

# Creating a Launch Plan That Works for Your Brain Energy Levels with Tasha Booth (she/her)

My name is Tasha Booth. I am the CEO and founder of The Launch Guild. We are a full-service launch management agency working with established coaches and course creators.

I have adult ADHD, and I have known that since I was about 23 years old. I got diagnosed and I have never been medicated because my doctor and I were always worried about my creativity suffering, because my degree is actually in musical theater, and I did that professionally for 12 years before transitioning to basically what I do now.

With that, I have had to really learn how to work with myself, and in turn work with my team to show up as my best self in creating a launch plan.

## Here's what we're talking about today

That's what we're going to talk a little bit about today, creating a launch plan that works for how your brain works, and for your energy levels, and what I like to call a feel-good launch.

We all want to step into our launch, not exhausted, not overwhelmed, not wanting to burn it down, but feeling really good, really energized, and ready to show up for our community.

Now, before we get started, first of all I want to thank Claire so much for asking and inviting me to be a part of this. I was so excited when I got the invitation, and this is a community that I love serving and supporting because I think that we do tend to get overwhelmed and get frustrated with ourselves when we get overwhelmed, especially with launches because they have so many moving parts.

With that, let's go, let's get started, here we go.

## Brain dump your launch plan

My first tip for you is that you are going to start by brain-dumping your launch plan.

When we think about your launch, I really want you to think about what that MVP, that minimum viable product, would look like.

Now, yes, we all want bells and whistles. We want fancy, we want dancey, we want pizzazz. For lots of launches that means having bonuses, expiring bonuses. That means having extra stuff on the sales page.

That is all good, and well, and awesome, and I want you to strip all of that back when you're first thinking about creating your launch plan.

I want you to ask yourself **what is the easiest way to bring my product program, digital service, whatever it may be, to my community and to have them buy.**

Now, once we get through setting up the MVP, that minimum viable product, if there's extra time, if there's extra energy, we can always add things, not a big deal, but what ends up tending to happen is that we create this huge complex plan, and then we look at it, we get overwhelmed, and we shut down and we don't do any of it.

If we start with the end in mind in terms of what is the most linear way to get us from start to finish, that's going to set us up for the most success.

### **Brain dump your launch plan in the way that creates the least amount of friction**

Going back to my first point, we are going to start by brain-dumping that launch plan.

That means I want you to take out a piece of paper. I want you to take out a Google Doc. I want you to take out your notes app. Whatever's easiest for you, whatever creates the least amount of friction.

When I say the least amount of friction, I mean that if in Asana I'm creating, thinking in terms of oh, I have to start by creating a new task, a new section for Asana, all that stuff.

If that feels overwhelming, no, I don't want you to do that. I want you to take out a piece of paper. I often use my notes app, and seriously just brain-dump all of the pieces that you would need.

I would think in terms of okay, I'm going to do a webinar so I need a webinar landing page and I need the thank you page, and then from there I want people to buy, so I'm going to need a sales page.

From there I'm going to need the sales form, and I'm going to need the thank you page. All of those things, we are going to write all of them down.

We're starting with the brain dump because that is the easiest way to get it all out in one fell swoop, instead of feeling we have to do this in sections. I want you to take the time to try to get this done all at the same time.

## **Chunk down your launch tasks into smaller, bite sized pieces**

From there, after we do that initial brain dump, we're going to continue by then chunking it down into bite-size pieces. You might have heard this called those big rock goals, and then we'd take the little rock goals.

Let's use a sales page as an example of this.

In a sales page, if I were to just write down create sales page, I would never ever get that done, because anytime I sat down for that I'd be like, "Oh, I got to write the copy, and then I got to design it, and then there's terms and conditions, and I got to get the testimonials ready, and I got to record the video."

I never have the time, energy, or desired effort to do all of that at the same time. If I put it down as create sales page and then say, grab terms and conditions, decide what testimonials, write the copy, record the video.

Then I can take the time and say, "Oh, I'm in between meetings, I can do the video. I can record the video because maybe I decide to put makeup on that day. I can grab a testimonial template and customize it another day."

It gives me a sense of feeling like I have smaller things that are checking off, which makes me feel accomplished, which gives me more energy to keep going.

Are you the same way? Probably.

We are going to start by that brain dump, really thinking in terms of that MVP, that minimum viable product. Then we are going to take that brain dump and start turning it into the beginnings of a more structured, that's the word I'm thinking of, more structured launch plan by then chunking it down into bite-size pieces.

## **Ride the hyper focus wave**

Tip number two may be slightly different depending on if you are working by yourself or if you're working with your team. Now, if you have a team whether that be one person or multiple people, this is going to be different.

