

THE
CREATRIX
CO

LAUNCH STRUGGLES, SOLVED



I'll be the first to say it...

LAUNCHING SUCKS!

(but it doesn't have to be this way)

You're not alone if launching feels like assembling IKEA furniture blindfolded—with missing screws.

Not to mention, you want a sell-out launch to bring in that cash flow.

I hear you, and as a small business owner, I've been in the same position, so I get it!

If you've ever thought:

"I don't even know where to start."

"I'm posting, but not making sales."

"I don't have the time (or brain space) for this right now."

...then this guide is for you.

I'm going to break down the 12 biggest launch struggles small business owners face – and give you simple, actionable ways to overcome them with less stress and way more confidence.

STRUGGLE BINGO CARD

(AKA. CONTENTS)

How many of these struggles do you tick off?

PG. 4 "I HAVE NO TIME TO CREATE SO MUCH CONTENT"	PG. 6 "I DON'T KNOW WHAT TO SAY OR WHEN"	PG. 8 "I DON'T HAVE A LAUNCH PROCESS - IT'S CHAOS!"
PG. 10 "IT'S NOT WORKING - NO ONE'S RESPONDING TO MY POSTS"	PG. 12 "WHAT IF I LAUNCH AND NO ONE BUYS?"	PG. 14 "HOW DO I KEEP GOING WITHOUT BURNING OUT?"
PG. 16 "I NEED TO HAVE EVERYTHING READY BEFORE I LAUNCH"	PG. 18 "I DON'T WANT TO SOUND SALESY"	PG. 20 "I STRUGGLE WITH STAYING CONSISTENT"

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“I have no time to create SO much content”

Real talk:

More content does not equal more sales.
Strategic, story-driven posts get more payoff.
Strategic > Volume

What to do instead:

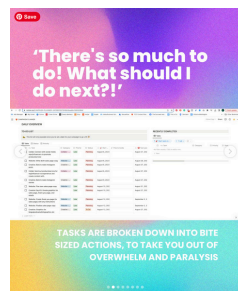
- ★ Focus on just 3 formats *you* can stay consistent with and enjoy creating (e.g. talking head reels, value-packed carousels and a story sequence) that engages with your audience.
- ★ Turn one big idea (e.g. a pain point or misconception) into multiple formats.

Eg. Pain point: Feeling overwhelmed launching

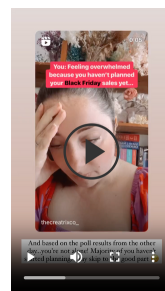
Reel



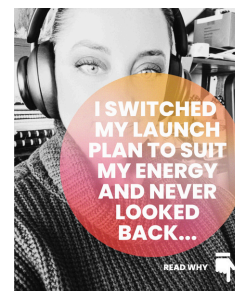
Carousel



Story

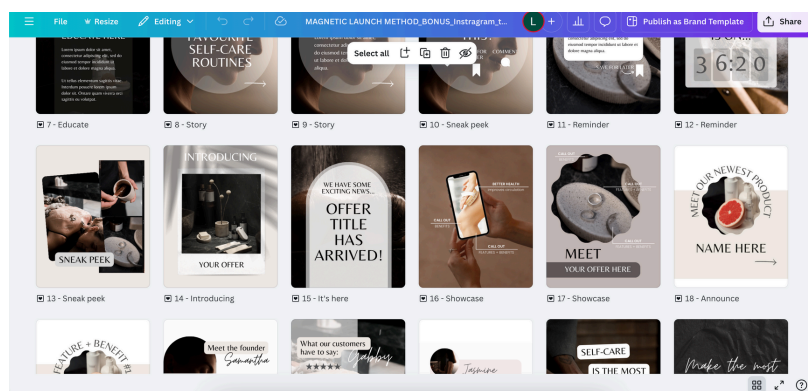


Static post



“I have no time to create SO much content”

- ★ Create a few high-impact assets you can use as templates (e.g. one killer carousel, a great FAQ post, a DM reply script).



- ♥ Pro tip: Repurpose old content that performed well with new intros, hooks or creatives. Your audience doesn't see everything. Repetition is not annoying—it's reinforcing, but remember to repurpose with intention.



