

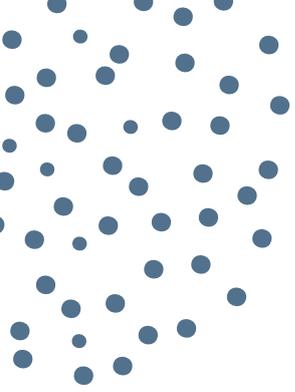


3 Must-have Mindset Activities For A Successful Launch

Find out what essential mindset work you *need* to be doing to have the successful, confident and profitable launches, you dream of!

You'll discover:

- What mindset work you should be doing and when as you prep for your launch
- Why mindset for your launches is so important
- How to easily build a launch mindset routine into your busy schedule PLUS
- Summary sheet, 12-week tracker, journal prompts & launch affirmations for your best launch yet!



As in business, your mindset has everything to do with whether your launch succeeds or sucks.

Because when we're confident, we inspire confidence in our audience.
When we're happy, our audience feel it too.
And when we trust and believe in ourselves, so do they.

And when this happens, we get to serve and we get to SELL.

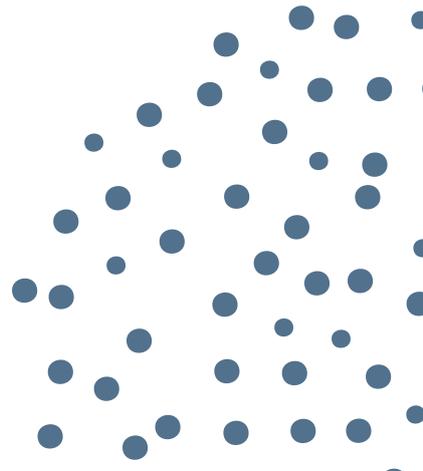
So if your launch mindset needs a little work, or if you've never even considered it as part of your launch plan before, this guide will show you exactly what you should be doing and when. The guide covers what to do over the course of a 12-week launch runway (from planning to execution) but can be followed if you have a longer or shorter lead time, too. Each week you'll be guided through the three key mindset activities you need to focus on to get the results you're looking for in your launches.

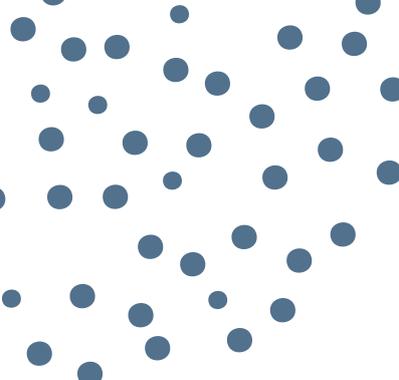
Research has shown this type of mindset work helps to reduce stress, improve self-esteem and build confidence. Exactly the things you need to make your launch shine and connect you deeply to your audience so that they believe in and buy from you!

Doing this work for your launch is as important as working on the strategy, and is something ALL multiple-figure launchers know and do themselves. So print this guide out, and work through it as you would with any other launch strategy as you plan and prep for your launch; I guarantee it'll be worth it!



Alice x





3 Must-have Mindset Activities For A Successful Launch

WEEK 12 - WEEK 8

During these weeks you're planning everything out and starting to build your audience. It's an exciting time!

Meditation & Mindfulness



This is the time to explore the types of mindfulness and meditation practices you enjoy, find beneficial and can commit to doing regularly. Try different apps, Youtube videos or live online classes - there's loads of options out there!

Being consistent and enjoying your meditation practices will mean you stick to them and reap the rewards. So start early in these first few weeks and give yourself a massive mindset head start! Get into the habit now of meditating at least **twice a week** as a minimum.

This is also the time to discover when you enjoy meditating the most, what times work best and fit well into your schedule.

Journaling



Weeks 12 to 8 of your launch should also be used to identify any launch doubts or anxieties you have. You can do this through journaling, using prompts or free-writing, or by talking things through with someone.

Starting this work now means you'll have plenty of time to overcome any big mindset blocks you have about launching. And it'll give you enough time to seek any help in overcoming them if you feel you need that extra support. A good rule of thumb is to aim to write **3 sides of journal paper** (roughly A5 size) each journaling session. You can bullet point your thoughts if you find journaling tricky. Start with 1 - 2 weekly sessions.

