

# Inner Game Hacks for a Six-Figure Program Launch

*with Jeanna Gabellini*

For years, I was a best-kept secret in my industry. I launched a new online learning program almost every month for over a decade... never reaching my enrollment goals. I'd often ponder cancelling the program due to lack of enrollment. Every coach, mentor, and facilitator's nightmare, right?!

Then something changed. I'd had enough of not being able to share my transformational content and coaching with all those I knew could benefit.

I changed my inner game, and my outer world yielded to my dreams. I had my first six-figure launch! Then I had a multiple six-figure launch. Instead of getting handfuls of clients, I was getting dozens every time I offered a program. It wasn't a fluke.

My program launch success started with shifting my mindset! In fact, without the right program launch mindset, there's no way you can fill your programs... even if you have the strategy tied up in a perfect bow, it will unravel.

***Here are the 8 inner game hacks I use every time I launch a program ...***



## 1. Trust the program ideas that come from deep down in your soul.

If you have an idea for a program that would deliver information or transformation that your ideal clients crave... do it. It doesn't matter if you're brand new or you've launched it multiple times before with little success, with a few slight tweaks, you can impact hundreds of people. Stick with the original inspiration, but be willing to change the outside packaging until you find your sweet spot.

One year my enrollment for my most popular program went down by 50%. My initial reaction was anxiety to the umpteenth degree. But I trusted that the original idea was still good, and I gave my energy to changing the way I was offering it. The next year I doubled the number of people who invested... breaking all previous enrollment records.

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## 2. You gotta want it.

There's no way you'll be motivated enough to create, plan, implement, and deliver a program to dozens or even hundreds of people if that's not what you truly want. But if you don't want a program that makes you six figures or more every time you launch it, ask yourself, "Why?"

I often find that those who say they don't care about making that much money don't believe that it can be easy, fun, and filled with love. So check out your story about why you want or don't want to create massive abundance for yourself in the process. Quite frankly, it's much easier to attract dozens of clients than to eek along chasing down a handful of clients (even if it's just energetically).



## 3. Believe that your most ideal clients (I call 'em 5-Star Clients) are looking for a program exactly like yours.

There are enough clients out there who want what you've got to fill a hundred programs in a row. There is no shortage of clients... not ever. Even if thousands of people offer a program with the same promise as yours, your 5-Star Clients want it the way you deliver it. They want your unique twist. There's no way you could come up with your inspired program idea if there weren't gobs of people who wanted it... served up with your special flair.

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## 4. Tap into your Inner Marketing Genius.



Not everyone is born with ninja marketing strategies in their blood. You don't need to be a marketing guru to have yourself a six-figure program launch. All you have to do is tap into your Inner Marketing Genius (aka your Inner Guidance).

When you're tuned in to your own wisdom, you'll be led to the most ideal strategies, mentors, resources, and creative ideas to pull off a six-figure program launch. If something feels wrong in your gut... pause. Ask your Inner Marketing Genius for the next step to put your launch back on track. If something feels spot on, even if the marketing gurus say it's a no-no, do it your way.

## 5. Make your financial goals for your program bigger than you need... go for "more than enough."



When you set your sights on the amount of money you want to make, you most likely will settle on a number that feels big enough to get you excited but that is very doable. This may send your brain into worry overdrive. What if it doesn't work? What if you don't make the money you need? What if? What if? What if?

Instead, set the goal for a lot more than you want so your nervous system doesn't ruin the party. The financial goal for my first program launch (I call it my first Big Girl Launch) was \$50,000. I'd never made that much with a program, but I decided it was doable. But after a month of planning, I decided to double that number and do a \$100,000 launch. All of a sudden my creative juices started flowing!

If you truly don't know HOW to do a big launch, you're forced to rely on your imagination and creativity. And those two things are very good for attracting profits. Your head can't get in the way.

*That launch was my first six-figure launch!*

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## 6. Play to win!

Whatever numbers you choose for your launch goals, get fully behind them. If you want to do a six-figure launch, every idea and strategy is geared for a six-figure launch. You don't question if you'll make six figures... you get excited for six figures!

Never doubt your ability to pull it off. After all, it's your energy (mindset) that attracts or repels your program clients. Might as well play to win vs. play not to lose.

 *Probably the most important mindset secret of a program launch. Tape it to your forehead before you begin.*



## 7. Focus on the clients, not the money.

After all that talk about money, you can let it go. If you're thinking like a six-figure program-launching badass, you don't need to worry about the money anymore. It's a done deal.

Now you can focus all your attention on your 5-Star Clients. What kind of marketing would connect with heart and soul? How do you communicate if you're coming from serving vs. needing to make money?

When you make it all about the clients, it becomes a lovefest. That's very attractive. When you have no agenda except for what's in the best interest of your potential clients, it makes it easy for them to say, "Yes, I want in this program!"

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## 8. Have fun!

Launching a six-figure program can be the most fun you've ever had in your business... or the most stressful. You choose.

Make every thought, idea, and action step about creating pleasure for you... and your client. This turns your inspiration on full-tilt boogie and you'll have a blast the entire time. And that's even before the clients say yes!

If you're not having fun, or at least in the pleasure zone, it most likely means you're in your head worrying. Fun and worry can't exist in your head at the same time. So intentionally choose fun before each brainstorming, content writing, or marketing session. Fun is a total turn-on for your 5-Star Clients.

If you're ready to serve more people with your program, [learn how to launch it online to sell it out here.](#)

*Cheers  
to your first  
six-figure  
program!*



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 six-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.