The original on the left, repurposed using a similar message and displayed in a different way

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PG. 5

“I don’t know what to say or when”

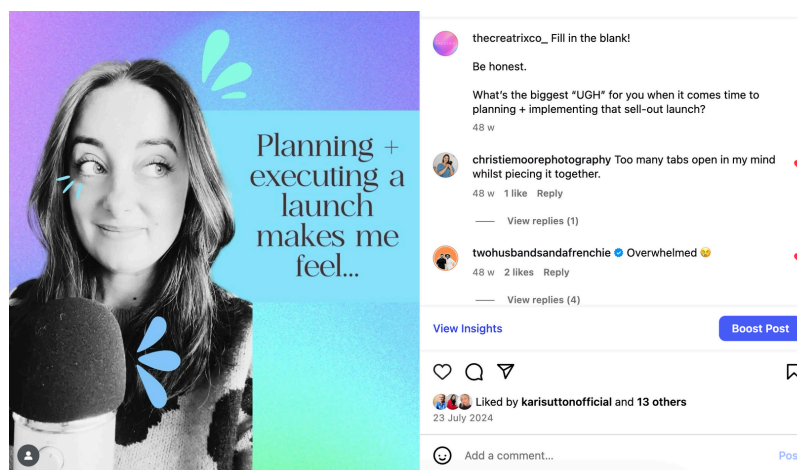
Real talk:

People sometimes say the first thing that pops into their mind and hope for the best, but there are no magic words – just a simple but strategic formula you rinse and repeat.

What to do instead:

- ★ Focus on educating how your offer solves your audience’s pain points and struggles, AND/OR how it brings them closer to their desires and transformations.

Not sure what they are avoiding/wanting? Ask them, or scour social media, on Facebook groups, reddit etc to find out.



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“I don’t know what to say or when”

- ★ Use the same language your audience uses eg. If they are using “more money” as a desire, you wouldn’t use “sales” just because it’s how you would phrase it.

Using more of their language helps them feel connected, understood and then more likely to buy.

- ★ Use a weekly focus in your launch plan:

Week 1: Problem awareness + teasing the solution

Week 2: BTS + solution awareness (aka value adding)

Week 3: Open cart + testimonials + urgency

↪ Mix and match different pain points and desires (you can focus on the top 3) and say it in different ways across the weeks

“I don’t have a launch process – it’s CHAOS!”

Real talk:

Winging it might feel flexible, but it actually creates confusion for you and your audience.

What to do instead:

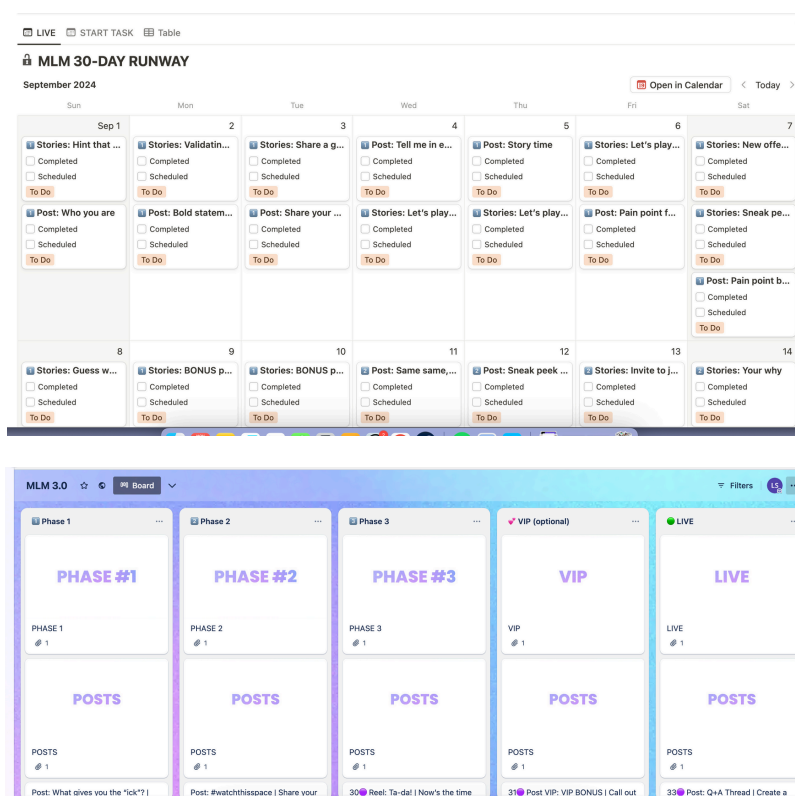
- ★ Use a repeatable framework (think: a checklist or template) that walks you through each stage—from warm-up to post-launch.
- ★ Break the process into smaller phases:
 - Planning (your offer, goals, dates)
 - Pre-launch (teasers, validation, lead magnets)
 - Launch week (sales content, FAQs, reminders)
 - Wrap-up (testimonials, upsells, reflections)

