

Daniel Hall Presents



Episode 110

How to Build Momentum When Launching a Book or Product

with Maruxa Murphy

Welcome to this episode of the Real Fast Results podcast! Maruxa Murphy is today's special guest, and she's got some really exciting things to share. You'll be able to use the information provided in your own business, regardless of what type of business you have. Aside from being an outstanding wife and mother, she is known for connecting great people with awesome ideas and amazing resources. She is also the founder of [Perky Perky Coffee](#), which sells powerful and premium coffee to customers nationwide.

Maruxa loves to activate greatness in others and to challenge her customers and clients to live out a full and alive life. About a year ago, Maruxa had an idea. She asked, "What if there was a coffee line that spoke directly to women like me?" That is, overworked, overtired, and over-it moms, who really knew, deep down, that they were ready to do more than just filling the role of "Mom".

Maruxa is a self-described coffee snob, and she realized that there was a place for her to jump into the market. Since this market was typically directed to men, she wondered what would happen if she changed the connection women had in their daily life with a cup of coffee. Well, she did move on to build a great brand, and you can learn more about her and her business by visiting [PerkyPerky.com](#). Please welcome Maruxa to the show...

Big Fat Promise: Momentum Building in Launches

Thank you so much for having me on the show. For those listening, hello, hello. It's nice to meet you all. I'm really glad to be here. Today's big, fat promise... I believe that if we can create momentum when we are launching something, like I launched Perky Perky... Holy Cow! The sales just show up. So, I want to teach moment. I want to teach momentum building in launches today.

I think that we should care because we spend so much time and energy doing a launch. **So, if we do it in a way that's intentional and allows for people to know about your product beforehand, then your launch will be more successful.** It just makes sense, right? A lot of people think about product launches or book launches like, "If I build it, they will come." They think that, all of a sudden, it's going to be an overnight success, but there's really no such thing as overnight success. There's time and energy put in both before and during the launch, which can really create and craft an experience for your customers and your potential clients.

That's why I think it matters. And, I think if we do it correctly, people feel the energy and the passion you have around it. They want to share it, and they want to be a part of what you are building because they believe in it. It doesn't feel forced or fake; it's a real experience that they get to be a part of. That's what I love doing.

How to Create Launching Momentum

There are people right now, in every one of our lives, whether that's in our professional life or our personal life, that are absolutely passionate about seeing us succeed. We often hear, "Make sure you take all of those people out of your life that don't help you succeed," and while we are doing that, we also need to recognize people that are cheering us on, that are inviting us to be in our greatness, that are inviting us to feel more alive in what we do. So, this is an opportunity.

The launch time is an opportunity for you to partner with and enlist the support of those that want to cheer you on. That is the most incredible experience, when they can stand beside you, arm in arm, and say, "We've got each other. We've got you. Let's launch you." Right? "Let's launch this idea that you've had." That is something, I think, that... When we begin to do that in our business, it's fun. It doesn't feel like work. I mean, it's work, for sure, but it feels fun because now you see these people cheering you on.

And, honestly, it gives you accountability. I know, for me, when I did that in the coffee brand, I got started in August of the year prior, so it was a 6-day launch and I actually sold my first bag in January. So, that would be five or six months of just helping our people, the people that wanted to support and cheer me on, to know how to do that best. And, also to watch the process of me putting this idea from my head, this coffee line for women, into action and inviting them to help be on that journey.

So, you know, choose a logo, choose the wording, choose the roast name, and that kind of stuff. We can do all of that, those types of actions, no matter what kind of a launch it is. In fact, it's a really great way to get customer feedback from the get-go, to know what exactly it is that they want to be reading, or experiencing, or tasting before you actually ever sell a single piece.

Maruxa's Quest to Perky Perky Coffee

Yes. I literally was the director of an incubator here in town. **An incubator, for those who don't know, is a place for businesses or people who have ideas and want to launch that idea into reality.** In this particular incubator, we were working with ecommerce brands, investors, and influencers, to bring them all in the same space, to build these cool ideas and brands to life. So, I was the director, and my clients basically dared me. They were part of my cheerleading team.

