

# Lindsey\_Jamie interview

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## SUMMARY KEYWORDS

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## SPEAKERS

Jamie Russell, Lindsey Johnson



Jamie Russell 00:02

Hey, so if you're watching this video, you're probably on one of my social media channels. And if you're listening, you're probably listening from Lindsay's podcast, which is awesome if you hit us in both places, too. So we wanted to do this because I recently helped Lindsay launch her digital product. And Lindsey also recently helped me with my messaging through pivoting from more of a done for you service provider into helping people with their sales funnels and digital products. So she helped me with my messaging, I helped her with her her launch of her digital product. And we were like, we've got to talk about this, like, we've got to go and share this out. So we wanted to sort of do a meld of a casual conversation interview style thing for everyone. So hopefully you guys enjoy it. Lindsay, do you want to formally introduce yourself a little bit more than that?



Lindsey Johnson 01:00

Oh, sure. Just a little bit, I guess. Yeah, I'm Lindsey Johnson. I am a brand messaging strategist and copywriter, and podcast host, and Mama and all the hats. And I was really excited to work with Jamie to help me get this digital product idea out of my head and like, actually into the world. So that's, that was my main goal in coming to work with Jamie.



Jamie Russell 01:24

Awesome. And for those who may not know me, my name is Jamie Russell. And I am a launch and funnel strategist that helps female entrepreneurs get their digital products out into the world in a way that feels good to them. And on their own terms, which is super important to a lot of us. I feel like right now with everything going on. So that is who we are and sort of how we met we introduce through were introduced through a mutual friend. And since then I think we've just been continuing the conversation, like what's been going on with our business and write that out. So um, Lizzie, why don't you start with sort of telling us why you decided to do a digital product and like, where that came from and what was sort of previous to me and you working together?



02:11

Yeah, so I had launched a digital product in the past. And the process felt so overwhelming of like, taking an idea from scratch, actually creating it, creating all the assets, launching it out the tech the platform, trying to run a challenge to it and Facebook ads and like the whole thing. And it paid for itself, but it did not produce any profits. And I feel like that just really burnt me out. And I'm like, let's just stick with client work for a while because it's just simpler. It's what I know how to do. But you know, enter probably last year and like I really have this good idea for a digital product to teach people how to write sales copy because sales copy is a huge struggle for entrepreneurs who are still doing it themselves, like they can't afford or don't want to afford to hire a copywriter for their for their brand. But looking back to how my first digital product launch went, I'm like, that's just too much work. I'm too tired for this. I can't do it. But I need to get it out there. And so yeah, that's kind of like the thought process behind it. Another thing was, should I do Click Funnels? like do I need to have this big, slow funnel where I have the first offer the the order bump the upsell, and that was overwhelming. The tech the products, everything. So all in all, I was feeling overwhelmed, and not sure how to get all the things that were in my head like actually onto paper and then created an out into the world.



Jamie Russell 03:49

Right? Well, I think one thing that's important to mention is like me and Lindsay are both on the same page with we love everything that like Julie stones doing and like funnel gorgeous and funnel offers. And we both really see our businesses using those models at some point. But what I thought was interesting, then me and her talk is she's like I know what a funnel was like, I know all the pieces I know what to do. I've heard the concepts, but I can't get it going like I can't make that Yeah. Um, so can you maybe share like why

that was what it was it perfectionism? Was it a concept? Was it the time like Why? What was stopping you?



04:32

It was a combination of perfectionism and probably overwhelmed just thinking of the whole project versus breaking it down and planning it out. I was just thinking like so whole project, and that it just stopped like it stopped me in my tracks. But I love the idea like you said of Julie's Julian Cathy's funnel gorgeous stuff and I feel like that It can still work some somehow in my business, but it was just too much for me to actually get started and do it.



Jamie Russell 05:08

Right. Well, and I think that's what's funny about it is there's been some people that I think have asked me specifically like, Oh, so you're against long form sales pages, or you're against like, Click Funnels, I'm like, No, what I'm saying is the right place for it. Like, your business needs to be ready, you need to be ready, you often need a team to help support you because there's just a ton of moving pieces. So it's not that it's it's a bad concept or like we're anti Oh, yeah, like, it's, it's amazing, the products and the services they put together to support people. Um, but yeah, like, I've been there too, where it's like, I mapped something out on paper, and I had everything laid out and then it just never made its way to anyone's hands. And it's heartbreaking. It's super frustrating and frustrating for us. And then it's heartbreaking to hear as someone who helps people with their funnels because I like that product is something someone's searching for. So like if you haven't looked at Lindsay's sales, copy shortcuts and the product we're talking about today, like I've been in other copywriting services, I've looked at like copy hackers and copywriting for creative entrepreneurs and nobody breaks it down like she does like she does it in such a simple straightforward fashion that it would be really hard to not get your copy out, like you know, you can sit down and flush it out really quickly. The collapse of air claps out there in that way like there's people teaching copywriters, but they're not there's not a lot of copywriters teaching entrepreneurs, unless it's content writing, like how to write a blog post or something. And writing a blog post is very different than sales copy. And so to know that there's now a product that not only I can use, but I can refer my clients to and people I'm working with to AI is just a game changer, I think for a lot of us that are looking for that quick shortcut way to get our things out there. So she didn't have that out there. Imagine how many people would still be struggling and, and not be getting their copy not be getting their products and services out there. So that's the thing that I always think about is like, if you don't launch or you don't release the thing, who are you now not serving? like who are you know, not helping with their business and impacting. So

I think that's just really important to know. Um, so it was you talked a little bit about like your previous launch? And I know we dove into it, but like, what did your previous launches look like compared to launching sales copy shortcut.



