

The Limitless Life Experience Podcast

Transcript

3 tips on how not to go into launch burnout

We hired an integrator who literally changed my life, I said this to her so many times because I was project managing everything and you can't project manage and lead and sell and market and do all of the things as you start to scale your business

Welcome to the Limitless Life Experience Podcast with me, your host Suzy Ashworth. I'm a mum of three, seven figure serial entrepreneur, Hay House author, international keynote speaker, quantum transformation and embodiment coach, and believe in miracles. My superpower is helping female entrepreneurs like you create six figure breakthroughs in your business fast, so that you can expand into limitless living and create an incredibly positive difference in the world. In this space, you will hear me talk all about wealth, yourself, spirit and impact. This is the Limitless Life Experience Podcast.

Hello, hello, you gorgeous human being or welcome back to the Limitless Life Experience Podcast with me, your host Suzy Ashworth. And if you're like, 'What do you mean, welcome back? This is my first ever episode'. Well, welcome to you too. You have found your new home. Think of me like your auntie Beryl who's got a lovely cup of tea. She's going to sit you down, give you a couple of short words and we're going to have a lovely time.

This is my favorite time of the week. I love, love, love being here in this space with you. And right now I'm feeling super excited. We've just come off the back of a mahoosive launch. I am still pinching myself at just what an incredible experience it was. And so of course, I'm going to record a couple of episodes for you sharing with you my biggest takeaways. But today, what I really wanted to share with you is how to avoid launch burnout, because what is really magnificent for me is... we closed the cart on Sunday, today is Tuesday, and I feel great. And I have to say that normally with a launch I'm exhausted. And when I think back to my biggest launch that I'd had prior to this one, which was in January, where I did my weekend event and we had a, I think after everything shook out, it was 265,000. I think originally it was 272,000, but we lost a couple of people so 265,000 it ended up on. And not only did I not really plan my diary to serve me as much as I could have. So I flew to Portugal. So I'd flown from Mexico to London, done the event, and then I flew to Portugal for a photo shoot. So that was hectic anyway, but I genuinely think that it took me a month to really integrate 1. what had happened during the launch, but 2. for me just to physically recover. Now, obviously there were flights involved, but I think that this launch roller coaster and energetic boundary is a real thing. Even if I hadn't been getting on a plane, when I think about my launches, when I moved originally into

hitting six figures, the amount of energy that it took for me to be able to show up in the way that was going to get the results I wanted was always exhausting.

And what's really interesting that I'm reflecting on just as I'm speaking is that Mexico was super helpful for me because those of you who know my story, we moved January, 2019. In March that year I'd had - in inverted commas - a failed launch, I'd hit 30,000 and I had been expecting a lot more that I really changed the way that I did launches. I probably didn't launch properly for a year and it's because I was tired of that feeling of burnout.

And so I just did very low key, low impact, high frequency launches - which really served me at the time, but will also be part of the reason why my income took a little bit of a dip during 2019 when I really think about it. And so to do this launch has unlocked so many things for me. And I think what was really powerful is that if Covid hadn't have happened, I wouldn't have done this launch online. I would have, and the plan was actually to do another event. And so the freedom experience at the event, and I'm so glad that we were unable to do that. I mean, I'm gutted that we didn't get to do an event because my plans for what that event is going to be are just off the scale, so I cannot wait for us all to get into a room together. It's going to be magical. And the reason that I am pleased that I didn't get the chance to do it in person is because I would have created a story in my mind that it wasn't possible for me to have these multiple six figure launches unless I was able to get in front of people. And that would have been such a lie, because this launch is - my maths is terrible - but like two and a half times what it was in January, and we did it all online.

So we've smashed that story to smithereens. And I think that for you listening, I really want you to think about where you are saying... because I've done it once this way, it's not possible for me to do it in any other way? Because wherever you are saying that to yourself, it's a lie. I have always said that there are 1,000,001 different ways to skin a cat. And I have just proven it to myself in a way that I can't ever forget, because I could hear that story. I could hear the cogs whirring when it came to me thinking that the only way for me to launch The Freedom Experience was in live events. And it's just so not true.

So that is super exciting. And I hope that that is helpful for you when you are looking to spot your own blind spots, or places where you are limiting yourself in the same way that I was about to limit myself. So why am I not exhausted? I think that there are a number of reasons. Well, three key reasons that I have identified and the first is having the right people in place in my team. So what has been a pattern for myself over the last two years is that in the lead up to the launch, getting all of the pieces of the puzzle in place itself before I've even said, a word has been exhausting. And the

reason that it's been exhausting is not only have I been trying to get my shit together, but I've also had to be on top of other people, getting their shit together.