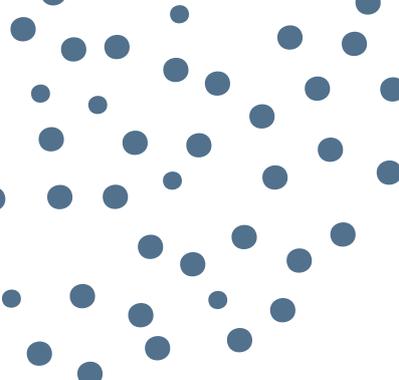
Affirmations



start writing out and testing your affirmations in these early weeks too. Find ones that feel nourishing and empowering and make note of those that don't. Playing around with affirmations like this helps to get more insight into what launch fears you need to work on and what aspects of the launch are triggers for you.

Align your affirmations to your launch goals, and make them specific. Experiment with what time of day you're most receptive to them, where you like to do them and how much time feels good to work on them.





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WEEKS 8 - WEEK 4



By this stage you'll be into a good mindset routine as the work starts to pick up for your launch. These weeks continue to be about building your audience, so you'll need to be as energised, confident and focused as you can be to bring them into your launch.

These are the weeks for you to start really getting into your mindset habits. Commit to the time to do these practices and make them a non-negotiable part of your day and your launch work. The more you stick to doing these practices routinely now, the easier it'll be to stick to them when the weeks get busier and the workload builds and you need these tools for support.

If you've identified that you need some extra support for your mindset, these are the weeks for you to contact any coaches or therapists who can support you some more - do this sooner rather than later so you have plenty of lead-in time.



Meditation & Mindfulness

Aim to practise longer meditations for up to 30 minutes twice a week, and daily shorter ones of 10 - 15 minutes. Keep mixing it up if you tend to get bored easily!

Journaling

If you've identified through your journaling that you need some extra support for your mindset, these are the weeks for you to contact any coaches or therapists who can support you some more. Do this sooner rather than later so you have plenty of lead-in time. Keep journaling at least once or twice a week, daily if you can.

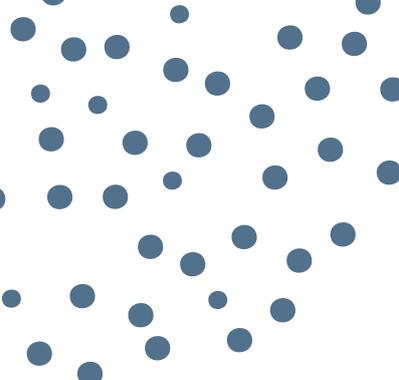


Make your journaling a really therapeutic activity - find somewhere peaceful and warm and light some candles. Relaxing into it will help you connect to any worries and anxieties that are lurking below. Focus on journal questions and topics that are a mix of broader and launch specific questions, and/or journaling on anything that's on your mind.

Affirmations

Continue with your affirmations, tweaking them if they need it, or if you aren't feeling any benefit from them. Daily practice is key here. You can write them down if you feel uncomfortable saying them out loud, or whisper them to yourself. Try different ways to do this work, in ways that feel good to you - you can even repeat your affirmations as you walk or work out.!





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WEEK 4 - LAUNCH WEEK



Things start to get a bit busier from this point forward as you prep your launch content, get all the logistics set up and continue to build your audience.

These are the weeks where you need to start drilling down on the mindset. Launches can bring up anxieties and fears we never knew we had. So making sure that you have plenty of time to work on them and overcome them is key to a confident, calm launch that you and your audience love!

if you need to cut down on other activities in your life to focus in on this work - do it. The time you put in now on your launch mindset is what will get you those launch results you desire. Never underestimate the power of the mind, it contributes to 80% of your launch success so needs to be taken seriously.

Meditation & Mindfulness



As the workload builds, so will the inevitable stress levels. Now is the time to really prioritise your meditation and mindfulness, making it a daily habit. Mix up longer and shorter sessions to get the most benefit, especially if you're time pressed. This is essential launch work and will keep you focused and on point so you get through your daily launch to-dos and minimise procrastination and faffing!

Journaling



Up your journaling sessions during these weeks, and again, do little and often if that works better than longer sessions. Releasing pent-up worries and anxieties as your launch approaches will stop them from running round and round in your head and distracting you. Journaling gives you fresh insights on what and why things are troubling you so you can deal with them and not allow them to hold you back!