07:48

They were way more complicated. I put way more expectation on myself previously. And I would have done the same thing with this one had you not talk to me off the ledge, right. I think I built them up too much. So that when it wasn't a smashing success, it just took all the wind out of my sails. And then I had no momentum to even like launch them evergreen or continue to promote them. I was just like, this didn't work. I should just be done, you know, but it wasn't that way with sales, copy shortcut. With sales, copy, shortcut, I came into it with a lot of your help. With this mindset of like, let's just release this to the public, like release it into the world to my to my audience, essentially, I didn't even do like a big public launch or anything. It was just a releasing to my audience, my email list, my facebook group, and my podcast audience, which are, which is all very overlaps anyways, you know? And so



Jamie Russell 08:52

your Facebook page, but yeah, it was mostly in the Yeah.



08:57

Yeah. And so I came at it with this mindset of like, let's just get it out into the world. And see what happens. It doesn't have to be a four or five figure, launch air quotes. It can just be, let's help whoever's ready for this right now and not hold myself back any farther.



Jamie Russell 09:16

Right. So just for people that might be listening, like how big is your Facebook group? And how big is your email list?



09:24

My Facebook group has currently 280 people in it, it was probably like 265 ish, when I launched sales, copy shortcut. And my email list is just over 700 people.



Jamie Russell 09:37

Okay, so nothing, nothing huge. Nothing like



09:40

no, like no thousands and thousands of people.



Jamie Russell 09:43

Right? Yeah, no. And I think that's important to note because I talked to a lot of people that either don't have an email list, or maybe they haven't emailed their list and forever, and they're like, starting off at zero or, like with me, I had a Facebook group and I've decided to walk away from it. So I don't know necessarily need to do those things to make it happen. And then something manual. Yeah. Because I asked you like, Okay, look at the people who bought from me, where did they come from? Like, where did you find those people actually found you and why they bought? I think that's important.



10:18

Yeah, they were they really came from the Facebook group because I had a, like, a lot of them came. Because we had a previous relationship before like, they knew who I was. They had heard me voice on the podcast, they had heard my trainings on the podcast, or had gotten my emails, or they were just people who I knew from my personal slash professional network. So like, We're friends on Facebook, and they have a small business. But have they ever been on my list? No, they just know what I do. And they heard that I had this product. So over half over 50% of them. I knew I could be like, yep, she came from here. She came from here, she came from here, probably like 40%. I'm like, I actually don't know who that is. So they were on my list from either a summit I was on, or they've just been hanging out on my list forever. And I've never really recognized their name. And but over 50% of them, I could I could point you out and be like, yep, that's her.



Jamie Russell 11:21

Yeah, yeah, no. And I think that that's super important. I mean, you talked about a program that we've each been in, but at different times of how we got in, because it was the personal reach out from the person running it, that was like, really do this. And I think you'd be a perfect fit. And that's why we got tied into it. And it was a really awesome experience. So I think the important thing to note is like, you don't have to pay money for

Facebook ads, you don't have to, like, do all these big things, obviously, yes, they help they help your release, they help your launch but started and take that because now that you have, I think that's what's really awesome is she's been able to get in there because her sales copy shortcut, at least for the initial release, also gave people 30 days access into her membership. So not only was she releasing her new product, but it leads into a membership, and she's not quite sure how the next release is gonna work. But what's been really cool with doing that, and I talked about this a lot with my concepts of things is that you have to have a container for feedback, even if that's a tough thing to figure out from people, what do they like, what did they not, like? Did they apply the thing that they use the template, and so she's been able to really have fun with it, and not have to worry about a structured or like showing up on a certain data time or, you know, making it super easy for her to execute, um, especially on the hard weeks when, like, it's been hard for any of us to get anything done because of mom life. Like, I think that's, that's super huge. Um, but Okay, so I want to walk through sort of what happened in the boxer session, because when I listened back, yeah, leave her summary. I was like, man, like that totally went a different direction than I think she thought it was gonna go. Yes, really glad that she was flexible enough to let it go there cuz I'm the type of person if I really lean on the client. So if a client tells me like, I don't want to use member vaults here, I'm like, really into Click Funnels or whatever, we're going to run with it. And I'm going to tell you how to work around it to make the concepts happen. But I try and rely on you. Because the thing is, is that at the end of the day, if you're not going to use the tool, you're not going to use the tool. Like it's not right. So, um, she was really flexible in the fact of like, I just want to get this thing out there. And I want to make this thing work and make it happen. So I need to figure out like, why I'm stuck and why I can't make this happen and why I have it on paper. So I remember one of the first things that happened is, after I asked her about her product and everything, as I told her, I was like, Okay, what if we did it this way? And I took her funnel sheet that she had laid out, like, here's my first product and my freebie and then it's gonna turn Yes. Here. It basically slashed it in half and started moving things around. I was like, Lindsey, go look at this, like, how do you feel about this? And she was like, Oh, I was like, oh, like I can do it that way. Like we can make it. We I didn't need like these seven other things. And so could you maybe like go a little bit more in depth, like when that happened and then shifted. You also made the comment, you're like, Okay, now I've got to wrap my brain around like this new way of funneling and sort of this, like anti don't have to look a certain way. Like it doesn't have to be this picture that everyone else builds. Like what was that process for you like, what what was going through your head when we were going through that just to give people a little bit of a glimpse from the other side.