My clients were like, "You have got some cool ideas. You need to just go do this, and you know that this is a company where you can be entrepreneurial and also be the director." And, I was like, "Yeah, you're right. You're so right." To make a long story short, I took a good 8 months just marinating. Simmering and marinating in my head, this idea for a coffee brand. And, honestly, it wasn't really going anywhere.

I don't know if you know anyone like that, but I sure was, in this case, that person who is like, "Well, that's nice." And, I spent like 8 months just thinking in my head, and I was just in that turmoil, right? So, finally, I was like, "This is getting ridiculous. Eight months of this. This is not okay. This is not what I would teach anybody to do. I would invite them to take action immediately." So, I went and actually met with a roaster, and I started the process by interviewing roasters for this potential company that I wanted to have.

After one particular meeting, one such roaster was so impressive to me and so inspiring to me when he talked about why he does what he does. I just couldn't help it. I just wanted to be on Facebook, shooting a selfie video about how, "I'm doing this!" I was on my way back to my full-time job, and I'm outside of my office, and I took this video. It actually was pretty hilarious, but it was the start of it all. My voice was shaking and everything as I began to speak. I was super-nervous, but I did it anyway.

I work full-time, I'm a mother of three, and I have no idea if I can actually do this, but my clients basically double-dog dared me. So, the video was pretty much like, "Do you want to watch me do this? I could fail or I could be successful. I have no idea what's going to happen, but do you want to join me on the journey?" That little, tiny video, in which I was about to fall apart, ended up having like 3,000 views within two or three days. People would share it, and talk about it, and I would get all of these private messages from friends who were inspired by the idea.

All of the sudden, out of nowhere, here I am speaking my truth and opening up my heart from a place of complete and utter, "I can't believe I'm actually doing this." And, actually, I almost didn't create that video. I almost deleted it, and my friend Barbara, inside the office, said, "You were doing something over there. What were you doing?" I told her, and she said, "Post it right now." I was like, "Uh-uh. Nope. Not going to happen." Then she tells me that she's double-dog daring me, because she knows that's just my line, from when we were kids.

I was like, "Fine, I'm going to do this, and I'm going to take it down after like three hours because I'm going to be embarrassed or whatever." I have to thank Barbara. I've thanked her

over 1,000 times already because that was the beginning of holding myself accountable to what needed to happen in order to create this brand. And, for me to believe, “Oh, my gosh! It’s not just everyone else that can do it. I can do this too. Alright, here we go.”

Up to that point, I had built... I had a company prior to this, but it was like a service-based company. I built that company to a quarter of a million dollars, and then I built this incubator up to six and a half million dollars. So, I know that I can create and produce goodness, but that first video was owning that for me, something that I wanted for me. It was something I was moving into, and into my own voice. So, that was a big step for me, but what also was a lot of fun was realizing, “Wait a second...”

The things that I do in my regular life, like asking my friends who their best babysitters are or where is your favorite place to get your hair done, and all of the things I like to do... I basically invited them, as well as others in my online space, to be a part of giving me suggestions and feedback. On our logo design, I invited them to help us choose the name of the roast. I’ll go back to this in a second because this was a really, really insightful process.

Even our slogan and how we talk to our community, they helped me with that. I interviewed over 11 different roasters, and my supporters helped me choose the first roast that we launched with. There were, like, 50 different roasts that we taste tested. There were 50 different women here, trying all of these coffees. They were all jacked-up on caffeine afterwards, and it was a lot of fun. We were all crazy, and all of our husbands were not very happy with us afterwards because we were like, “Bahh!” [Makes a funny face, with eyes wide]. It was a really, really fun process.

The logo design process was really fascinating to me, and this could be them helping you design your book cover and how the chapters are written. Here’s what I did. I did a 99 Designs contest. For those who don’t know what that is, it’s an opportunity for you to put an idea out for a logo design, or a package design, and a whole bunch of designers will come back to you with the way they can see that design concept come to life. Then, you can give them feedback and things like that, and people can vote on those designs. You choose the one you like, and the designer who wins gets the money for their concept, or for their design.

