

The 5-Step Formula for Launches that Serve Up 6-Figure Paydays



MasterPeace
COACHING



If we haven't met, I'm Jeanna Gabellini. I was a best-kept secret for over a decade until everything changed...

I had my first 6-figure launch! Over the last six years it's become a habit I don't want to kick! ;-)

I'm about to reveal the nitty-gritty on...

How staying in your comfort zone will allow you to sell out your programs and products the first time you launch 'em!

- The #1 secret to attracting clients who never balk at your price or hesitate to invest over and over with you.
- How to step out of the shadows and shine like a supernova as a recognized and respected leader in your field... even if you're a newbie.
- The launch strategy that allows you to sell more of everything you offer... without even trying!

A second about me...

My shtick as Master Business Coach is making it effortless and exciting for entrepreneurs to attract all the clients they want without doing more, working more, or marketing more.

I'm the co-author of *Life Lessons for Mastering the Law of Attraction*, along with Jack Canfield, Eva Gregory, and Mark Victor Hansen. My newest books are *10 Minute Money Makers* and *Rock Your Profits*.

I'm thrilled to share my 5-Step Formula for 5- to 6- Figure Program and Product Launches... Without Working Like a Maniac or Doing Stuff You Hate!

You'll also discover that this process gets to be fun and easy... even if you've never done an online launch in your life! Yippee!

This formula is guaranteed to take your business from stuck at 5 figures to soaring in the high 6-figure stratosphere... while doubling your freedom and fun.

Getting your programs, services, and products into the hands of your MOST ideal clients shouldn't take years.

You're about to learn how a feel-good launch is your shortcut to transforming thousands of lives... including your own!





I figured out my 6-figure launch formula only 5 years ago. That means 16 years of not filling programs. =(

It means that I cancelled a lot of classes because I didn't have enough people enrolled in them.

I was confident about the results and transformation my clients experienced but had zero confidence about selling out my programs and products.

I'd hired many marketing experts to help me, but nothing worked because I'd already decided I was a marketing dunce. So I struggled for years, not knowing how to make my offer or how to capture the attention of new clients. Marketing overall pissed me off cuz I never got great results.

Then right before my second son was born, I decided I better figure this out because I was going to have less time to work and wanted to make more money to contribute to my family.

I was sick of being a best-kept secret!

I decided to launch a program that I'd wanted to offer for over a year but had never made the time to create. It was on a topic I was passionate about and knew my ideal clients would love. It was full-on inspiration.

My only concern was that **I didn't want to do a launch if it was going to be stressful.**

I'd watched my peers doing 6-figure and 7-figure launches and they were basket cases... stressed out of their minds. That sounded like hell. I didn't want money earned that way.

So I created a plan that brought out my marketing creativity in full force... creativity I had no idea I possessed. I gave myself plenty of time to prepare so I didn't feel stressed. I got myself a mentor to help me put together the pieces I didn't know. I told him **fun had to be our #1 priority**. So we became like two silly kids thinking up the craziest ideas possible to create transformation and value for my potential clients.

I also asked for lots of help, something I'd resisted before. And people came out of the woodwork to support me.

Everything I did was for the sake of a fun 6-figure launch.

**I discovered that I'd never really expected big results before that.
I'd always prepared for letdown in previous launches.**





When I planned for a 6-figure launch, I made very different choices than when I expected a low 4-figure launch. I never worried about failing, only about how amazing it was going to be to work with a large group of awesome clients.

I focused my energy on serving vs doubting.

The best part of that launch (besides hitting 6 figures!) was that *it was thrilling from beginning to end.*

I loved the personal growth factor, too. You can't stretch into a new wealth set point and not expand your inner game. I finally saw myself as someone who could master marketing, but it **didn't feel markety because I always came from a place of love.**

After years of multi-figure launches, I created this **5-Step Formula for 5- to 6-Figure Program and Product Launches... Without Working Like a Maniac or Doing Stuff You Hate!**

Step #1: **Your offer must solve one top-of-mind problem for your 5-Star Clients.**

You're not launching your offer to the entire world. JUST for your 5-Star Clients. These are your most ideal clients. The kind that feel custom made for your every desire. The ones who adore who you are, your brand, and everything you put out there. They're wired to want your offers. You never have to be something you're not or try to impress them.

Part of what held me back in the first 16 years of launching was trying to make everyone and their mother understand what I was offering. **I was trying to be all-inclusive, which basically diluted my uniqueness anytime I marketed.**

People were confused about what I was really offering. And confused minds don't buy.

