Keep Your Product Launch on Track

MCIIP Visualization
I’m sure you’ve heard of outcome visualization before, “close your eyes and imagine yourself having attained your heart’s desires”

It works, but is decades old - improvements have been made

MCIPP Visualization will help if you:
   – Know you can do it, but lack emotional confidence
   – Lose steam thinking about individual tasks

If you’ve got chronic low self-confidence and are a pessimist, visualization has been shown to sometimes be more harmful than it’s helpful
But Within Reason

- Outcome visualization increases expectations of success - sometimes by too much.

- “If I can visualize it so easily... then it must be less difficult to accomplish than I thought”

- In the past, imagination wasn’t used as a means of fantasizing, but of planning.

- The primitive brain is hyper-efficient. If it thinks something will be easy, it’ll reduce vigor and motivation, anticipating that the energy won’t be needed.

- MCIIP Visualization – inspire, but within reason.
Mental Contrasting

- Visualize the biggest benefits of success:
  - Paying off your debt
  - Vacationing on the beach
  - Thank you e-mails

- Visualize your biggest obstacles:
  - Distracted by your day-job
  - Dreading and skipping past certain tasks
  - Getting bored and distracted

- Motivation will flow backwards, from the pina coladas at the beach to the work that has to get done in front of your computer
Implementation Intentions

- Write down an implementation intention – “when [trigger] I will [action]”
  1. “When I feel distracted, I will move to a quiet space”
  2. “When I get home from work too tired to work on my product, I will go for an energizing jog”
  3. “When I start to lose motivation, I will review the list of benefits I created”

- Two benefits:
  - You’re creating counter-strategies, ahead of time (try telling yourself when you’re hungry that you’ll pass up on desert – planning is best done ahead of time)
  - You’re increasing the likelihood you’ll 1) recognize there’s a problem, and 2) take action to overcome it
Process Visualization

- Visualize the process – encountering those obstacles and then enthusiastically (but realistically) overcoming them
- Over 100 studies replicating its effectiveness
- Mental practice activates the same brain regions as physical practice
- Mental practice → habit formation
- Visualize yourself overcoming obstacles → form a habit of success
The Details

- Best used once a day, but once a week OK
- The more sensory detail, the better
- You can visualize the same things every time, if the obstacles remain the same
- Think of these techniques as a skill and a habit
MCIIP Visualization - End