I put my thoughts out to the designers about the logo, and the people who look at our packaging are just blown away. They love our packaging, and they are like, “Wow. This is so right-on.” They feel inspired. I can see that they have a burst of energy after they’ve looked at my packaging and whatnot. But, it was because our community put it together, and basically, I had this idea in my head, and I was like, “Okay, I know I want a Rosie the Riveter type of woman on the front because our coffee line, Perky Perky, is all about inviting women to step into their power.” So, I was like, “Who’s an iconic figure in American Society?” Rosie the Riveter is one, and so we decided to have that as our inspiration but to change it up a little bit.

Also, let’s be honest, “Perky Perky” is a little tongue and cheek. You can take that in a lot of different ways, and it’s partly my humor. I like to be tongue and cheek and to just have a lot of fun that way. It’s also helping women reclaim their perkiness in all sorts of ways, or their lack of

perkiness in all sorts of ways. So, it's just owning it, and having fun with it, and laughing at ourselves, right?

I thought, "What if, in our logo, we have a woman on there that's Rosie-the-Riveter-ish, and maybe she's a little chesty, or busty? Maybe that would be a good thing, because it's perky." I was trying to get all of the connotations of perky into a logo, and I sent it out to my community, and they were like, "Uh, no. This does not fit what we want to see. In fact, here's what we want to see." Whoa! What I would have chosen wouldn't have flown with my people, and that is incredibly insightful. I was happy they told me.

I went to the designers, the final designers, and I said, "Take all this feedback, guys," because there were literally, like, 300 comments on these logos. People were getting into it, and they were having a blast. So, I said, "Take all of these. You have two days to design your final design, and then we are going to do a final vote." I brought it back to my community on Facebook, and I said on Facebook, "You decide on the winner." And, they did. They helped me to really tailor the logo to what it was that they were wanting in their experience, knowing my thoughts around the reason we call it Perky Perky.

It was so much fun when I announced it. People were like, "That was the one I wanted," or "That was my second favorite, but oh my gosh! This is so exciting!" The whole point of that was, it was all about them owning the process. They were waiting for the results of that, right? And so, I remember that when we finally launched in January of that next year, a few months later, they would share the "living bejesus" out of the launch. They could not wait!

I let them know ahead of time, "Okay, we are launching in two days," and then, "We are launching in one day." I gave them a whole bunch of things to get excited about. "I have a good discount to get us off on the right foot," and you know, "Make sure you share it." I had a whole email sequence on the backend, inviting them with their friends, from their heart, not just a written piece that I had put together or anything like that. And, I did. I saw this whole outpour from our community, and we ended up selling 1,000 bags in three weeks. We were pretty much like, "Whoa!" This meant that we had to reorder everything, which is a great problem to have, but we did not expect it to go that quickly and that well.

Step #1 - Identify What You want to Launch

I think Step 1 would be to identify what it is that you're wanting to launch. **Let's make sure that we're really clear on what it is that we're launching.** Are you going to launch a book series or a single book? Are you launching a product? Be sure that you are very clear on this because, when you are building a community ahead of time, you can really begin to support them in knowing what it is that you want them to buy and then share, when you know the time is right.

So, #1 is to know what you are launching.

Step #2 - Start Gathering Your Supporters

Step #2, start gathering your supporters, right? That could look like, if you feel like you have a good audience already, like if you have clients coming in or customers coming to you, then you can let them know, “Hey, there’s this new thing coming up.” And, from the heart, really let them know why your intention is to create that thing. For me, in the coffee space, my intention was to create a coffee line that speaks to women because that is the first thing I go to every single morning with my three kids.

Like, give me 5 minutes for meditation, if that, and a cup of coffee, and I’m gold. I’ve got the whole day ahead of me, and I know that I can get through it, or power through it. But, if I don’t have that, the rest of the day is pretty much shot. So, I know very well that this is not just my story, but the story of many women; billions of women, I would say, around the world. I want, badly, to be able to support women in that message.

So, this is the kind of things I shared with them, like, “I want to create this idea because I know that it speaks so much to me. Maybe it might speak to you too, and to your girlfriends. And, what if the world is a better place because there are a whole bunch of happy moms walking around because they’ve had their coffee and meditation first thing? You know, first thing’s first.” And, that really resonated with my audience.

