



LAND + LAUNCH GUIDE

One simple strategy to help you
navigate your life with clarity & ease
while staying focused on what matters most.

by Leah Goard

DEFINE DESIGN ALIGN

WELCOME

I am excited to have you here! What I am about to share with you will, when implemented, become a huge part of your foundation to help you truly thrive in your world.

Life is a journey and with any long trip you need a place to stop, rest and refuel, check your coordinates, confirm you're still en route to your desired destination, and hop back on your path.

Left turns and bumps in the road happen all the time!

The important question is not always how to stick to *the plan* but rather how to navigate life's detours as gracefully and courageously as possible, while staying focused on what matters most without losing the joy of it all.

The truth: sometimes you won't! Things fall apart and occasionally you will too.

This **Land + Launch Guide** is an amazing tool that will help make it easier for you to find your path again, restore your flow and renew your sense of sanity.

It is the non-negotiable time and space that you carve out on a consistent basis to rest and reflect; to observe what's working and not working; re-organize your priorities; make decisions; create strategies; find inspiration; and launch back into your life with crystal-clear direction. *It is the key in your navigation system.*

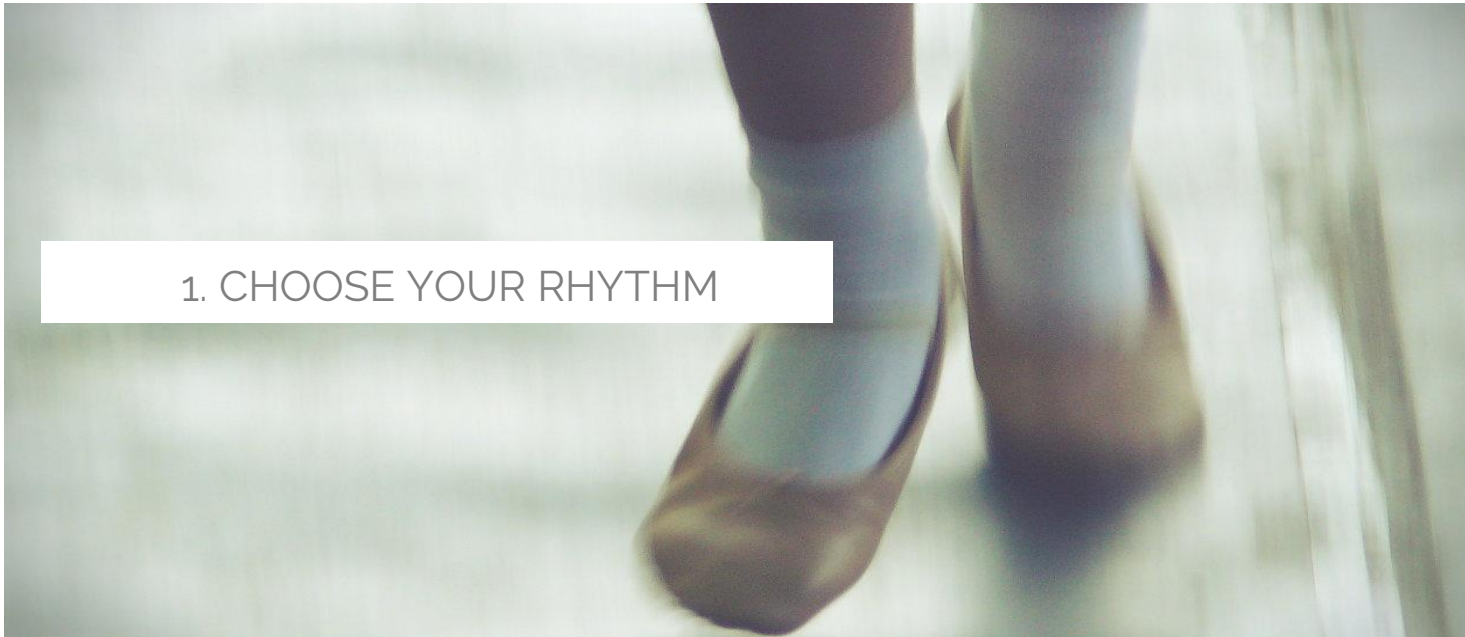
Using this simple process and creating this rhythmic commitment to pause on a regular basis *builds inner trust, knowing you will get back on track*. Your attachment and stress will decrease dramatically when you have that time and space waiting for you to land, regroup and launch again.

The great thing is that right now *you have everything you need to create your personalized Land + Launch*. No big learning curves or complex technology – it's simple to set up, easy to use and will make a huge difference in your world!