15:00

Yeah, so I came at it, I was really like, let's do Click Funnels Jamie, right. And like, let's do this and this and this, let's have these four offers ready to go. But that was my struggle, like I couldn't get myself to do this massive project of getting all these offers ready to go and like



Jamie Russell 15:19

to get done and I need to do it. Right. I have no right. To do it.



15:27

No, but I was also like, well, is it gonna be worth my time, like, I need this to be worth my time I want this to bring in money like it needs to be a profitable funnel is what I came into this. And with, with this mentality of we got to make it work. And I hadn't really considered how it could work any other way than what the Guru's say, even though I know there are like a million different ways you can do a funnel, depending on your business and your products and your services. Like you can do it a bunch of different ways. I just had this one thing in my like, let's do a slow funnel, this is what I want to do. And so when you chopped up my document, and you moved all the things around, and you're like, nope, we'll do this later. And you should do this first and switch these things around. I'm like, Oh, well, that just like made me breathe all of a sudden, because it felt so doable. And like freeing. There was freedom in the plan that you created from what I had sketched out initially. Right?



Jamie Russell 16:26

Well, and there wasn't really anything that I think I was like, Don't do this. It was just don't do this now. Like, exactly, yet. So and then like the membership to I think we totally, I was like, let's run this for 30 days, see how it happens. And there's still some debate on I think how you're going to do that in the long run. But it again, allows you to see like, do I even want a membership? like do I? Is it right work group for the product? Like? What would this look like? There was some question on if people would even find value or what value. And so by running at a very small, sort of low key way, it's allowed to say you've gotten those questions answered, or you're working through them with your people. And so then by the time you do like a big scale launch, or you have the investment to do a big scale launch, like you're super confident going into that, like you know, what people want and what their results, right, I've also got the social proof, because you can screenshot all this stuff from everything about it. So I think that's just a super important thing is that, um, there's going to be 1000 questions that you have going into releasing anything. And so the huge thing is, is to get that information from your people, like get it into their hands, let them

buy into it. And then Lindsay's obviously like she knows how to write. So that was definitely helpful with her release. But the right thing to focus in on is their outcomes, not necessarily what the product included or had in it. But she's really good at like saying that this is going to result in this, like they get this because they are going to achieve this. And so as long as you can articulate it, it doesn't matter if it's a PDF or a mini course someone's gonna need it that someone buy it. So yeah, that was I think important. And then like with Lindsey, like we didn't have any freebie strategy. There was no like, you know, opt in, she just used to she already Yeah. Um, but I think through that, too, we've had some conversations on how she could flip out her current freebie for one that comes into her product and her membership a lot easier than what she's currently offering. And that sort of just organically presented itself and wouldn't be anything additional to add to her plate. It's something she's already created that's sitting in her product. So she's really one thing to now uses her freebies. So that I think is another thing people get stuck honest. They're like, Oh, I've got to go create this, like five page PDF, a additional checklist and stuff. And it's like, no, like, pull whatever you have from your products, like you don't need an additional. So that was cool to walk through. Because I think after that point, you were just like you said, You got that breath. You got that like okay, now I can actually think about this because I don't feel like there's this huge stream of overwhelm. So let's shoot to sort of your your releasing of the product. I was I'm stalking her on social media because I was like, I need to know what what she's doing and how she's gonna do this. Yeah. It was interesting because like two days before she released she shows a picture of her and her family, I think at the beach or like sub lake or something. And, yeah, like normally this would not be happening right before a product release. Yeah, that's really cool. Like, I'm really glad that like, you were able to focus it on that and make that happen. And then, like midweek, her son got sick. So what what happened was like your plans and your release? Do you feel like anything went by the wayside? Like you were feeling guilty about it like how did that work with those two pieces during your release. So the



20:26

whole, the whole beach picture is hilarious. So that happened. like six days before I was going to release this product, you know. And that was the point I was still feeling like super overwhelmed at creating the tool. So sales copy shortcut is based on this tool, and it's a massive Google Doc. And it goes through the 15 content blocks that you need for a long form sales page. If you're writing a shorter sales page, you can like shift them around. There's a lot of flexibility within it once you write everything, but I'm like, I have to write the stinking tool like I have to create this. And I didn't want to forget anything. And like all the perfectionism tendencies that I have, were slamming on me that day, and I'm like, I have to go camping. I can't do this tonight.



Jamie Russell 21:17

And I literally told my husband



21:19

two hours before he got home, I'm like, Can you just get some more stuff? And can we pack up the tent and go to the beach because I just need to like sleep on the sand and get out of here. So it was like a I was procrastinating.



Jamie Russell 21:32

But,



21:32

but also, I just needed like to take a step back and enjoy time with my family. And had I been doing a traditional launch of like all the three step things like a Click Funnels launch, I hate to keep picking on Click Funnels, because I'll probably use them one day. But that's that's what I had in my head this whole time. If I had been doing that, no way I would have been up until two in the morning every single night trying to get things done. But as it stood, I'm like, I just need to step back. I can do this in time. I just need to give myself a break. So we took a break. We went camping on the beach. It was hilarious. And then the baby got sick. But the baby got sick last week. Yeah, so I released it on a Monday. I got everything done the weekend before was I was scrambling to get everything done. But that's kind of how I roll anyway, like, just in time, let's do things. I'm not a super advanced person at this season of my life.



Jamie Russell 22:31

So



22:32

the the day that the product was released, he just got sick, he was up for several hours the night before it's crying. And he's not a crier. He just doesn't create a happy kid. So you know, something's really not, not right. And so it was teething and fever. And it was kind of a crazy week with him not feeling well. But at least the product was done. And I could say

you can go do it. So the launch itself, like how many Facebook Lives I would have done probably would have been more if he had not been sick. But I'm like, that's something I can't fit into my schedule. So I'm just going to next it, it I will survive without doing a Facebook Live video about the product. So things like that I was able to say I don't need it, for it to still be a successful release of this product. No matter how many people buy. It's still out into the world. And I can just keep building on that.



Jamie Russell 23:27

So Did that answer your question? No, that absolutely. And I think what's interesting about this is when you think about like flow funnels and if you've not really dove into funnels, like a slow liquidating funnel says you have a freebie that goes into a low cost, tripwire that then goes into another product and another product. So you're you're basically like building on the thank you pages. And if you've ever bought a product, yes, you get a thing, you get sold a thing, you get sold another thing and then you get sold another thing like, right, that's right. And so when you're talking about products, like she was able to focus in on one thing, instead of having like, done, not feeling right things out there,



24:12

right, exactly. Over one thing.



Jamie Russell 24:16

Right? Over three.



24:20

So it wouldn't have happened, it literally wouldn't have happened.



Jamie Russell 24:23

Yeah. Well, in my world, I would have changed my launch date. Like I wouldn't Yeah, I wouldn't have told it. I know. I would have just changed my launch date. So yeah, like I think that that's awesome that you pushed through, you figured out a way to sort of reground yourself. And then the fact that you were able to take lives or sort of visibility things off your plate, I think just goes to show I don't have to do a lot. It's about the relationship and the connection with the people buying at first. Because this strategy isn't

necessarily a cold launch strategy. It's not like you're going to Facebook God's type of thing. Yeah. But your cold traffic typically will come from like referrals. Or like you said, people sitting on your list that maybe haven't engaged for a minute. Maybe someone's stumbled on your video or your Instagram post or something, but like you're not doing it with the intention of getting a ton of people are making like a 10 K, or something like that you're doing right Chin up, getting it out there, making your steps, tweaking, and then doing your bigger launch and then doing the big evergreen thing. Because evergreen funnels are expensive and complicated. And if you're doing that with a first time product, or something that's not fully tested or something where you Yeah, it's just crazy. So that's where a lot of your your thing was, you just had a ton of questions coming in. When we went when we were able to say it like it's okay to have those questions you're allowed to question? answered, like, here's how I will. So your goal, and I know you had sales goals, but I feel like you're saying it wasn't so much about your sales goal, it was more about getting those answers your question? Right? Then necessarily, like what you sold and how you sold? Um, yeah,



26:22

yeah, I did have sales goals, like I really wanted to sell 10 I felt like if I could sell 10 with the extra bonuses that I threw in, it would really just validate the idea. And that was the overarching goal is like validate the idea by selling X amount, and then I can go from there. Right?



Jamie Russell 26:42

Um, okay, so let's talk about what you just said your sales goal was 10. So I think this is a good time. Yeah. What were the numbers and your statistics and stuff coming out of it?



26:51

Yeah, so I did, I really wanted to sell 10, I'm gonna pull up because I took a screenshot, I was looking for it on my phone earlier. And then I'm like, Oh, it's on a screenshot. And my laptop is also possibly going to die. So I'm going to plug it in really quick. And then I'm going to tell you all about my stats.



Jamie Russell 27:11

So while she's doing that, Lindsay got one question, a group that I think is important. And