It’s important to take your audience on a journey that makes them feel seen and heard, builds trust, and more likely to buy from you.

“I don’t have a launch process – it’s CHAOS!”

★ Batch create (more on this on pg. 9) so you always have content to work with and are not scrambling last minute to get something up.

♥ Are you a visual person? Mapping your entire launch visually (using sticky notes, a Trello board, or my launch planner – Magnetic Launch Method) helps reduce mental clutter.



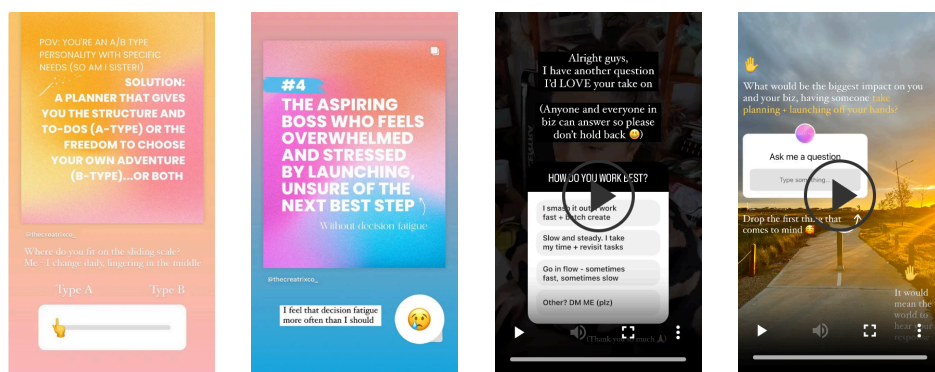
“No one’s responding to my launch content”

Real talk:

On average, your audience needs at least 7 meaningful and strategic interactions to go from a lead to a customer.

What to do instead:

- ★ Don’t give up, stay consistent. Continue to show up on posts, reels, stories etc so they have more opportunity to see your content.
- ★ Start conversations eg. polls, questions, DMs etc. This will help you connect, get feedback and keep your finger on the pulse of what they are thinking and feeling.



“It’s not working – no one’s responding to my posts”

- ★ Don’t just post and ghost – educate, announce, invite, share stories etc. This will help you build a connection to your audience and them to your offer.

Reminder: Silence doesn’t mean disinterest. It means keep going to get to 7 (or more!) touchpoints and build that connection.

- ♥ PSST: Magnetic Launch Method uses a proven strategy, mapping out what to post to get their attention and turn them into hot buyers.