I want you to start off this tip by having a conversation with your team, about what's going to work best for you.

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Now, with me having a team as big as I do, both on The Launch Guild side as well as my personal brand side, we like to call that the Tasha Booth side of things.

In my own personal launches, I'm really blessed to have a team that is able to execute without me, that's able to make decisions without me, and often is able to remind me over, and over, and over again-- Danny likes to call it pinging me. Danny is my executive assistant. Pinging me over, and over, and over, again to get the job done.

If you do not have that luxury of having a team member, or a large team, or a small team to support you and you're doing this all alone or semi-alone, then this tip is definitely for you, and that is to ride the high focus wave.

What I mean by ride the hyper-focus wave is now that you have the outline of your launch plan, you are going to put that into something that makes the most sense for you/you and your team.

If it's just for you, it doesn't matter where it goes. It could be a Google doc, it could be Click Up, Asana, Trello, whatever works best for your brain. This is just a place where you know what needs to be done and when it needs to be done.

If you have a team, then you're going to need to collaborate and what works best for you, and I'm going to explain that a little bit more in just a second.

Going back to my point, in terms of making sure that you are putting it somewhere and now you're starting to work it, and if you're working alone or semi-alone, I want you to ride that hyper-focus wave.

Now, normally with the clients that we work with at The Launch Guild, because we are their team and because there's multiple people working on it, we give them deadlines in terms of copy and give them small chunks of things. Now you and I both know-- let's have a little side conversation for a second.

You and I both know that often doing it in small chunks doesn't work as well. I'll give you this example from yesterday.

Yesterday I decided that I wanted to clean my house. I've been going down this TikTok road of watching cleaning TikTok and I've decided that I want a really clean house like all of the dang time, so I decided to clean my house.

Well, I started cleaning my house and then I was like "Oh, I've been cleaning for a while, I should take a break." Well, that 10-minute break turned into I'm not doing anything for the rest of the day ever again.

And so that's often what happens with our brains. We are either energetically on, we feel like we can ride that wave, go to the top of the mountain, not stop or we are just spent, done, and everything feels really heavy and hard.

## **Use those times when you feel energetically focused to get as much done as possible**

At those times when we are energetically feeling really good, that's when I want you to get as much as possible done and off your plate.

If you write your entire launch plan, if you bring up your launch plan and then you're really excited and energized to keep going, keep going. Write that webinar outline next or maybe write that webinar page. Write your sales page.

Do as much as possible when it feels good for you so that you don't have as much to do on those days and those times when it doesn't feel as good or when you're getting to those things that you're just like, you know what?

This doesn't feel fun. This isn't my zone of genius, and so you deprioritize it. You're not doing as much of those things. You're not wanting to do those things as often or as much.

In terms of that, going, once again, back to my point, ADHD yay!

## **Work on as much as you can early on during your launch planning**

You are going to hyper-focus. Work on as much of the front end as possible so that as you get closer to that launch, you're not having to cram and do those things when you're not really feeling into it. And when other things are really priorities, as well. When starting to breadcrumb about your launch to your community, everything is more important.

We're going to get as much as we can on the front end done. We're going to hyper-focus on those things.

Now, when you have a team that may be a little bit not so much more difficult, but you really just want to make sure that you're communicating with your team, checking in with them, letting them know what you best need in order to set yourself up for success and set them up for success.

For me, what that means is that my team works in Asana. They put all of my tasks into Asana, they put their tasks, their due dates. All of that stuff is so gorgeously beautifully managed inside of Asana. Same thing for our clients.

When it comes to how I actually see it, my team then takes my Asana tasks and Cara, my project manager, puts it into Slack. At the beginning of the week on Monday morning, she lets me know, "Hey, these are all of the things that I need from you by the end of the week," then I take that list and say, "Today I'm going to actually do these three things. Tomorrow, I'm going to do these three things."

She checks in with me a couple of times during the week, sends me a Vox, or sends me a few more Slack messages to make sure that I'm on task. That works better than me seeing all of the tasks inside of Asana.

If you do have, once again, the luxury of a team, really talk to them and communicate about what you need.

Also, this is super important because I've had this issue with teams before in the past. Let them know that it's okay to remind you once, twice, 1,800 times for those tasks. They're not being pesterers or you're not going to take it as them being mean or any of those things. It's just what you need in order to succeed.

## **Quick recap**

Tip number one was all about brain-dumping that initial launch plan, making sure you have everything put into micro pieces so that you can now start to tackle it.