the question there was their service provider, what is digital products look like for service providers. And how it fits in. So like Lindsay explained a little bit is that she offers messaging and branding and copywriting for people. And she was finding that there was a market for people that wanted to do it themselves, or do it alongside someone and get the guidance support, know how to do it in a well converting way. But not necessarily pay the huge price of a copywriter or messaging strategist or something like that. So she saw where she could take her same methods and how she helps other people build, copy, and turn it into a digital product. And that's oftentimes what you see with service providers is, um, choose your market for one, you know, are you teaching other people like you? Or are you teaching people that would have been your client that DIY? I would tell people not to do both until you've like mastered one. Because it's really hard to try and speak to both someone like you, and someone that's DIY. So what I mean by that is, if you're a VA, like a virtual assistant, pick, are you teaching other virtual assistants how to be a virtual assistant? Or are you teaching people that would eventually be your clients. So you have to know what that end result is, if you're trying to get people into your services, which is Lindsay's end goal really is like to be able to sell more for services and sell more of that high ticket dollar. But she knows like to get people there, they've got to sell stuff, like they've got to get to a certain income level. So this product is going to help them build their own copy. They're going to know about her process, they're going to know the way that she writes copy so that when they're ready and able to hire a copywriter, they're gonna hire her because they're now familiar with her process and her copy and stuff. So she she really like yes, she had to create the product, but she had the content there like she knew her process and like how to go about doing it. So just think about in your business, like every VA OBM social media marketing person, it does not matter what service you provide. You provide something unique because you're unique. So you just got to drill down to like, what is that thing that you want to sell? Is it templates? Is it a process? Is it a strategy, um, start with something small, ask your clients like ask your past people your past leads, even if it's ones who didn't end up paying you because they might be your best product client. What you should be doing and so then it provides a place and I loved it when I was done for you service provider because When I was on Discovery calls, I always felt the need to discount my services because I didn't have something for those DIY people. And so by having a DIY product, it gave me somewhere to put them. And I could still provide them a little bit of support via email, or maybe through the nurture sequence for that product. But I didn't feel like I was discounting my services devaluing what I provided one on one. And I also didn't feel like I was just like, if sorry, like, I can't help you. So I love having this idea of like a reoccurring or a passive income profit model for service providers, because you can either use it as a way to lead into your done for you services, or you can use it as a way to step back from your done for you services. And just let that work. Because I know for me, like, I couldn't do done for you work right now, even if I wanted to, because my schedule is so crazy with elearning. So there just be no way like

I could be tied to clients right now. And I think that there's a huge need for that for people to figure out this reoccurring profit model and passive income because they need to step back from their business, or they don't want to go agency model and get bigger in that respect. And there's other ways to scale. So I hope that answered the question for the person in your group. And now that it looks like Yeah, you did everything, you



31:24

know, I loved I loved everything that you said. And for me, it's it's a goal of eventually getting clients through this, this process. But it's also if I can continue to build what I have in member vault and the products that build on top of each other. And this can just run on its own. Like, that would be ideal, too. So it's a combination of what you said for me. And basically, whatever starts running itself faster is the direction I'll probably go with it. But right now, it's just really flexible.



Jamie Russell 31:57

Right? Awesome.



31:59

All right. Yeah. Talking numbers, so I sold 18 product products. So 18, people purchase sales, copy shortcut, when my goal was 10. So my, my hit my my goal of 10. On the last day of the I don't want to say close, I didn't close the cart, but it was like the last day of the membership bonus, and all of the things that I had in there, so I kind of had a soft, cart close and, and on that day, like eight people bought so that that final day was when the majority of the people opted into the product. So if you consider the whole of the audience that I shared this with the email list, which is over 700 people, the Facebook group, the conversion rate was just under 2%, like 1.6, or something. So it converted really well to my whole audience. Now, the stats for this specific page, I only had 138 people visit my sales page out of you know, my 700



Jamie Russell 33:13

plus



33:15

audience as a whole, only 138 of them actually said, Yeah, I'll check out what she has to say. So when you consider that the conversion rate was more like 12%. Because I had only 138 people on the page, and then 18 purchase. So I like to say both conversion rates because you want to track both, if you can, the people going to that sales page, you know, setting up an analytics for that specific page. And but also considering the whole of your audience.



Jamie Russell 33:51

Right. So can you tell us what sort of industry standard is just so that people have a comparison? Like, well, yeah,



33:59

like industry?



34:03

I think a one to 2% conversion rate is typical for a digital product. So when I realized that I hit like the one and a half conversion rate, I was pretty excited. So looking at this from a, a more granular level, even like what did the sales page actually tell me and the conversion rate was greater. So I'm not an expert in like tracking stats and data by any means by any stretch of the imagination. I didn't even do that in my launch two years ago. And so this is this is good for me to see and do that. Yeah, it's really good to see the numbers.



Jamie Russell 34:44

And this would be cool to like once you get to a point that you are able to run ads or write interest or something like comparing what that looks like. Yes,



34:53

because this is very warm, warm, warm people. Yeah, people who want to the sales page or Very warm. So cold traffic to this. I don't know what it would convert at 1%. maybe it'd be I'll be curious to find out when I get to that point of investing in any sort of ads to drive traffic.



Jamie Russell 35:12

One, I think the other thing to look at is at 138 people 18 people bought that's over 10%. And that's not an ideal is that out of the people that actually hit your page? Who did that? So yeah, like, that's great, considering when you look at Okay, she had to take off time for her kids. She was extremely overwhelmed going into it. Um, she didn't really pull out bells and whistles to write.



35:44

Right?