As I began to cultivate that community, I shared that message with them. In my case, I showed it over a video because I’m more comfortable that way. In this case, I was nervous, but I’m more comfortable with video overall. That was a good medium for me, but it’s not the best medium for everybody. Some people love to write, and that’s how they can convey their message in the best possible way, so writing should be the way that they do that. For you, it may be on podcasts. You could launch a new product over a podcast, if your audience is there. The point is to create it from a place of authenticity. Let people know where you are at and why you want what you’re launching to show up in the world.

Step #3 - Invite Your Supporters to Be Part of the Process

The next step is to invite them to be part of that process. So, you might look like, “Hey, join our opt-in list so that you can follow along in the journey.” That’s the simplest way. Like, “Join me. I’m going to be chronicling this journey throughout the entire process, starting now all the way through the actual launch. I’d love for you to just give me feedback along the way. Help me by letting me know what you think is going well and what you think I should modify before it comes out.”

You’ll find that there are people who really do enjoy this process. I think that’s part of the reason why reality tv has been so much of a success for decades now. It’s because of this idea that people want to see behind the scenes. Give them that opportunity to be behind the scenes with your brand. It’s an incredibly powerful thing. **You could even have an idea for a book and announce that you are going to write the book, and that way, you can get feedback on the focus of the book, the title of the book, and even chapters that you are going to cover in**

the book. It's almost like your crowdsourcing the ideas and information as you move forward, building your community.

Kickstarter and Indiegogo are massively successful, and that's largely because people want to be a part of the process. We now have the ability to make things more easily accessible for people. So, where a typical launch email may sound something like, "Hey, my book is coming out in two months. Get on the list to help me sell my book," instead you could say, "Hey, help me craft the book," or, "Help me create the book," or, "Tell me what you would like to see in the book." And then, "Let's go launch this book!" By the way, I'm actually about to launch a book in the spring, and I'm using the same process to launch, so I would love for you to follow me for that.

If you give yourself permission to feel like you don't have to have all of the answers. Don't feel like you have to be the expert or authority on everything. In fact, your people are going to be your best teachers, right? Yeah, so let's own that. Let's own the fact that our customers, our clients, or our readers are our best teachers in this process. They are going to be teaching us how it is that they want to see this show up in the world. Then we'll use a combined brilliance to provide the best product that we can give, right?

Step #4 - Have Your Supporters Share During the Launch

Obviously, at this point you're helping them see the journey into the actual final product or book. Whenever the book, product, business, or whatever it may be, is ready to be revealed to the world... I started dripping information to them about two weeks before the launch. I'd let them know that it was 14 days until launch, 10 days until launch, and so forth, and with each post I would give them a little bit of our story. My mediums for that were email and Facebook. **I used my Facebook fan page and my own personal page because a lot of people were following me personally as well.**

From those three mediums, I basically launched the 1,000 bags of coffee. And, what I did with each of those messages was like... Well, I can't remember exactly what I said in each of them, but essentially, I wanted to remind them of my heart behind the product, and then also about the product. So, while I gave them the bigger reason for moving forward with us as their coffee of choice, in terms of my branding and messaging piece, and letting them know my heart and inviting them to step into their power, I also let them know about the features of the product. You know, the coffee itself.

So, I also let them know that it's Costa Rican, and that it's ethnically sourced. I let them know that it is organically processed, that we have a direct relationship with our farmers, and all of that good stuff. In doing that, they were getting excited, and they were like, "Oh my gosh! This is something that I really do believe in," and, "Maruxa has spent time thinking about things that matter to me." It was really an opportunity just to mirror that back to them through my email marketing, in that sense, and through my Facebook fan page and personal profile.

Then, it was launch day, and what I did was to kind of go back to my roots and, again, went back to the medium that works best for me, which is video. I remember that I went to my roaster with, literally, three massive boxes full of coffee. It was our first run of, I think, 150 bags of coffee. That's what we knew that we wanted to have on-hand so that we could immediately ship out. On the video, I opened up the trunk of my car, and I was like, "Guess what guys? We have all of the coffee." Like, "Doors are open. Let's buy." That was really it, and I gave them a coupon.