You have to be able to succinctly and clearly articulate the promise of your offer in one sentence that anyone can understand. No jargon or fancy marketing gibberish.

For instance, my 5-Star Client Formula program promises that you'll attract as many clients as you want... automatically.

My Launch Your Money Maker program promises a 5- to 6-figure launch that's custom designed to put you in your feel-good zone!





If you want to struggle, push hard, or create unnecessary stress for yourself while attracting your most ideal clients, you're not my 5-Star Client, and I'm 100% okay with that. If you don't think inner game has anything to do with success, I'm not the mentor for you. If you think you can whip out a launch in two weeks from scratch and make 6 figures, I'm probably not the mentor for you.

Step #2: Launch from inspiration.

You have to launch for the right reasons. Whatever emotions you feel leading up to and during a launch dictate your results. **If you feel stressed about money, worry about the strategies to use in your launch, or feel overwhelm... you'll tank your launch.** It'll be a stress-filled experience instead of a pleasure-filled one.

If you're desperate for clients, you'll send them running the other way.

Anything but a 6-Figure Launch Mindset will interfere with your ability to tune in to your intuition and tap in to your creativity. Focusing on serving clients vs. getting them will allow you to manifest the people, resources, and technology you need to reach your launch goals. You'll be coming from a place of service and abundance instead of taking and needing.

One of my clients was doing her first online launch, and she totally trusted the launch process I shared with her. **We kept it simple because anything online was absolutely foreign to her.** Nobody in her industry did online launches back then, so she hadn't even witnessed a launch.

She wasn't attached to the end outcome, and that's really important.

Her offer sold out in less than 24 hours!

Step #3: Be intentional how your launch will support your overall marketing strategies for the year.

One strategically designed launch can set you up for massive income all year round.

For example, I launch three programs a year. But each launch builds on the momentum of the one that came before it. This creates a tsunami of clients year-round that I don't have to work very hard to attract.

I attract a ton of visibility during that first launch, and it adds thousands of new potential clients to my email list. Those who don't invest in that first program launch are literally waiting for me to offer them something new.





Most people don't leverage the momentum from their launch. Or they launch the wrong offer. Then they have to work twice as hard at marketing anything they offer after that because they don't set up their offers as a sequence.

It's awesome to piggyback your offers so you can attract dozens and dozens of new 5-Star Clients every time you make an offer. Plus a huge percentage of the clients who invest in your first launch will invest in your next offer and every offer after that because they've already experienced the value you provide, and each of your offers is positioned as the next logical step for them to take in the transformation you promise.

Step #4: Design your launch to showcase your genius.

There's not a one-size-fits-all launch model. You, your brand, and your offer are unique, and how you launch should reflect that.

Your launch strategies should be designed based on what you enjoy.

So many people force themselves to do things in a launch that they don't actually like, and then they stress themselves out and end up repelling their 5-Star Clients.

Imagine watching free content videos where the person on camera is super stiff and talks in a monotone voice. *You'd click off the page in 5 seconds flat!*


If video isn't your genius zone, either get a video team and mentors to help you be fabulous on camera or use a different format that makes you feel comfortable. When you're at ease, you put your potential clients at ease.

One of my clients, Laura Roeder, launched new software called Edgar a few years back. Previously she offered programs and products on leveraging social media and increasing visibility in business.

She and her team created a buildup to her software launch using fun copy and graphics. It was so her, so on brand... cool and hip without efforting or trying too hard. Her software launch was a huge success, and in less than two years was generating multimillions.

When you're excited about your launch model, you'll be inspired to create massive value for your potential clients in a way that **makes you look like a pro, even if you're a newbie!**





Your launch model doesn't need to look like anyone else's in order to launch with 5-, 6- and even 7-figure results. In fact, each of my launches uses a different model and strategies, but each one plays to my strengths of inspiring others, coaching, and creativity.

Step #5: Each part of your launch should position your offer.

Let's say you followed step 4 and chose a launch model that allowed you to stay in your genius zone by making several creative videos or free valuable giveaways. Your 5-Star Clients would love it. But **loving free content and investing in your product or service aren't the same thing.**

If you want to sell the you-know-what out of your offer, each piece of free content needs to build on the other and positions your offer as the next logical step for the client to take to get to their desired end result.

Random free content and emails don't set you up for a successful 5- to 6-figure launch.