Jamie Russell 35:45

I've noted Lindsay is a genius when it comes to repurposing copy. Because I was like, hey, like, this is similar to what she posted on Facebook. But she elaborated further. So like, yes, about how to take one piece and sort of Okay, I'm going to put this chunk here. And that all elaborated further on my email list. And then I'll elaborate it even further here. Oh, now I can talk about this piece that alive because this sort of organically came out. And I'm like, man, like, this is your next thing to teach is like how to



36:21

thank you know, did I



Jamie Russell 36:24

think she noticed she was doing it, I'm sure on her. And she was like, I just need to get out something. And so I already have the right, I'll do it. But the thing for us all to remember is like, just because I'm sitting on our Facebook doesn't mean I'm sitting in her email list and vice versa. And they also say, well, you have to read something seven times before it's so yeah, whatever. So don't feel like you're being repetitive or that you have to write eight different things to go out. Um, so yeah, like, I just I think you, you handled your your like launch and release, or however you want to term it with absolute grace as you were going through it. And watch. Thank you. So yeah, like, I just I think it's awesome.



37:11

I mean, there are a lot of things I wish I could have done in addition to what I did, but I wasn't to the point of beating myself up over it. And Dan is better than perfect mentality was

**J** Jamie Russell 37:25

one of the enemies how I was feeling like you have any regrets? Or like, Is there anything you would have done differently? And your response was something like, there's definitely things I want to do next time. But I I'm completely happy with it. Like, I'm totally, I was very satisfied.

 37:41

Yes, yes, I was very satisfied.

**J** Jamie Russell 37:44

Yeah. So that that was cool to hear. Um, so I think this is sort of a good point to talk about, too, with the structure and the way that I teach people. The reason we keep using the word release, and honestly, like Lindsey sort of coined this because I've been trying to figure out like, how do I turn this like, stressful when you hear the word launch? It sounds like a rocket taking off. And so I was like, but you're really not launching, you're just, you're releasing it, right? So it's like, that's what I need to call it like it's releasing your product. You can choose to have a close car, you could not have a close part, you could disappear some bonuses and make it feel like there's some urgency. And that's something you've touched on to like the difference between urgency and scarcity is the piece where people tend to feel really icky with their sales when they're like, Oh, you Yeah, this thing, or you will never succeed. Like that. That's the scarcity, urgency. It's just, it's closing on Friday. Like, I can't write

 38:47

like time. Yeah.

**J** Jamie Russell 38:50

Um, or, like, I'm doing a bonus next week with an extra workshop. So it's like, hey, if you got an early and you did today, extra workshop, you don't take urgency, you just get the

recording, you just can't be there physically. So it's just it's that urgency, it's not a key. Like, if you don't do this, you won't succeed, you won't get your stuff. Like, it's just simply what it is. So, um, you can do it in a number of different ways. But my my process takes on the acronym is rise, because I like the concept of, it's the slow steady build, versus it being like taking off like a rocket, and then you're trying to recuperate for the next six months from that launch that you did. And I've been there like there's such a thing as a launch hangover and a launch coma and it's not fun. And that's normally from my point of view for the last year as a launch strategist, like being behind the scenes, you know, people manage their launches, and I needed a two week recoup from someone's launch and it wasn't even my product. So like, I can just imagine that threw on there and with the stress that happens during those things, and that was with having a multi person, team and money and ads and all those things. So I like the idea of a slow build. So the acronym stands for release and prove systemize and expand. So the release is literally getting it out there starting taking a step, getting it in people's hands, going through your sales strategies, really focusing in on that product. Improving is taking all that feedback and actually listening to your people. And figuring out what you need to do to then turn it on to evergreen, as the system ization is just automating it so that when you do get to that point of putting it on evergreen, like you have processes in place, and you have the organizational structure, because you've now gotten your thing, the last piece, I tell people is honestly optional, because you don't have to scale your product. To expand it, you don't have to use it as this huge money builder. Some people simply just want enough money to pay for their expenses every month. So I mean, like, it's totally up to you what you want this goal of your digital product to be but we do talk about expanding from the sense of Okay, do you need to hire a team? Are you now ready to create a multi layered funnel or more of your traditional slow liquidating funnel? Are you ready to invest in bigger tech? Is it time for you to now get a photo shoot done and like do real big people graphics, like, you know what, what's the next step for your product at this point, where if you look at other traditional people that are teaching sales funnels, and funnel strategy, they talk about graphics right off the bat, they talk about packaging, about the tech needing to hire someone. And I've literally launched from a Trello board or a Word document like you don't have to be in tech at first. Now, I will tell you member vault is a huge help because they have these awesome templates that you can use to gather feedback before you've ever sold your product. And while you're selling it. So it makes it easy for you to launch something in bare bones and it still looks professional, unlike teachable, and Thinkific and whatnot, where it feels like you need 1000 pieces to get in there. And it's still not quite clear on where your stuff goes. So I do prefer people to use it because it's easy to use right off the bat and build but honestly, if all you do put it in a Word doc, put some pictures up there type of thing, maybe a video of you explaining what you're selling. And then really focus in on what what I said before with your copy. Like you don't need 1000 pieces of copy, you don't need a bunch of emails, you do need to email your folks but like you don't