I just remember my phone, because I have my Shopify app on my phone. It was like, "Cha Ching. Cha Ching," over and over, with a dollar sign coming up each time, and I was like, "Oh my gosh!" It was such a great feeling. We sold 250 bags of coffee on Day 1! Like, in 24 hours. I was blown away! Honestly, I was speechless, but I was also exhausted because, literally, my business partner, Shawn, and I were up until 3:00 in the morning packing coffee, or getting coffee ready to mail, basically, and shipping everything out.

It was a pretty intense time, but it was a great experience. We've systemized a lot more of our processes since then. We don't mail coffee ourselves anymore. It's all systemized now, but we honestly didn't expect the massive sales month we had from the beginning. So, we launched, and it was a 4-5 day launch. I invited everyone to jump into the sales with us, or into the experience of the coffee with us. Then, we had an automatic email go out to all of our buyers, saying, "Don't forget to share."

We had them sharing from their heart, like I mentioned earlier. So, I would prompt them with, "I would love for you to share this and give them, also, 30% off of their first bags, up until this date," and, "Share why this matters to you? Why Perky Perky? Why did you decide to buy? Please just share from your heart." Many people took us up on that, and they shared with their friends.

We had everything automated so that we could track when an order ships out, when it was actually delivered, and so on. After a person's coffee was delivered, we would send them an email saying, "Hey, we are going to do an Instagram and Facebook contest. Use #MyPerkyFace and #PerkyPerky." This was so that we could collect everything. And, "Show us a picture of you with your coffee, and you might stand to win \$50 towards more coffee." So, we had all sorts of people now, giving us social proof with their bags of coffee and their Instagram or Facebook pages. They were sharing it like crazy.

That went with a whole new round of buyers, right? Their friends, who wanted to get in the know with, "What's this new coffee line?" So, I recognized the power of our community is of the utmost importance. Ongoing, from there, would be a continual conversation over email, over Facebook, over Instagram, and just reminding them of how powerful they are, on a regular basis. Also, that we have really great coffee, and so on, and so forth.

Since then we've done quite a bit more, with different ways of promoting our brand, but that was, in essence, the launch. This sold almost 1,000 bags in what was actually three weeks. We opened our doors January 10th, so we tracked from January 10th to January 31st.

How Can I Do This If I Don't Have a Following Yet?

If you are starting at zero, what I would do is think about who you wanted to connect with. The clearer you get, and the more you know that you can serve them with your expertise, or with your product, the clearer you can find those people. Those people are already hanging out somewhere, right? So, it might be a Facebook group, or it might be a Reddit community. There are so many different communities that you can tap into.

Let's say that you are a non-fiction writer, writing about pet care. Maybe you're a veterinarian, for example, and you want to get your book out there, but you don't really have a community to turn to, other than your clients. If that's the case, be the expert online, and reach a whole new audience by showing up where people are asking questions on your topic and provide answers to them. As they start to engage, invite them to converse further with you by offering a free sample or a report. Maybe you have a video series that you can send them to. Just something to get them onto your email list.

As you begin to get them onto your email list, or following you on your Facebook page, you can then invite them into the launch model. But, yeah, you definitely want to start getting known as, whatever it is, with the people that you are interested in serving. In my case, that was a mom's network that I started here in Austin. Back then, it was like, "Who am I to talk to moms, other than me being a mom?"

I started a mom's group here in Austin anyway, and it began with some women who wanted to hang out a few years ago, me and two of my girlfriends. We just had a great time of building into each other's lives, and we invited more of our friends, and more of our friends invited their friends. This just kept building, and now we are 12,000 women large. It's a very, very engaged community, and we believe it takes a village to raise a mom. That was really an organic way of doing it, but we didn't have money to spend. We weren't making money on that group, aside from the richness of the relationships in our community.

That had been going on for about two years when I launched Perky Perky. We had around 6,000 or 7,000 women in that group when I announced it, and by the time that we launched it, there were probably around 8,000 people in that free Facebook group. That was a big part of how I was able to start connecting and building relationships. So, I would suggest doing something like this if you have a limited budget. If you have some money to invest on the front end to start building a community with, then start building the community that you want, based on the interests that you are passionate about.