Now, what is really true is that when I moved to Mexico, we hired an integrator who literally changed my life. I said this to her so many times, because I was project managing everything and you can't project manage and lead, and sell, and market and do all of the things as you start to scale your business and not be exhausted. You know, everybody does that in the beginning, but as you're building things up, it's a lot of balls to be juggling. So when I got my integrator in, it really did change everything. However, there came a point in that relationship where I knew where I wanted the company to be going. I knew how I wanted us to be growing. And I knew the role that I wanted to take was way more strategic. So I show up and do my thing online, but I really did not want to have my hands doing any of the management part. And what I was finding is that I was still having to do more than felt good, and I would, we'd be going into a launch and I would spot something that hadn't been done. And I would be writing emails the day before we were supposed to be sending them out. And that would be really, really tiring, tiring, because I would be thinking about what haven't I done here that's allowed this to happen. Frustrating because I'm like, yeah, but why hasn't someone else caught it? And then just literally the time that I'm taking to do that, it's time that I could be mentally and emotionally preparing and that was gone.

So that would happen a lot. I didn't have any of that this time. So what really stuck in my mind is saying to Jerome, Oh, we're going into a launch. And him being like, what? Because normally the buildup to a launch is all hands on deck. Everybody needs to know that I'm going to don't, don't bother mommy. She's about to go into a launch, even with the launch of the gateway. It was less stressful, but there was still a lot of hype in the lead up. This time there wasn't any of that because I have promoted my EA to online business manager. So she does dual roles and she had a real handle on ensuring that the timeline for getting all of the assets together and all of the things that we were going to need for the launch and managing me - which I'm not going to lie is a bloody ballache... she had that all lined up. So there was no stress for me in the lead up. I wasn't worried about what was going to happen. And I could see it in our project management system. We use Asana. I could see exactly what had been done, and what hadn't been done and who was on it. It was really, really great. And also we have reduced the number of people that I'm speaking to. So I'm not people managing people on the side for the most part, and she is managing the team. And so that again, really, really super helpful. So that's the first thing that I think has made a significant difference in me a week out, not feeling like I need to go and, you know, burying my head in a sandpit for the next three weeks.

The second thing is that for the first time, I have brought way more intention to managing my energy throughout the launch. And something that I've always said is clear your diary. It takes a lot of energy. Particularly if you are doing a challenge style launch, it takes a lot of energy. You do not want to be seeing clients. You do not want to be having appointments like you want to clear everything. And so my diary was pretty clear other than the cause I needed to show up for which meant that I could really take my time to get into the day. And then once the call had been done, I was able to go down, sit by the pool, you know, chat with the kids, interact with Jerome, and just really decompress without having to worry about getting new assets ready for the next day, or speaking to any clients, or doing anything other than the challenge. So that was amazing. I also was juicing all week. You know, I was getting my greens every single morning. I was juicing. I was doing my quantum flow every single morning. I was really just tuning into 'what does my body need in order for this to not just be sustainable - but for me to feel like I'm thriving?'. So I really, really looked after myself. I'm more hydrated than I've ever been. And I really feel that that translated when it came to me showing up on my lives. The feedback that people gave me about my energy was incredible when I really received that all. And that was supported by the level of intention that I brought to making sure that I could be in my most energetic magnetic self.

And then the third thing that made the biggest difference. Again, actually it comes down to team, but I had people supporting me in the Facebook group. And in the past, what I have done is said to the group of people that I'm working with, 'please don't expect me to comment on all of your comments. It's not possible'. And this time I didn't have to say that because I had both Sophie and Katie there, really in the group supporting me. So that felt amazing because I wasn't worried that the people in the group were not going to be served, whilst not feeling like I needed to have it all on my own shoulders.

And so they are my three top tips. It's meant that I now feel great and, you know, would I still be feeling great if I hadn't had the level of launch that I've had? Well, my point is, I go back to January. January was my biggest launch. It was bloody incredible. I was so, so excited and I crashed and burned after it, because I didn't put in this level of support for myself. And so what's really interesting is that - fingers crossed - in January when we do The One Live... it will be another three day event, I will do a followup to let you know how I feel energetically and how I switched things up versus when I did it last year, so that I don't need to run and hide forever - slightly dramatic, a month.

Anyway, I hope this has been useful for you. Please let me know what your number one tip is for conserving your energy when you are launching. And if you have loved it, do me a favor, share it on Instagram, tag me. You know I like to share the love.

We just want to get the podcast out to as many people as possible. And you have been doing an amazing job. We are now a top 35 freaking podcast. How did that happen? It happened because you are listening every single week and I am super, super grateful.

So without any further ado, Faith + Action = Miracles. Remember that.