Chapter 1 - Action item checklist and notes

- Install time management software on your computer.

  NOTES TO SELF:  
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- Monitor how you’re spending your time.

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- Adjust your workflow based on the report.

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- Turn off all social media notifications (both emails and push notifications on your phone).

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- Switch your phone to silent.

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- Unsubscribe from any email newsletter that isn’t taking your business forward.

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- Get support emails out of your inbox by using dedicated help desk software.

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- Block ‘deep work’ time into your calendar (at whatever time suits you) so you have uninterrupted work time.

  NOTES TO SELF:  
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Chapter 1 - Action item checklist and notes

☐ Make portions of your time available to others using a scheduler tool. (The rest of the week is yours.)

NOTES TO SELF: __________________________________________________________________________
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☐ Purge unwanted things and people from your life.

NOTES TO SELF: __________________________________________________________________________
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☐ Set a 12-week goal and stick to it. Hint: Actioning items in this book will change your life. Commit 12 weeks to actioning the key elements at the end of each chapter.

NOTES TO SELF: __________________________________________________________________________
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☐ Prioritise sleep. Get eight hours a night for a week (even if it means not getting as much ‘work’ done) and see how it feels.

NOTES TO SELF: __________________________________________________________________________
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☐ Clean up your diet. Eat food that’s as close to the source as possible (i.e. not out of packets).

NOTES TO SELF: __________________________________________________________________________
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☐ Find a type of exercise or daily movement you enjoy, and carve out time to do it every day.

NOTES TO SELF: __________________________________________________________________________
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Chapter 2 - Action item checklist and notes

- Clear your brain. Purge everything from your mind, delete anything that won’t have an impact, score the highest impact ones, and transfer the top three. File the rest away somewhere safe. Then forget about them.

  
  NOTES TO SELF: ____________________________________________
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- Figure out your destination: identify your ideal future reality.

  
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- Lay down the tracks: figure out the steps that will take you to your destination.

  
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- Create stations along the way at 12-week intervals. These milestones will provide the momentum to keep going.

  
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Chapter 2 - Action item checklist and notes

- Block out time in your schedule to execute the plan.
  
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- Set an alert to check your progress weekly.

  NOTES TO SELF: ____________________________________________________________

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- Create a 12-weekly review point.

  NOTES TO SELF: ____________________________________________________________

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Chapter 3 - Action item checklist and notes

☐ Calculate your overall EHR (if you haven’t already done so).

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☐ Calculate the EHR of each of your business activities/products/services.

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☐ Identify your 4% activities/products/services.

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☐ Identify the activities/products/services you need to delete.

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Chapter 3 - Action item checklist and notes

- Identify activities you like doing, but could realistically be done by someone else.
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- Identify the EHR you’ll use to filter all future opportunities and ideas.
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- Apply that filter to all future opportunities and ideas.
  NOTES TO SELF:
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Chapter 4 - Action item checklist and notes

- Perform the delete-delegate-do exercise at the beginning of the chapter.

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- Start writing SOPs for every task that’s done more than once in your business.

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- Create an asset register.

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- If you currently have a team, ask yourself:

   \[\text{Are there any team members that should be moved on because they’re holding back your business?} \]
   
   \[\text{_________________________________________________________________________}\]
   
   \[\text{_________________________________________________________________________}\]
   
   \[\text{_________________________________________________________________________}\]
   
   \[\text{Are there any team members who can handle more responsibility?} \]
   
   \[\text{_________________________________________________________________________}\]
   
   \[\text{_________________________________________________________________________}\]
   
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   \[\text{NOTES TO SELF:} \]
   
   \[\text{_________________________________________________________________________}\]
Chapter 5 - Action item checklist and notes

- List potential markets you have access to.
  
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- List products or services they are already buying.
  
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- Shortlist one for research.
  
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- Create your offer.
  
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Chapter 5 - Action item checklist and notes

- Offer it to someone and collect payment.
  
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- Create your low-resolution solution.
  
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- Deliver it.
  
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- Scale your offer.
  
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- Refine your offer.
  
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Chapter 6 - Action item checklist and notes

- Get a profit and loss report sent to you every ten days.

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- Run your best-selling product through the Profit Formula. Which number would be easiest to increase? Identify what you can do to increase it and then execute.

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Chapter 7 - Action item checklist and notes

- Think of the different things your customer could experience in your business and present it on a simple products page.

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- If you have a lot of offers, have a chooser that helps people find the right product.

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- Take it the next step by figuring out the marketing channels you can use to direct people straight to the product they need today.

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- Set up a cross-referral program to make sure your customers know how else you can help them.

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Chapter 8 - Action item checklist and notes

- Research your target market. What are they already spending money on? Can you package up and provide something better?
  
  **NOTES TO SELF:**

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- If you’re a service-based business, would it help your clients to have you on retainer? They’ll know what their monthly spend will be, and you’ll know what your income and cash flow will be.

  **NOTES TO SELF:**

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- Look at what you currently purchase on a recurring basis. Can you reverse engineer any of those models and make it work for you?

  **NOTES TO SELF:**

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Chapter 9 - Action item checklist and notes

- What compromises are you making in your business that could be limiting you?
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- What can you do to test and challenge assumptions you’re currently making?
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- Where are you giving up control?
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- How can you take back that control?
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Chapter 9 - Action item checklist and notes

- How can you mitigate the risks inherent in those compromises?

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- Are you getting enough sleep currently? If not, set yourself a ‘go to sleep’ alarm each night and aim to get one more hour than you’re getting currently.

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