LIVE START TASK Table						
MLM 30-DAY RUNWAY						
September 2024						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
Sep 1	2	3	4	5	6	7
Stories: Hint that ... <input type="checkbox"/> Completed <input type="checkbox"/> Scheduled To Do	Stories: Validatin... <input type="checkbox"/> Completed <input type="checkbox"/> Scheduled To Do	Stories: Share a g... <input type="checkbox"/> Completed <input type="checkbox"/> Scheduled To Do	Post: Tell me in e... <input type="checkbox"/> Completed <input type="checkbox"/> Scheduled To Do	Post: Story time <input type="checkbox"/> Completed <input type="checkbox"/> Scheduled To Do	Stories: Let's play... <input type="checkbox"/> Completed <input type="checkbox"/> Scheduled To Do	Stories: New offe... <input type="checkbox"/> Completed <input type="checkbox"/> Scheduled To Do
Post: Who you are <input type="checkbox"/> Completed <input type="checkbox"/> Scheduled To Do	Post: Bold statem... <input type="checkbox"/> Completed <input type="checkbox"/> Scheduled To Do	Post: Share your ... <input type="checkbox"/> Completed <input type="checkbox"/> Scheduled To Do	Stories: Let's play... <input type="checkbox"/> Completed <input type="checkbox"/> Scheduled To Do	Stories: Let's play... <input type="checkbox"/> Completed <input type="checkbox"/> Scheduled To Do	Post: Pain point f... <input type="checkbox"/> Completed <input type="checkbox"/> Scheduled To Do	Stories: Sneak pe... <input type="checkbox"/> Completed <input type="checkbox"/> Scheduled To Do
						Post: Pain point b... <input type="checkbox"/> Completed <input type="checkbox"/> Scheduled To Do
8	9	10	11	12	13	14
Stories: Guess w... <input type="checkbox"/> Completed <input type="checkbox"/> Scheduled To Do	Stories: BONUS p... <input type="checkbox"/> Completed <input type="checkbox"/> Scheduled To Do	Stories: BONUS p... <input type="checkbox"/> Completed <input type="checkbox"/> Scheduled To Do	Post: Same same... <input type="checkbox"/> Completed <input type="checkbox"/> Scheduled To Do	Post: Sneak peek ... <input type="checkbox"/> Completed <input type="checkbox"/> Scheduled To Do	Stories: Invite to j... <input type="checkbox"/> Completed <input type="checkbox"/> Scheduled To Do	Stories: Your why <input type="checkbox"/> Completed <input type="checkbox"/> Scheduled To Do

“What if I launch and no one buys?”

Real talk:


It feels horrible thinking about launching to crickets, but remember that every launch gives you data, not just dollars...AND strengthens your launch “muscle”.

What to do instead:

- ★ Set goals across all areas of your business (not just revenue) to track engagement from a launch. This could include new sign-ups to an email list, engagement, DM’s received – those are all leads.
- ★ Ask yourself if your leads are hot, warm or cold leads? ← This helps indicate how ready they are to buy from you, and then you can choose which launch runway strategy to use

“What if I launch and no one buys?”

- ★ De-brief what worked and what didn't to help you tweak and improve your next launch.



BONUS: If you are connected to your audience, why not ask for feedback on your offer eg. What your audience thought your offer was, what they would have liked to see more of, if they thought it would help solve their problem etc.

I like to use Google Forms to create a questionnaire, then import the results onto a spreadsheet to see trends.

[illegible]

“How do I keep going without burning out?”

Real talk:

You don't need to do it all, just the right things consistently. It's all about working smarter, not harder.

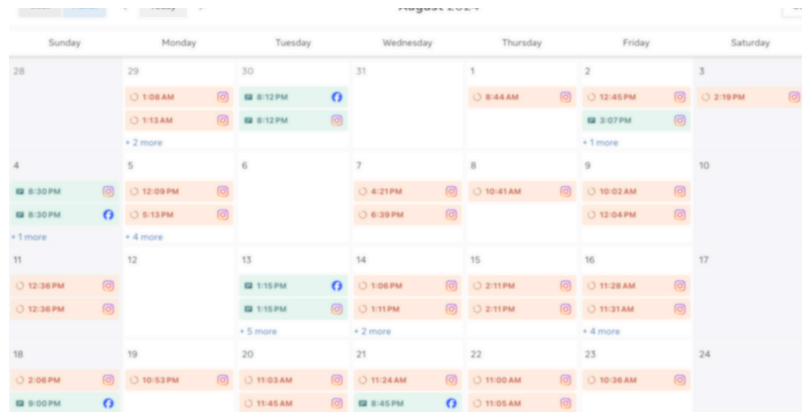
What to do instead:

- ★ Be realistic and strategic with your time. Have a cold audience (people who are new to you or aren't aware of your offer)? You'll need more time in your launch than if you were launching to past clients etc.
- ★ Batch create content when you're most inspired – you'll create more in less time, show up more authentically, and create better quality content. Don't enjoy content creation? Do something you enjoy as a reward once the task is done.