You want your launch to read like a good book that your 5-Star Clients can't put down until they've read through to the end. And like an engaging book, your launch needs a structure that builds anticipation for your offer. Once you get to the offer, your peeps should be falling all over themselves to get to your sales page.

No matter what you're offering or the launch model you choose, all roads must lead your potential clients to trust that your offer is the perfect next step to get their solution.

Let's review the 5-Step Formula for 5- to 6-Figure Program and Product Launches.

- Step #1:** Your offer has to solve one top-of-mind problem for your 5-Star Clients.
- Step #2:** Launch from inspiration.
- Step #3:** Be intentional how your launch will support your overall marketing strategies for the year.
- Step #4:** Design your launch to showcase your genius.
- Step #5:** Each part of your launch should position your offer.



**If the design of your launch is random or piecemealed together...
you'll attract few to zero clients.**

I know this from 16 years of working hard at launches for measly results.

You've got to be very intentional about your mindset, your offer, and launch design if you want 5 to 6 figures to be a sure thing. If you're going to run a program or sell an info product, you might as well fill it! Make that your new normal.

It doesn't require a big audience, years in business, or even a prior history of successful marketing.

And the best part of your launch is that it's a sequence of duplicable steps that become your **6-figure repeatable system** that you can use over and over. You can tweak it a bit each launch to increase your results! Several times I doubled my sales from one launch to the next. Talk about a rush!

The challenge is that even knowing the steps, most authors, speakers, coaches, and consultants will still jump into launching with a launch design that's randomly slapped together. It's piecemealed. That's why they end up disappointed when they attract only a few clients. =(

Each piece of your launch system needs to be designed to magnetize, call forth, and speak to what your 5-Star Clients want most. If your results are so-so the first time out, you need to know which parts to tweak to get awesome results the next time.

Most entrepreneurs don't know to connect the dots to create a buzz in their niche and then effortlessly transition those hot leads into high-paying clients and repeat customers.

I fully understand their pain because I worked very hard at launches for 16 years with rotten results, and it sucked!

Then it literally all switched with one launch. I **went from handfuls of buyers to dozens the first launch.** Then the next launch I attracted over a hundred clients in a two-week period. Each launch more clients found me. It's been life-changing in the most positive ways, to say the least. =)

After my first launch, I knew immediately that I had to share this fun, exciting, and super-profitable way of launching. I knew so many people like me that are passionate about sharing their information and transformation but just couldn't get the whole online marketing thing to work well for them.



I'm on a mission to help entrepreneurs scale to 7 figures...

That's why I created the **7-Figure Player 12-month mastermind.**

It's the most soulful and exciting way to fast track your business to 7 figures.

If you're ready to break free from the grind, live your best life, and 10x your growth... [become a 7-Figure Player.](#)

It's never too late to have it all. You just need a fresh and smart approach.

Anna Livermore had never launched an offer online before she met me. We designed a simple email sequence that created a frenzy! Her email list was teeny and she had zero previous copywriting experience.

Her first offer sold out in one day.

Another one of my clients did her first online launch with barely a list.

She thought her program would go for \$797. I lovingly nudged her to increase her price by \$200... which scared the you-know-what out of her.

She was convinced that her target audience wouldn't be able to afford it.

Emily was committed to executing a simple online launch that allowed her to shine in her genius. There were no fancy bells and whistles.

Emily's fun-for-her first online launch attracted 149 5-Star Clients who each invested \$997 in her program.

She made \$148,553 her very first time launching anything!

The last day of her launch she texted me that she was crying tears of joy. She was so happy.

That, my friends, is what's possible with guidance from a mentor who can nudge you to go beyond what you thought you could do, create a marketing strategy that turns you on, and positions your offer as the next logical step for your 5-Star Clients.

So, rise up, get known, and leverage your strengths and your time to make multiple six figures or more every year.

All it takes is a decision. And you're on your way to become a [7-Figure Player.](#)



I'm Jeanna Gabellini,
Master Business Coach and Chief Rabble
Rouser of MasterPeace Coaching. I was a
best-kept secret for over a decade until I had
my first 6-figure launch. The last seven years
it's become a habit I don't want to kick!

I know, without question, you can make
massive amounts of money and impact
millions (even if you've been struggling for
years) if you're willing to flip the switch in
your thinking, chuck the old-school rules in
the toilet, and stay true to what lights you up
and turns you on.

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