This works, so please take ten minutes to finish reading this guide and set yourself up to *cultivate more freedom, flow, productivity and ease in your world!*

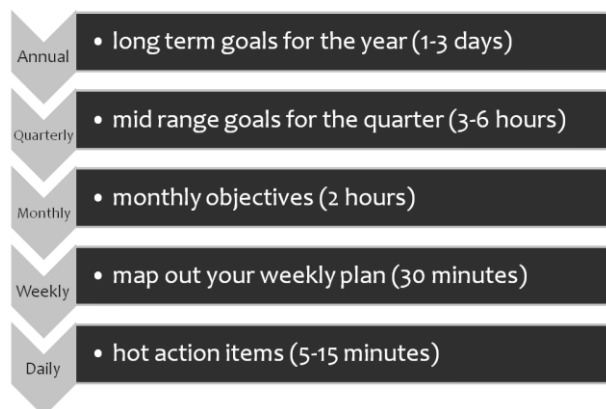
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HOW IT WORKS



1. CHOOSE YOUR RHYTHM

{WHEN} Decide when you are going to land + launch and for how long. For example: you might choose a quarterly 3 hour time block to map out the upcoming months, or to schedule a block on the last Friday of each month. Sunday nights or Monday mornings work well to do your weekly planning. The key is that this is non-negotiable time in your calendar for YOU! **The following diagram illustrates my recommended rhythm:**





2. BE INACCESSIBLE

{WHERE} Unplug, close your door, turn off your phone, shut down your email and let your team, family, best friend and dog know that *you are unavailable*. Yup, I said it. NOT available. If possible, escape to a location that inspires you to slow down, tune in and put your feet on the ground. It's challenging to dismiss the urges to tune back into our lives, even for a short period of time. Set a timer so that you can be fully present with your work, knowing that your buzzer will let you know when to shift your attention.



3. USE TOOLS THAT WORK FOR YOU

{WHAT} Even the most creative mavens need a consistent set of tools and rituals to create freedom and flow. Think your yoga mat, favourite coffee mug or planner. *The included template* will guide you through a series of questions at the end of each month. The first part is your Monthly Action Plan that will support you to identify and realign your priorities and create your road map for the month ahead. The second part is your Monthly reflection where you can take a look at the previous month and identify what changes you want to make and celebrate your successes. You can then transfer your Monthly Action Plan into your workflow. Bonus: At the end of the year, instead of wondering what happened, you will have a complete, detailed snapshot of how everything unfolded all that you accomplished, and greater insight into your year gone by.



4. FIND A PARTNER

{SUPPORT + ACCOUNTABILITY} We are not meant to do any of this alone! There is a reason people hire trainers and join book clubs.

Having accountability and like-minded souls to walk this path with you can make all the difference. Choose to Land + Launch with someone (if you can leave each other alone long enough to do the work) or simply commit to sharing your worksheets with each other each month and set up a 30 minute phone call to connect, share your insights, brainstorm ideas, celebrate and support each other launching back into your lives.



5. TRUST

{YOU} Know that sometimes there are reasons why plans go awry. When you cultivate your Landing + Launch rhythm and nurture the trust in your ability to gracefully and courageously navigate your world, *you will be able to receive the insights, lessons and deeply meaningful experiences that your life is offering you.*

YOUR NEXT STEPS

1. SCHEDULE YOUR FIRST LAND + LAUNCH SESSION

Take out your calendar right now and choose ONE HOUR on ONE DAY before the end of this month to Land + Launch. During your first Land + Launch session, customize your template or simply use the template provided with the exact questions I ask myself and my clients at the end of each month. Finally, commit to Land + Launch dates in your calendar for the rest of the year. Yes, you may have to shift the actual dates but unless you have it noted in your calendar, it won't happen!

This is your sacred time and space.

2. TAKE INSPIRED IMPERFECT ACTION

As much as you may crave simplicity and freedom, it's natural to feel resistance to committing to and implementing something new. We all create fabulous stories about why NOT to do something. But here's the thing: if you want different results, then your only option is to do something different. This whole Landing + Launching has worked for hundreds of people with all sorts of wild and wonderful personalities and strengths, lifestyles and businesses. So, take inspired imperfect action and try it out because *radical changes come in small steps!*

MONTHLY LAND + LAUNCH TEMPLATE

Month:

Theme:

I am devoted to feeling:

My intention for this month is:

I am taking action "as if":

I am going to stop:

Top Work Priorities:

Top Personal Priorities:

- 1.
- 2.
- 3.
- 4.
- 5.

- 1.
- 2.
- 3.
- 4.
- 5.

Work:

1. I felt:
2. The following worked really well:
3. These things did not work well and I am committed to these changes:

Personal:

1. I felt:
2. The following worked really well:
3. These things did not work well and I am committed to these changes:

The biggest story I danced with was:

I am going to let go and shift the following to move forward:

Tracking magic I experienced the following:

I am celebrating my devotion to keep showing up by doing the following: