

When You're Ready to Finally Make Your Wildest Business Dreams Come True, You're Ready for Launch Club

Every Launch Club success story is different. But they all begin with one pivotal moment: the decision to shift from thinking about starting or growing a business... to focusing on making it happen – no matter what.

If you want a successful business, **you need to launch.**

Launch Club gives you the training, coaching, and community support you need to launch effectively... and get better results every time you do.

When you decide to say “yes” to Launch Club, you’re saying yes to a whole new level of momentum speeding you toward your success. You’ll be immersed in an energizing environment where other world-changing entrepreneurs are eager to help keep you **inspired, motivated, and accountable.**

Because Launch Club is for action takers. And it’s all personalized to you and your business.

"Thanks to Launch Club, my mindset has absolutely transformed and so has every single part of my life. I'm a better teacher, coach, partner, and business owner."

Colette Nichol

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Expert Training & Coaching for Measurable Launch Results

The heart of our Launch Club curriculum is **The Milestones Program**, encompassing five areas of launching and growing your business.



With the Milestones you get:

- Step-by-step training in every critical area of running an online business
- Unlimited coach feedback on your assignments – on your schedule
- Maximum flexibility in what you learn and when
- A coaching call every day of the week
- A community that understands and celebrates your wins – no more trying to explain to your friends why that conversion number or sale is so important

When you join Launch Club, you'll complete an assessment that will lay out a Milestone training path tailored to you, with expert coaching available every step of the way.

There's no overestimating how powerful it is to be guided by a team of coaches who've generated millions of dollars with their own launches... and are just waiting to teach you everything they know.

"The personal attention and love from the coaches is astonishing. Launch Club is an anti-aging formula. People come in tired and worn and end up looking radiant."

Julie Duffy

You won't know just how special our coaching is until you're on the inside. But just to give you an idea – it's not unusual for a Launch Coach to wake up thinking about your business. Then they'll brainstorm about it with other coaches. It's like having an extended launch team at your back strategizing how to make your business grow.

In fact, dozens of Launch Club members have built 6 and 7 figure businesses with the guidance of our coaches.

"Our largest launch yet wrapped up last week at \$200K. 🤯"
Alena Wilson

"I did a \$73,000 launch AND created a 100% leveraged product that requires zero extra time from me... so thrilled and grateful."
Kathryn Calhoun

But that's only the beginning...

You also get **1:1 Launch Debriefs**. After every launch, you qualify for a 1:1 call with a coach to examine every aspect of your launch. This way you can get crystal clear on what worked and what didn't. When you implement what you learn in these 1:1 Launch Debriefs, the results are pure gold.

"The expertise of the coaches is top notch. The 1:1 Launch Debriefs have been instrumental in doubling our income this year."
Kelly Higdon & Miranda Palmer

Implementation-Based Accountability

Not all accountability is the same...

There's a reason why most people never make their business dreams come true. Motivation is not enough. Learning is not enough. Implementation combined with the right mindset is what leads to results.

Every aspect of Launch Club has been meticulously designed to help you **succeed as an entrepreneur**. We keep you accountable for implementation – within a rich ecosystem of encouragement and support.

Our coaches are mindset masters, helping you bust through limiting beliefs and obstacles so you can achieve your true potential.

You'll also be able to take part in our **Accountability Circles** where you can mastermind with other members, share wins, get feedback, and receive guidance on how to overcome obstacles and challenges. You'll hear what's working – and not working – for fellow entrepreneurs who are on the same path as you.

"My last 1:1 Launch Debrief was the BEST ever! I attribute this to my better understanding of my numbers, and also the fact that the coach went all in on it. He really pinned down areas in my customer flow that I needed to improve. AND....as always, he's GREAT with working on positive mindset, overcoming fears, and helping me get more and more comfortable with launching. 🥰"
Heidi Villegas

"For as long as I can remember, I've dreamed of living by the beach in Santa Barbara. Launch Club made that dream come true! I couldn't have done it without the passion, knowledge & support of this amazing community. Now, I can run a successful, lucrative business from my favorite place – or anywhere. Loving my #LaunchLife!"
Therese Wells

Accountability is our specialty, and we've got a menu of coaching calls and events to keep you on track:

✓ **Milestone Coaching Calls**

In your Launch Club journey, you'll travel through 5 Milestones: Planning, Positioning, List-Building, Offer, and Launch. There's a call dedicated to one of these areas every day of the week. The Launch Coaches will guide and support you whether you're just starting out or you already have an established business.

✓ **Launch Clinic**

Launch nerves happen, but you'll feel a lot more confident putting your offer out into the world when you know help is on hand. That's what the weekly Launch Clinic is for. Whether it's a tech trip-up or you're stuck on a key step in the launch process, rest assured you've got coaches on call to help you improve your results in real time.

✓ **Implementation Workshops**

These themed intensives will leave you feeling pumped and ready to take action! In the past, we've covered timely topics like productivity, project management, and content publishing. Every workshop includes specific exercises to help you immediately integrate what you learn into your business.

✓ **Q&A Coaching Calls**

Your coaches have heard every business and launch question under the sun, so never hesitate to raise a hand during these weekly calls. Nothing you want to ask? Join anyway and listen in on other people's challenges – you never know when you'll pick up a valuable insight or strategy.

✓ **Traffic Calls**

A steady stream of people finding their way to your business... that's the kind of traffic every entrepreneur wants! These Q&A calls with guest hosts bring fresh and unique takes that will help you attract the right followers... and keep them coming back for more.

✓ Launch Club Live

You'll be invited to two exclusive-to-Launch-Club live events each year. These events are the perfect way to be immersed in a setting where groundbreaking ideas continually bounce around the room.

This event was absolutely amazing, inspiring, empowering, and life changing. Proven real-world experiences and wisdom beyond all expectations. Wow!!!"

Garlind Mullin

*"Imagine if you got to hang out with the coolest people who also happen to be business geniuses. And they are always there for you to ping ideas off of or to have a look at your work. Imagine you are hanging at the bar and one of them mentions a strategy that you **know** will 10x your business and they offer to show you exactly how they do it. That's Launch Club. And it's invaluable."*

Oonagh Duncan

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A Global Community of Entrepreneurs To Lean on and Learn From

When you join Launch Club – you're immediately welcomed with open arms into a community of like-minded souls who are about to become your biggest fans!

Do you need a quick opinion on an idea? Are you trying to crack the code on a challenge you're facing? Or maybe you're looking to celebrate a win with someone who gets YOU?

Inside Launch Club, you're never more than a few clicks from connecting with a coach or fellow members who understand exactly what you need... and what you're going through.

Our online community platform is bustling with activity – because Launch Clubbers live all over the world!

“Starting from scratch and growing to 7 figures per year... there’s no way it would’ve happened without your coaching and this community.”

Michael Walker

“I joined Launch Club for my launches and fell in love with the people and the growth that it gives me. Being accepted without judgment is the most healing, least talked about part of Launch Club. I tried other communities... I found HOME here. Without Launch Club I would have been lost in the noise of all the negative. Thank you for the best immunization against fear and dread.” **Linda Illsley**

The collective genius that flows when Launch Club members come together is incredible – whether it’s in a chat thread or at one of your full-blown live events.

So join us... and get ready to make new lifelong friends who want to see you rock your business and live your dreams!

[BUTTON] Let’s Do This! Sign Me Up for Launch Club!

A Proven Path to Growth

Whether you’re starting at the beginning or you want to grow beyond 5, 6, or 7 figures... there’s a place for you in Launch Club.

If you’re just getting started, we’ll guide you to **a five-figure launch**, with coaching on growing your list and nailing down a high-converting offer.

If you’ve already got a proven offer, we’ll guide you to **a consistent six-figure income** by accelerating your list growth, scaling your launches, and improving your offer.

If you’ve already got a six-figure income, we’ll guide you toward **seven figures and beyond**, with a focus on stepping away from the day-to-day, consistently generating new leads and adding in new revenue streams.