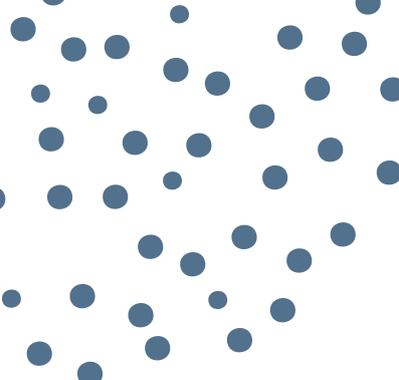
Affirmations



Your affirmations will likely need to be adjusted to or added to during these weeks.

Focus now on ones that help you to stay calm and and focus on your potential. Practice them daily, whenever you can and whenever you need to. You can also write some of your key ones down on a postcard and pin them somewhere you'll see them often.





3 Must-have Mindset Activities For A Successful Launch

LAUNCH WEEK & BEYOND

This is it! Everything is coming together and you're in full on launch mode!

You're delivering an amazing experience and serving your audience with what they need. Your hard work and commitment to your launch mindset is paying off! You feel calm, connected and confident.

This is one of the most demanding and intense times in your business so it's crucial that you keep your energy levels up high high high, and your mindset in tip top shape.

You'll have everything lined up and on task so spend all of the downtime you have looking after yourself, resting, and maintaining that strong, calm mindset. Don't slack off on this work this week! Open cart in particular can be an incredible roller coaster of emotions.

When your launch is over and you've brought in your fab new clients, switch off completely for a few days. Allow the stress hormones and adrenalin that have been riding high come back down to normal so that you can really start delivering your services.

Meditation & Mindfulness



Make time for daily meditation - even if it's just for 10 -15 minutes. Do a couple of longer meditation practices during cart open when you need to keep your head on straight and after cart close to help settle your mind and bring the stress hormones down.

Journaling



Journal and keep track of your mindset whenever you need to release any doubts and fears that bubble to the surface here. A few lines, bullet points or paragraphs to brain dump unhelpful thoughts will stop them from getting out of control. Keep a journal close by, and your meditation/journal space clear of clutter so you can retreat there whenever you need to. You can try voice journaling too if you're struggling with time.

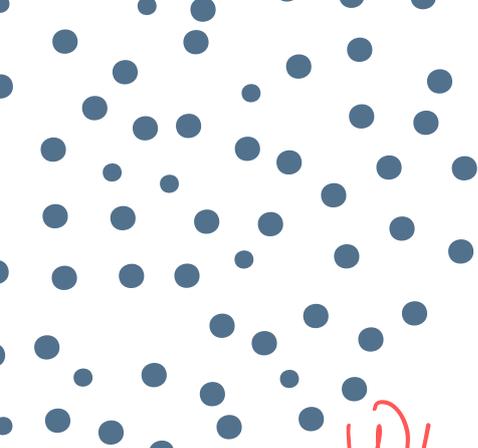
Now is an amazing time to reflect on all the mindset work you've done for this launch and to reflect on how much it's paid off. in terms of how much you've loved the experience and how well you've hit your goals. It's important to not get complacent here though, keep up with this work and it will keep supporting you and paying off more and more.

Affirmations



This is another top priority this week. Keep those brain waves running on positive, confident energy - your audience and your launch will thrive from it and it'll be reflected across all of your launch and sales goals! Repeat them daily, as often as you can and need to, and in the moments when you feel the most pressure in your launch (e.g the pitch!)





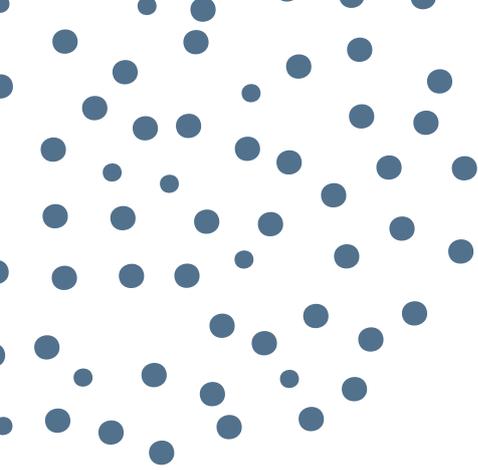
What's next for you on your journey to epic launch success?

Why not join our supportive community of launchers, and take your launches to even greater heights with free launch mindset classes, Q&A sessions, launch motivational tips and lots more!

Come and join The Launch cafe here:

<https://www.facebook.com/groups/thelaunchcafe>





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