“How do I keep going without burning out?”

- ★ Use technology and systems that speed up your work and save you time where you can. eg. Schedule in posts in advance to lessen the mental load, ask ChatGPT for ideas and different ways to word captions, use your brand’s style guide to create content from.

META BUSINESS SUITE



BRAND STYLE GUIDE



IDEAS FROM CHATGPT

Acting like a world-class marketer, generate 10 different instagram carousel ideas to launch and make sales without

Here are 10 Instagram carousel ideas to talk about how to run a sell the overwhelm:

1. Title: *How to Plan a Sell-Out Launch in 5 Simple Steps* 🙌
 - Slide 1: Ready for a sell-out launch? Here's your roadmap to success.
 - Slide 2: Step 1: Get clear on your offer. Know EXACTLY what you're selling.
 - Slide 3: Step 2: Build your launch timeline (spoiler: don't skip the prep work).
 - Slide 4: Step 3: Engage your audience BEFORE you launch.

Ask anything

+ Tools

ChatGPT can make mistakes. Check important info.

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PG.15

“I need to have everything ready before I launch”

Real talk:

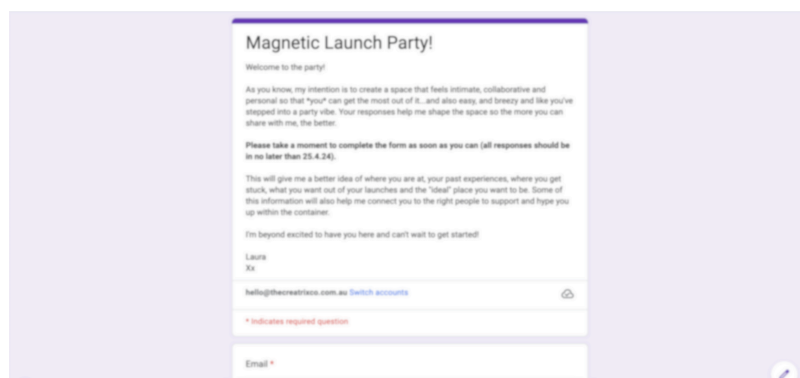
Perfection paralysis delays momentum and sales – PLUS it stops you from staying flexible and responding to what your audience wants.

What to do instead:

- ★ Keep things simple – you don’t need multiple messages, sales pages or funnels...just clear messages and one place people can sign up to/buy from. You can always add more if needed as you launch.
- ★ Work better under pressure? As long as you have a plan, you could create content 2-3 days in advance, and nobody will know any different.

“I need to have everything ready before I launch”

- ★ Start with a waitlist or interest form to gauge demand while you finalise details behind the scenes.

A screenshot of a digital form titled "Magnetic Launch Party!". The form is set against a light purple background. The text on the form reads: "Welcome to the party!", "As you know, my intention is to create a space that feels intimate, collaborative and personal so that 'you' can get the most out of it, and also easy, and breezy and like you've stepped into a party with me. Your responses help me shape the space so the more you can share with me, the better.", "Please take a moment to complete the form as soon as you can (all responses should be in no later than 25.4.24).", "This will give me a better idea of where you are at, your past experiences, where you get stuck, what you want out of your launches and the 'ideal' place you want to be. Some of this information will also help me connect you to the right people to support and hype you up within the container.", "I'm beyond excited to have you here and can't wait to get started!". Below the text, there is a field for the name "Laura Xu" and an email field with the address "hello@thecreatrixco.com.au" and a "Switch account" link. At the bottom, there is a red asterisk indicating a required question and an "Email" field with a red asterisk.

- ♥ Pro-tip: Use hooks/creative/captions from high-engaging content in past launches (or regular content) and repurpose for your next launch.

“I don’t want to sound salesy”

Real talk:

Selling doesn’t have to feel gross—it’s simply an invitation to solve a problem. So why does it give you the ick? It’s because you’ve witnessed or experienced salespeople have *pushed* their agenda onto you/others, breaking the trust already established.

