let me know and I will see you guys next week. Thank you so much for listening to the show. If you enjoyed this episode, please help me get the word out about the call to both podcast by taking a screenshot of this episode right now and sharing it on your social media. I would also appreciate it if you would subscribe and leave me a five star review. Thanks again and I'll see you in the next episode.