



# *The Calm, Confident, Profitable Launch*

## **Workbook & Planner**

A simple, straight-forward planner to build a confident & calm mindset and a self-care strategy which makes frantic, overwhelming and disappointing launches a thing of the past!

Includes:

- Launch limiting beliefs journaling questions
- Self-care & mindset practices
- Mindset & Self-care For Launches Strategy Planner

## LAUNCH MINDSET

One of the first steps to building a strong & confident launch mindset is to discover and define your fears about your launch and business in general. These journal questions have been designed to help you start to unravel your business & launching fears and figure out a bit more about where they came from and where they have a hold on you.

*What worries you/concerns you about launching? Which one of these worries feels the most powerful?*

*Where do you think these worries come from? Do they come from your previous launch experiences or are they long-held beliefs?*

*What happens when these worries overwhelm you? What do you fall into believing about yourself, your business and your success/launch success?*

*How do these worries and beliefs hold you back in your business, and in the run up to your launch?*

**LAUNCH  
SELF-CARE**

Taking care of yourself and noticing when you're starting to feel overwhelmed in the run up to your launch and your launch itself is crucial for a successful and profitable launch. Below are some questions you can use to identify what activities and practices in your life make you feel good and that will help you manage your stress levels during your launch.

*What places and environments make you feel calm?*

*What activities make you feel relaxed?*

*What activities make you feel confident/good about yourself?*

*Who do you like to spend time with when you feel under pressure? Who do you not?*

*Notes*

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TECHNIQUES  
TO TRY

There are lots of mindset techniques and self-care tools you can use to help build your confidence and manage your stress during your launch. Below are a few ideas for you...

### Mindset/Self Confidence

- Journaling
- Affirmations (be mindful that these should feel authentic and relate to you)
- "Success Inventory" - write a list of all your achievements to date and read through them regularly
- Work with a Mindset Coach or Confidence Coach (1-1 or in a group programme) or join a free FB group
- Gratitude & giving thanks - this will always raise your vibe and positivity levels!
- EFT/Tapping for shifting deep-rooted, self-sabotaging beliefs
- Mindfulness practices such as meditation for when fears and anxieties become overwhelming

### Self-care/Wellness

- Regular, full nights sleep (7-8 hours a night) and mid-day naps if energy levels are low and you have difficulty sleeping
- Fresh air and walks in nature or green space & parks
- Meditation
- Mindful breathing throughout the day - slowly in for 4 counts, and out for 6 counts
- Aromatherapy & essential oils
- Healthy and nutrient dense meals & snacks
- Plenty of water and limited amount of caffeine and alcohol

# LAUNCH MINDSET & SELF-CARE STRATEGY

A printable planner to organise and plan your launch mindset and self-care strategies

Launch Name \_\_\_\_\_

Date \_\_\_\_\_

Launch Overview

\_\_\_\_\_  
\_\_\_\_\_

Limiting beliefs, anxieties, physical & emotional stress that may come up during the launch I need to be aware of:

Mindset work I will do during the launch:

When I will do this:

Self-care practices I will do during the launch:

When I will do these:

People I will spend time with and places I will go during the launch:

When I will do this:

# LAUNCH MINDSET & SELF-CARE STRATEGY (EXAMPLE)

A printable planner to organise and plan your launch mindset and self-care strategies

Launch Name Live Your Best Life Launch

Date April 19th - April 24th 2020

## Launch Overview

5 day challenge for women wanting to up-level their lives and businesses - daily challenge and Q&A

introduce/pitch offer at end of challenge - cart open for 1 week - downsell 2 days after cart close.

## Limiting beliefs, anxieties, physical & emotional stress that may come up during the launch I need to be aware of:

Believing I'm not the type of person who has a successful launch

Feeling unfocused when tasks are piling up

Tension in my shoulders and holding my breath

## Mindset work I will do during the launch:

Journal about my launch fears

Read positive affirmations to focus me

Practise gratitude and being thankful for where I am and what I have in my life.

## When I will do this:

Journal about my launch fears - 3-4 times per week in run up to and during my launch

Read positive affirmations to focus me - every morning and when I feel low in energy

Practise gratitude and being thankful for where I am and what I have in my life - daily

## Self-care practices I will do during the launch:

Walking

Meditation and breath work

Healthy breakfast

## When I will do these:

Walking - each morning and when I feel low in energy

Meditation and breath work - every morning and when I start to feel overwhelmed

Healthy breakfast - daily

## People I will spend time with and places I will go during the launch:

Oliver

My online/business buddies

## When I will do this:

Oliver - each evening & plan a meal out/lunch before the launch

Online/business buddies - arrange Zoom call & check in daily!

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