What to do instead:

- ★ Focus on helping without attachment, not pushing. Share how and why your offer is the solution to a struggle your audience is already experiencing.
- ★ Use storytelling and language in *your* tone to help build connection and trust. They want to connect with you and your brand.
- ♥ **Pro-tip: Find the blend between talking to your audience like you’re talking to your best friend and how they like to talk. You’ll show up more personable and also connect with them on their level.**

“I don’t want to sound salesy”

★ Swap salesy CTA’s (call to action) like “buy now” for conversational CTA’s like “Want the details?” or “DM me if this sounds like you.”



Remember: If you truly believe your offer can help someone, not sharing it is doing them a disservice.

“I struggle with staying consistent”

Real talk:

Consistency doesn't mean daily content—it means being intentional and reliable with your content.

What to do instead:

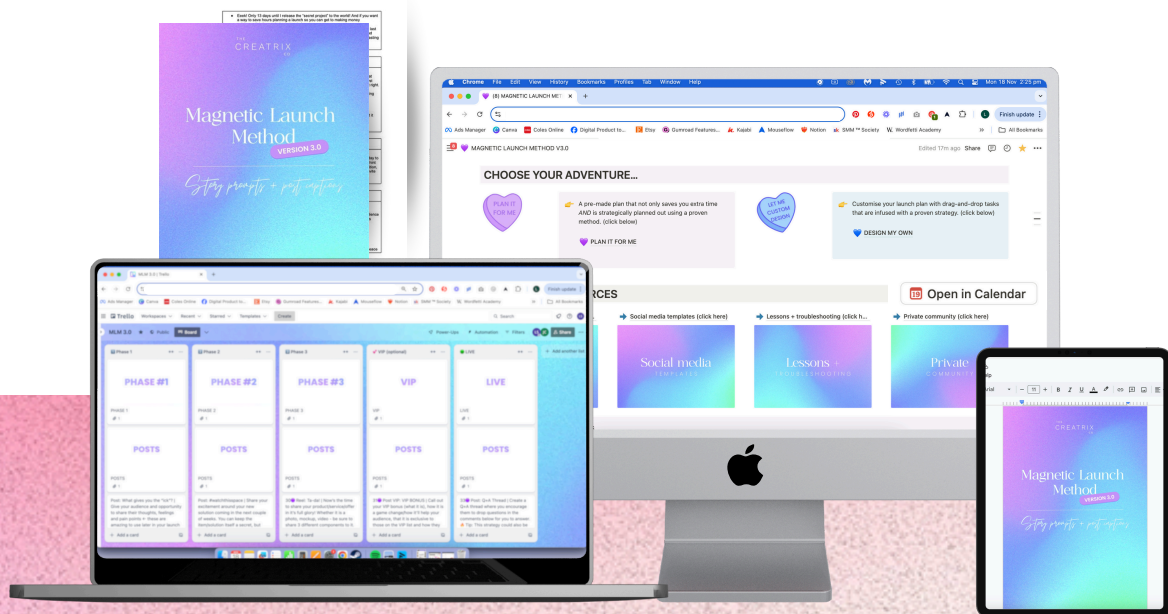
- ★ Start by defining your bare minimum baseline – the non-negotiables that feel doable each week (e.g. 2 posts, 1 reel, 3 stories).
- ★ Schedule “creation sprints” where you batch a few pieces of content in one sitting. Even 1 hour a week can make a big difference. Treat it like a non-negotiable meeting.
- ★ Use templates and reuse frameworks that worked before—every launch doesn't need to be a creative overhaul.

Pro tip: Schedule as much as possible in advance to take the load off when you go live, and give you room to respond to your audience's engagement.

REAL TALK:

If you're done struggling through launches, want your content done for you and a clear plan that helps you make sales?...

GRAB MAGNETIC LAUNCH METHOD, MADE TO HELP YOU SELL YOUR NEW PRODUCT, SERVICE OR OFFER WITHOUT THE STRESS AND OVERWHELM {AT A TINY PRICE} >>HERE<< NOW



Use on your favourite platform



Notion



Trello



Google Calendar