"In 4 years time, we've 8x'd our annual revenue because of being a part of Launch Club... Dreams are coming true left and right."

Katie Hornor

"Joining Launch Club has been the single best business decision of my life. Our business growth has doubled and tripled every year of membership."

Dr. Julie Helmrich

We celebrate and reward you every time you progress in Launch Club – not just because it's nice to get a pat on the back, but because the feel-good factor helps install and cement habits that will continuously drive your success.

Your Launch Club Membership at a Glance

Whether you're gearing up for your first launch or your fifteenth, Launch Club provides a step-by-step path proven every day by successful entrepreneurs around the world.

Your year of coaching, training, and community includes...

[\[at-a-glance graphic of deliverables\]](#)

You don't have to do this alone. And you don't have to spend valuable time figuring things out for yourself. Launch Club is the only program that includes the training, coaching, and community you need to take your idea from a dream to a launch that transforms your life.

"Launch Club transformed everything in my business. I was worried that there were too many people and I wouldn't get the individual support I needed. There's no single day I haven't heard my questions answered. I really wish I had joined earlier."

Thembi Bheka

"Year 6 in Launch Club: \$2.1 Million in a single 5-day launch and 30+ launches generating over \$10 million in client sales from Live Launches. You only lose if you quit! Keep building your Launch Life®!"

Jeff Brewer

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Are You Ready for Launch Success?

If You Are... The Time to Act is NOW!

Your One-Year Investment...

Installment Plan

11 monthly installments of \$1472 starting today

Invest in Full

One investment of \$14000 charged today (SAVE \$2,192 over the installment plan)

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"My initial months in Launch Club took me to where I wanted to be, and then some. It broadened my horizons, and changed my ideas of what I thought was possible."

Madelyn Blair

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Additional Testimonials to Consider

1. "Launch Club has been a blessing to me. The curriculum is easy to follow... The Launch Club coaches somehow know EXACTLY what you need to get you to the next step at the pace that works." **Robb Zbierski**
2. The Launch Coaches are just amazing, the calls are so valuable, the community is so supportive and useful... But the input from the coaches on our work is what makes Launch Club so special. **Kevin Reed**
3. Being part of a community of peers and supported by a path with beautiful knowledgeable coaches is the right move to make to grow your business. No one goes it alone, and it is vital to surround yourself with the people who get you and understand how to help you get to the next steps to make the impact you were created to make. **Paola Ciskanik**
4. Of all the courses on building a business, this is the finest. It is based on solid experience and authentic delivery. **Madelyn Blair**
5. As a trainer, curriculum developer and business coach I approached this program with a critical eye and very high standards. It delivers on every front. Its thoroughness and complexity can lead to overwhelm but the coaches and community of learners are always there for support and encouragement. **Adrienne Babbitt**
6. Launch Club has been an instrumental resource for me to grow my business. I've been able to lean on this community and on the coaches to get expert advice and learn how to grow and scale a business with direction and intention. After navigating through all the resources and listening to the coaches I feel as if I went through a high level master class and I am ready for anything! I feel empowered and ready to go out and change the world! **Gardlind Mullin**
7. My last launch debrief was the BEST ever! I attribute this to my better understanding of my numbers, and also the fact that Coach Barry went all in on it. He really pinned down areas in my customer flow that I needed to improve. AND....as always, he's GREAT with working on positive mindset, overcoming fears, and helping me get more and more comfortable with launching. I have to tell you that my business would NOT be where it is at today if it weren't for Coach Barry and Advanced Scale track. Not only are my launches improving (and I still have a lot more improvement to go, so this is EXCITING), but I'm becoming less afraid of sales, copywriting, and marketing. And this is because of LC. Thank you, thank you, thank you! I'm debriefing EVERYthing now. 🥰 **Heidi Villegas**

2 - Linda Illsley to Everyone 4:20 PM

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VALUE is through the roof, it was already great, now it is mouth dropping good

2 - Linda Illsley to Everyone 4:19 PM

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Anne, I have taken several other programs in the past, have been in LC as well and what they are offering now is above and beyond more than anyone I have learned from