need like the four page long side cutters that you you you hear everyone doing. Um, you don't need to go by those swipe copies or those templates. Like you really just need one solid piece of super focused specific outcome driven copy. And what I mean by that need to drill into what are the outcomes? What are the objectives, I call it a syllabus people tend to save that more with courses. But if it's a template, a mini course or anything in between, like I need to know like, why am I buying this thing? Why? Why do I need to invest money, whether it's \$7 or \$70? I need to know why I'm investing in it. Um, so yeah, like my my strategy works, whether it's a small product or a course, I love to go into bite size offers though, because I feel like with where people are right now, they can't commit to big courses, they can't commit to big programs. And I'm even learning that right now myself trying to launch this group coaching program, I've decided to move it over to a self study option. Because people just can't commit, they feel guilty on that level, but they can do. So you could take a big mega course if you think about any mega course you've ever seen or taken, you could break that up into several different smaller courses. But if they bought all of them, it would add up to the same price. So what you want to do you want to build people through that journey of taking several bite size offers or bundling them together if they do want all of them. Um, once you get enough people maybe giving a VIP option or something. But the idea is that you're taking them through a journey, you're not forcing them into anything in particular, you're not worrying about a trip wire, you're there to serve and you're focusing on serving versus selling. And so it just takes the whole different perspective of selling into a more servant hearted way of going about a sales funnel. And that's why I hired Lindsey because I was really struggling. I'm like, okay, it's a funnel by definition, like a funnel, by definition is moving someone through from one piece to another. But it's not a funnel in the fact that I'm trying to cram someone through this hole that they may or may not really fit into dry, shame or scared from the process. So it's, it's been interesting to figure out that messaging and finally starting to get comfortable with how to articulate it, because I've seen it work. I've watched it work, I've done it with my own audience. I've done it with other people's audiences. And now be able to articulate that and really lean into member vaults and how they do things in the relationship marketing way is just been super life gift thing, because watching people like Lindsey light up and be like, oh, like, I can serve my people and like, feel good about this and not be overwhelmed myself and not overwhelm them and return. I think it's just it's huge. It's huge right now. Um, so yeah, that's really in a nutshell. Is there anything else you want me to cover? Yeah. Or?



46:20

Well, I'll just go into like, I hired Jamie to do a boxer day. And it was amazing, incredible value worth it hands down. I was like, how can we get all of this done in a day. And yet, at the same time, I'm like, oh, man, I cannot waste any time. I need to take advantage of

every moment of this whole day. So I can, I mean, not get my money's worth, but really get the value of Jamie's expertise. And her eyes on my stuff. And I told her I'm like, I feel like I'm drinking from a firehose, right now, I feel like I'm, I'm like, sprinting, I know it's a marathon. But I'm sprinting and I can't stop sprinting, I just need to slow down. But her boxer day was incredible. I, we were done far sooner than the 12 hours, or whatever hours you allot to this boxer day. And it happened really naturally. And I had to allow myself time to process in between voxer in her. And that was just as valuable as the time that we were in conversation with each other. So I loved how you structured it. And I think it's an amazing offer, and totally worth the value. I know there are other ways to work with you. But that's how I experienced your brilliance. And it was great.

J

Jamie Russell 47:40

Well, and it's funny because like I think there's this whole movement around, done in a day kind of services that done in a day service at one point. And it was better than it being done for you service provider where it feels like you're going back and forth and communication email for weeks, and you can never wrap up. It seems like there's scope creep. And all these things done in a day works, I think for a lot of people, but for what I was doing, it was super hard to get everything. And even though the parameters are typically like you get me for six hours, and after that six hours, you can either hire me for another day, or like do it on your own. I always felt like I was leaving people with a ton to do, like six hours and like my six hours. Yeah. On ones like week worth of stuff. But it's still always felt like man, like, I feel like I'm shortchanging you like I'm leaving you with too much to do. And strategy sessions were always hard because it felt like Okay, ready, set, go. And if you forget anything, like it is what it is. Um, so I just something never felt right. And for me specifically, I was like, Okay, I can't say I can show up at this time every day, even if it's on my calendar. Things happen the night before whatever, like I can't be unprofessional like that. I don't like to be known as unreliable. And so there was a point that I honestly was like, Am I gonna have to go get a nine to five like, Am I gonna have worse because I can't make this work. And I started hearing about people doing Fox or DS and I was like, man, if I could live on boxer like that would be like, I love that. And there hasn't been this like, Okay, how do I make sure I'm not overwhelming people but like once he said is like we're not talking that entire 10 or 12 hours. Okay, like, let's go through this. What are your goals? What do you want to achieve by the end of this? Let's talk around that for a minute. And then if you have lunch Are you need to go pick up your kids or whatever. Like you take breaks. There were points that I was like, okay, Lindsay like I'm coming back in an hour. Like I go back and think about it. Relax. I'm great. process and relax. I know some people have journaled in between they brain map stuff out on paper, because that helps them. And that allows you to really also feel good about what you're planning instead of feeling rushed and then regretting half of what you did. I can't tell you