Tip number two is to hyperfocus, get as much done in one, two, or three chunks as possible so that as we get closer to your launch date, you don't have as much left to do.

## Delegate like a boss

My third tip is to delegate like a boss. Now, you may not have a team that you utilize all the time and that's totally fine, but I want you to get real with yourself, especially as you get closer to your launch.

Take those first one, two, even three weeks to really think or to really work through your list and see how much you can get done.

## **Make it a goal to delegate 1-3 tasks that feel outside of your comfort zone**

If you're on week three and there are some things on your list every single time you look at that list you're just like, "Oh, I don't want to do that. Ugh, I can't do that," if it starts feeling overwhelming, heavy, hard, any of those things, that may be an indication that that's one of the things that you really want to consider delegating.

Depending on your budget, that may be something like sales emails. If you have a larger budget, copy is one of those things that if I have the budget for it, I am going to delegate it to somebody else because copy often feels really hard for me.

If it's something smaller, maybe setting up your tech or connecting some of the pieces of tech feels overwhelming to you, or maybe somebody designing your sales page from a template or you even purchasing a template for your sales page, it doesn't have to be something that is a huge money drop or something that is going to be really expensive for you. It can be smaller when you're first starting out.

What I've seen happen way too often is that people get to those smaller things that for other people would feel like, "Oh, okay, just finish that up," and for you and for me,

it feels like, "Oh, I wish I could finish that up, but now I'm just not going to finish anything." I don't want that for your launch.

If you're getting to those places that you're just feeling like you're constantly bumping up against a wall when it comes to actually completing those, I want you to think about delegating or finding a way to get some support for that.

## **Bring in your friend, the body double**

Other thing that you can do if money is too tight for you to delegate, is to bring in our friend, the body double. You probably already know this trick, so I'll go through this fast.

Basically, body doubling is when you have another person who is just in the room or I've done this on Zoom a ton, done some co-working with friends, or online business friends, or even with my team to have that accountability of somebody else is in the room, somebody else is going to be asking me how this is going. We're going to work for 25-minute increments like the Pomodoro method and get this done.

I promise you, if you've never tried this before, it's a game changer. It actually really works. I don't understand the science behind it. Why having somebody else in the room just really makes me want to just get it done.

It's a really great way to just be able to eat the frog and say this is not the most fun I've ever had in terms of what I enjoy doing in my launch planning, but I know that I need to get it done so that I can actually show up for my launch and serve and support my community in a really great and big way so I'm just going to get it accomplished. That is our goal for the body doubling part.

First goal is if you are having trouble completing some of those tasks that don't feel really good to you or you just don't feel like it's in your zone of excellence or zone of genius, try to delegate it out.

If you can't delegate it out, then find a buddy, find an accountability buddy, hop on a Zoom call, or grab a drink at a coffee shop and spend a couple hours just getting those last things done for your launch.

## **Give yourself enough time...but not too much time**

One more general tip before I wrap up. This general tip is about giving yourself enough time. I know that often we are people who like to go from ideation all the way to creation to launch in a snap of a finger, but what that often does is it rushes you and that's when you're more apt to make more mistakes.

You don't have to give yourself all the time in the world. We, at The Launch Guild, now work with our clients for about 12 weeks at a time. We found that that's really helpful in terms of being able to support them in creating their launch runway all the way through finishing their launch and giving them some really good data about their launch.

However, if you are doing this on your own and you are a person who loses interest in projects really quickly or something, you may actually want to tighten that timeline for yourself.

That could be an eight-week timeline for you. What you're going to have to remember is that if you have an eight-week timeline, you're going to need to take more time, more energy on the front end not just in creating things like your copy and your graphics and your design and everything, but also making sure that your community is primed and ready to go for that launch.

I want you to just think in terms of, yes, you'll have less time to lose interest and not want to finish things, but at the same time, you're going to have to really ramp up your nurturing of your community, your education so that you have people that are primed and ready to buy your offer on the other side.

## Hang out with me on Instagram

I hope this was super helpful. Thank you so much for your time, energy, and attention. I had a great time. I have a million other things to say about launches.

First of all, definitely follow me on Instagram. I hang out @thelaunchguild, mostly on Instagram. I also hang out @thetashaboost, so you can follow me in both places.

**If you would like some tips and tricks, we actually have a brand new opt-in that we recently created called [Instead of This Try That](#).**

It's going to give you some tips and tricks in terms of what to do to bump your launches up a notch, to kick it up a notch, and to just add some steam to that already bolstering fire, especially if you've launched before. Access it [HERE](#).

See you soon. Let me know if you enjoyed this. Hang out with me on Instagram and thank you so much.