I would create a Facebook group, rather than a Facebook page, so that people feel like they are part of the crowd. A Facebook group can be a really great thing, in terms of the sense of community they bring about and nourishing one's own sense of identity. It's different than a Facebook page, in that you wouldn't want to create a group that represents your business. Like, I don't have a Facebook group for Perky Perky Coffee, but I would have a Facebook group called Austin Mom's Network.

I also recently created a Facebook group titled #AroundTheCup. It's a space where women can be around a coffee cup together on a Facebook live. We talk about stepping into our power. People like that kind of stuff. They like for it to be part of their identity.

If you have money to invest and get this ball rolling faster than the two years it took me, be willing to spend even just a little bit every day. It could be just \$20 a day to promote your group to your direct target audience, and you'll begin to grow that group. Once you have people there, begin to build a relationship with them. You'll start to build that KLT factor (know, like, and trust factor). When they feel like they know you, and they like you, and they trust you, then they will be willing to invest in the things that you're about. That's how I would suggest that folks get started, if they don't have any type of community built yet.

Final Tips

Here's something I think could be helpful. I've been in business for myself, and in a partnership with others, for a while now. Ten years, actually. Especially in the internet space, we take action as quickly as humanly possible. The one side of that, which we forget to do, is to really know our person. So, I have a mentor in my life who spoke this really interesting truth. He's been in the advertising and infomercial space for years. I mean, like, decades, and he's literally made billions of dollars in sales. One of the things that he shared with me was, **“Don't forget to look at what research is showing about your demographic.”**

Intuitively, I knew all of these things about the woman that I'm serving with our coffee, but he was like, “Just double-check it.” So, I used this thing called Google.com, if you've ever heard of that, and I just searched for, “Women Coffee Demographics”. It was that simple. Anyone can do this with their particular demographic. What I realized was that there were so many more intricacies than I was allowing myself to even think of. There was more about my demographic than I even knew to study.

Part of the reason why there's [Perky Perky coffee](#) is that I realized, and I knew in my head, that 75% of household purchases are made by women. That was obvious to me. We are the ones that go grocery shopping, and we are the ones that have the final say on pretty much every major household purchase, including the house. So, that makes sense to me. From that, I learned something else though. About 56% of women don't feel like the brands that they purchase are actually speaking to them. They don't feel like the brands actually know what the heck they care about, but it's the only thing on the market, so they'll just buy that thing.

Wow. Like, that statistic, in and of itself, was the reason why the lightbulb clicked on for me. I was like, “Oh my God! I think Perky Perky might be a success.” If I was making that very bold choice, and saying, “Women I hear you,” and I'm doing it in my packaging and everything from insert cards that speak to them, and I have a love letter on the back of each bag of coffee. Every roast that we have has its own love letter to the woman that I'm speaking to.

I'm very proud of this because I feel like I know what she's thinking on a regular basis, typically, and it's confirmed back to me by our customers saying, “Yes, you hear me. Thank you for

this.” I have affirmation cards inside of each bag, and I love opening up a new bag of coffee because I don’t know which one I’m going to get. I feel like this is a surprise and delight moment that my customers really enjoy as well. It’s just little things like that, which I know are beautiful ways to speak to my audience, and I was able to add into the experience of our coffee. If I hadn’t known that fact, I wouldn’t have been as intentional in doing that.

There’s little things like that, which can make a huge difference for you. **So, give yourself the space to do the research and really understand your audience.** What do they think about on a regular basis? And, be okay with taking that little bit of time, so you can really hone in with your messaging to them.

Connecting with Maruxa

That’s a great question. If you want to follow the Perky Perky process and see the journey, get onto Facebook or on our email list. If you want to like our Facebook page, just look up [Perky Perky Coffee](#). Make sure to add the word “Coffee” at the end because you might run into other things if you don’t [laughs]. You can also go to [PerkyPerky.com](#), and if you go there, you can get a 20% off coupon to buy your first bag of coffee.

If this is something that’s of interest to you, and you want to understand more about how I build communities, I do consulting on that too. I really believe that... I want to see more. More entrepreneurs really creating something from their heart and from their spirit, and in turn, that creates profit for you and for the people that you serve. So, I do that, and you can set up a consult with me at [MaruxaMurphy.com](#).

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