

EXPLORE YOUR ENTHUSIASM

EPISODE 105: HOW TO SET (MARKETING) EXPECTATIONS.

If you spend all the time and energy to properly launch your next product: What can you expect to happen? How can you set realistic and yet inspiring sales goals?

Welcome to Explore Your Enthusiasm episode 105, with me Tara Swiger. Today we're going to cover how exactly to set your expectations for any of your marketing activities.

Before we do, I want to let you know that if you want a chance to ask me your marketing questions, you can join my new class, [Craft Your Marketing](#), BEFORE May 5th. Everyone who joins by May 5th will get access to an exclusive Q+A I hold every month for members of my online programs. If you're listening when this goes live, you only have 2 days left, so head to taraswiger.com/cym.

As a reminder: Marketing = any communication with people who are going to love your thing. We've been talking in the last few episodes about how a marketing plan - knowing who you're talking to and what you're going to say - can help make your marketing more effective.

In episode

104: [How to find time for marketing](#)

103: [How to stop feeling weird](#)

102: [Stop creating marketing distractions](#)

And we talked about launches in

Episode 28: [How to launch anything](#)

Episode 88: [a way to avoid Marketing Burnout](#)

But a few weeks ago, someone on Periscope asked me: But how do we know what the results are going to be? How can we set realistic goals??

And this is SUCH a good question because is vital to what happens NEXT. After you've started to implement your marketing plan, or after you put together a launch -- do you lose steam and become disappointed? Or do you keep working, happy with the results?

The answer probably comes down to the kind of expectations you set to begin with.

If you expected to sell 100 and you sold 10 in the first week, you may be disappointed. You may become so disappointed that you stop implementing your marketing plan or launching things.

If you expected to sell 5 and sold 10, you are probably THRILLED!

The only difference: your expectation.

HOW TO SET REALISTIC EXPECTATIONS:

Know your numbers:

How many do you usually sell, doing exactly what you do?

What's the value of your audience? (ex, Goop vs me)

Income for one month/subscribers that month = value.

Figure this out for a past month and apply it to your current audience. Apply it to your goal. How many do you need to sell to break even?

Know your plan.

It's great to set a goal before you make a plan, but after you've decided what you're going to do, take another look at it: are you doing enough NEW to make as big of a change in your numbers as you want?

If you have no idea what you'd do or what you say, check out my book, [Market Yourself](#), or join the course [Craft Your Marketing](#), and you'll know how to talk about your work and what tools you'll use at the end of 5 weeks.

Know your timeline.

Do you want X sales by Y date?

What else is going on in that period of time?

Don't be afraid to go big

([ep 91](#)), but know yourself: will you get discouraged and stop working? Or will the big goal push you forward?

TO MAKE AN AMBITIOUS GOAL, YOU HAVE TO BE WILLING TO TAKE AMBITIOUS ACTION.

So that's how you set marketing expectations:

Know your numbers, make a plan, set a timeline, and then be willing to take ambitious action.

Thanks for listening and have an enthusiastic day!