



## JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

### **Module 5: The Launch: It's Time To Hit "SEND" And Get The Big**

#### **Video 11: Your launch and your health...**

Finally, I want to talk about your health and maintaining your health throughout your launch. This is very, very important. In fact, not to get all wishy-washy here, but your health is far more important than your launch and even more important than your business.

As you've seen this isn't an overnight process. This is something you have to work through and work towards. Even beyond that, if you don't take care of your health then your launch is actually going to suffer. In the bigger picture of things, you have to stay healthy. That is way more important than your business. It's not just important in the big picture, but even in the micro view of things, to do well with your launch, you have to stay healthy.

I've been through this. I made myself sick. I beat myself up and just went crazy during launches in the past. You pay a price. I don't want you to have to pay the price because you don't have to. You can do a launch without it taking a toll on your health, your family, and your relationships. That's what I want you to do.

First of all, remember, early on in planning for a launch, I talked about not planning around external events. For example, don't say, "Oh boy, the Olympics are coming to my hometown so I'm going to do a launch based on the Olympics," or, "I'm going to do a launch based on my birthday." or, "I'm doing a seminar on January 17<sup>th</sup> and I'm going to launch from the seminar." If you do that type of a launch where you are locked into an external event, then you can't move your date out.

Often with these launches you have to move your date out. What do you end up doing? You end up working 24 hours a day for a week and going insane. You make yourself sick and you end up with a lousy launch.

Avoid doing external events. Remember, almost every big launch I've been involved in, we've moved the date out. Often we have moved the date out multiple times. It is just not a big deal.

It is important to try to get some sleep during your launch, because the bottom line is, that this is a creative process. If you don't have sleep it is tough to be creative. I've run into this in the past. where I'm sitting there trying to write copy and I've been up for 22 hours straight. The time to write copy is not when you are exhausted. Try to get some sleep. Also take a nap every now and then. Naps are a critical thing. I think naps are very important.

A lot of times, I'll have so much adrenaline running through me during a launch that I can't sleep more than five hours a night. I'll lay down at midnight or 1:00 a.m. and I'll wake up at 4:00 a.m. or 5:00 a.m. and instantly my thoughts are racing. I have stuff going through my head for the launch. I'm excited. Sometimes it's like I'm on a four week adrenaline rush, doing these launches. It can be tough to get eight or ten hours of sleep at night, so it is important to take naps during the day.

Especially early to mid afternoon, once you start feeling sluggish and tired is often a time where your body wants to take a break. You need a break about seven or eight hours after you get up. It's not a bad thing to lie down and get a 20- or 30-minute power nap. I'm not a sleep expert or a health expert, but the studying I've done said that to go through a full sleep cycle is about 90 minutes. Take a 20- or 30-minute power nap, or go the distance for about 90 minutes and get a full sleep cycle in as a nap.

I can only imagine that some of you are laughing and thinking, "Jeff Walker, Product Launch Formula expert, is giving health advice." Well, I want to let you know that I am not a health professional. I'm not a doctor, dentist, nurse, nurse practitioner, or physicians'

assistant. I don't know anything about this stuff except through experience and through study.

What I do know, is that I can't write copy and I can't be creative when I am dead tired. Get good sleep. It is more important to get sleep than it is to sit there and try to knock out another e-mail or something like that. You will be more productive in the long run. I do know that I have a hard time sleeping full nights when I'm in the midst of a big launch. It is like I'm on a full out adrenaline rush, so I go for naps.

Exercise – I know not everyone loves to exercise, but personally I find it very, very important. My friend Eben Pagan spends a lot of time running up and down stairs. He has a bunch of staircases in the building he lives in. One of the ways he gets exercise is to run up and down the stairs. He has a mantra that he says to himself. “The answer is in the staircase.” That means that if he is stuck on something, he'll find an answer, when he exercises running up and down the stairs.

It is magical how answers just come to you when you get some exercise. I've had that same experience. In fact, when I rolled out Product Launch Formula 2.0 it was springtime, but we had really good snow this year in southwest Colorado, so the trails were not good for running, but there wasn't enough snow for skiing. So I was stuck in that, I couldn't run.

I'm not really much of a runner. I don't really do all that much running. There are lots of other things I like to do for exercise, but when I'm in a product launch I go out and run because I can get a good workout in about thirty minutes. I can go right out my door. All I have to do is put on some running shorts and some shoes and run so I can get away from my computer for 35 minutes and get a good workout. It is very efficient that way.

I like to run. Every time I am stuck, I go for a run. Magically, the answers for what I need to do next, what the next piece of e-mail copy needs to be, what the next video should be, just comes. So exercise not only lets off steam and it is good for you obviously, but it is great for you mentally, in terms of solving problems. When I'm in a launch, I try to exercise every single day; not just to keep myself

healthy, but to make sure I get good ideas for my launch and my launch comes off great.

Be sure you are eating. If you are taking supplements, don't get away from it. I'm a big believer in herbs and vitamins. I'm not going to tell you what to do, but I know they seem to help me. It is easy to get off a routine when you get into a product launch. It is easy to forget you are supposed to exercise, supposed to get sleep, supposed to eat regular, healthy meals, and you are supposed to take your vitamins and herbs. Just don't forget that stuff. If you have to schedule it and write it down, do it.

Another thing, I try to avoid going on a massive caffeine binge. I think you get short term results and you pay the price in the long run. Remember a launch isn't a sprint.. If anything, it is a marathon instead of a sprint. It takes place over a period of time. You've seen how I lay these launches out. They take days and weeks, so you have to take care of yourself.

Pounding down ten energy drinks when you first go into pre-launch is not a good idea. You are going to pay the price down the road. I've always got some Red Bull on hand during a launch, especially for the last few days, but I try to avoid having more than two in a day, tops.

Finally, take care of your relationships. It is easy to ignore friends and family during a launch. Generally, they'll get it and they'll understand what you're doing. Probably, at some level you are going to have to curtail some of your socializing, and cut back a little on your relationships, but try not to completely ignore them.

Also, there are the relationships within your business. If you have a team, you are working with your launch team and you have to let them know ahead of time. "Hey folks, this is the deal. We're coming into the last few days of the launch. I'm extremely busy. I'm under a lot of stress. I have a lot of pressure on me. I put a lot of pressure on myself. Please forgive me if I'm a little short and sharp with you. If I don't have the normal patience that I usually have, please understand that it is due to this launch and I'll be back to my normal self after the launch."

I guess I just want you to stay healthy and sane for a couple of reasons. I already said this: Your health is more important than your business. Your health is more important than your launch. I want you to remember that. I don't want people out there sacrificing their health because of what I taught them with product launches.

These product launches will completely change your business and by doing so they will change your life for the better. As you've seen, I have a very holistic approach to your business. It is not just about doing one launch, it is about doing many launches. It is about continually building your business. I am convinced this is the best way to start and to build your business. But it is a holistic process, and I want it to integrate into your entire business and I want it to integrate into your entire life.

Remember this health stuff. You might just think I'm being too touchy-feely, Jeff lives out in Colorado and he talks about this kind of stuff, but it is really important. It is important to your overall life, but it is also important to your performance during the product launch. You will do better in your product launch if you take care of your health.