how many times I would do a strategy session and then the next day get an email from someone that's like, I still don't really know if this is the way we should do it. Or like, I just I don't they'll. And that's because of what a strategy session tends to lend itself to where they really think through. So if Lindsay says something like, okay, walk me through this concept again, or like, I'm still stuck on this particular piece, we were able to then Okay, what if we move this or what if it was framed as this instead of this, and made her feel really good and confident at the end of it, um, and then me to really take her through. So now we have your offer? Did you want to talk about launching did you want to talk about the next step of things like, building on what we had been. So I've done a couple of them at this point. And they're not going anywhere, because I just haven't really loved them. I've done one with Lindsey. They're great. Someone who's a, like a direct marketing and sales kind of company. And then I've also done a who's also a coach. So that was, that was a super cool meld of things. And then the other person was launching a membership for content writers. And so yeah, like being able to touch different types of launches, but also not feeling like I had to project manage it afterwards. That's right. And they can then work their magic and do their thing and be in their zone of genius or zone of excellence. And I'm just here to support. And something I don't necessarily tell people, but I can't help myself is like, if I see resources, and like, oh, like, for example, we run a tech call for member vault last week, because I'm one of their certified partners. And we were literally talking about something that me and Lindsay couldn't figure out when we were talking tax, yes. And I was like, Oh, I'm screenshotting this phone, and I sent it to it, I was like, remember, when we talked about this, this is how you do it. Um, so I don't mind like giving resources afterwards, if a really in depth conversation were to happen, it would be Hey, like, let's schedule another day and sit down and go through this in more detail. Um, you know, like, when Lindsey maybe goes to relaunch again, or really do a big right, in her I'll sit down again. But I don't mind like extending resources, and hey, how did it go? How did you feel about it? Um, not only because it helps me, but because like, I want to keep that connection with my people, I want to keep my connection. Um, the other thing that's been really interesting is like, every single person I've done a boxer day with has been like, I need to do this in my business. Like, I mean. So that's funny, because I don't think we think about that as like, Oh, I can try to be on boxer, like, there, you don't have to do something super formal, and it's still valuable. And that was my my aha moment as a service provider, or coach is that like, this is valuable, like, what's inside my head and me talking to people is just as valuable as physically doing it for them. And in fact, sometimes more valuable, because now you're learning how to do it, you know, who to hire, and like, you know, what somebody is doing behind the scenes for your launches and stuff. And like it, it just, I think comes full circle in a lot of different ways. And so, yeah, I love doing them. And I love that at the end of it, it doesn't feel like there's Oh, like I left her hanging, like, yeah, boxer day, but it didn't feel like oh, we write off in a bad spot, or now she's gonna get overwhelmed because she's got to like read this funnel map that only I can write, like,

come out of a strategy session. So yeah, they, they were a ton of fun. And I restructured it a little bit because I found that pretty much within the first four hours we've gotten through your major. And so I now only do them as for hours, and I can flip the time, if someone's in a wonky time zone or something like that. They know something so nice. Because that's normally why people offer it in a 10 hour is because the idea is if you're in a different time zone, you don't have to start right. Um,



54:49

and I was like, yeah,



Jamie Russell 54:50

I'll just move it like no big deal.



54:52

Yeah, that's super smart.



Jamie Russell 54:54

Yeah, yeah, totally. And my thing is, is like if we did get to the point of doing it You can do a full day and then we map out your offer in the morning. And then in the afternoon, we really chime in on like the funnel and the sales strategy of thing. So then you essentially have a concrete plan coming out of it. And so I actually merged mine off into just having two different things. It's more like a half day and a full day boxer session now. And then I also because I'm a certified partner, if someone did want a little bit of tech implementation, or help, I could always ping one of my other certified partners to help me in the afternoon to set things up for someone. So like one of my clients was like, I really wish we could have outlined the email system that day like it. Active Campaign, and it was there, not necessarily the content, but just knowing what emails to send. Yeah. That's interesting, because I could, yeah, sent that box to someone. And they probably could have mapped it out the way that we explained it. So, um, yeah, that's cool. Yeah, that's super cool. And one of the guarantees I tell people is, if in the four hours, we don't get to your goal, like we'll go another two hours on me, because I want to make sure like you've hit the goal of this session and gotten your offer laid out. So yeah, like, they've been awesome. And I think they've been really helping people just get out of their own head and get unstuck and the baby steps to take to get to their products. So



56:28

yep, all those three things getting out of out of your head and realizing it doesn't have to be as hard as you're creating it to be up here in your head.



Jamie Russell 56:37

Yeah, well, I tell people to like, even with our sessions, like, you know, go back the next day and look at it and honestly ask yourself, like, do I need to do this now? And is there a way I can simplify it? Because more than likely, always something else that you can cross off, and I forget what it was, but I think there was something you were even like, I even moved this down. Like, I didn't need to do this. Yeah. Yeah, please, something. Um, so it's just good to sort of self edit, and figure out how to do that self editing process, because our brains automatically complicate things as it is. So I think we're gonna go ahead and wrap up here, just because this has been pretty



57:19

awesome. So awesome.



Jamie Russell 57:22

But do you want to tell people where to find you online? And then I can tell people where to find me? For both? Yes,



57:28

yes, absolutely. So you can find me at Verity and co.com. You can also find sales copy shortcut the new digital products for writing your sales page as easily as possible. That's at sales copy shortcut.com.



Jamie Russell 57:45

And you can find me mostly on Instagram nowadays at a at a at page. And then my website is currently getting rebuilt. But there is a button on there for my member vault which has my boxer service and my digital products. I just got done recording a workshop that's now available whenever you want to go watch it on my strategies and my tactics. And that's it. Jamie Russell's calm. I'm sure Lindsey will have things linked up and I'll link

up stuff. Absolutely. Absolutely. Awesome. Thanks, Jamie. Thank you for your time today, Lindsay.



58:23

It's great.