



Hey there, Racheal Cook here, host of the Promote Yourself to CEO podcast and Founder of the CEO Collective.

I am so excited that you are joining us for the Fired Up and Focused Challenge. We are going to spend the next five days diving deep into upgrading your CEO habits, so that you can plan, prioritize, and boost your productivity. Let's get into it with day one from Solopreneur to CEO.

Let me know if any of these have ever crossed your mind. My to-do list is a mile long, but what do I really need to prioritize? I know I need to work on my business, but how, when I'm buried in the day-to-day busy work? I've been putting in the hard work. When is it finally going to pay off?

Well, if you've ever thought any of these questions, then these are the literal words coming out of the emails, the DMs, the conversations I'm having with amazing women entrepreneurs, who are sick and tired of feeling overwhelmed, swamped, like they are juggling a million balls in the air and can't see their way forward. And even more, they're starting to realize that if they keep on going like this, they are going to be on the fast track to burnout. But it doesn't have to be this way. Business does not have to be so stressful.

Here's the thing. All of our greatest resources, most valuable resource, is the same 24 hours a day that everyone else has. We all have 24 hours a day, 168 hours a week, 8,760 hours a year, but not everyone understands how to best leverage this resource as an entrepreneur, especially if you want to be a successful entrepreneur who is not only able to do work you love, but you're able to have a life you love, and have time to enjoy that life.



This is what I get asked about all the time and if it's your first time meeting me, I'm Racheal Cook. I'm the Founder of the CEO Collective, which I started during the last recession in 2008. I have been running my business for well over a decade, while also starting and raising my family with my husband, Jameson. And more recently stepping in to take care of my aging parents. So, you can see this picture of me and my family, my kids, my husband, my parents, I am in the same boat as so many of you. I started this business to have more freedom and to have more flexibility, so that I could take care of those that I love, so that I had the time, the energy and the bandwidth, to take care of the people in my life.

The biggest reason I decided to bring back and upgrade the Fired Up and Focused Challenge is because I believe a lot of these strategies, these productivity habits that I have been implementing over the last 15 years, have really set me up for success.

When I'm telling you these habits have set me up for success, I'm talking about the CEO habits that have helped me to work 25 hours or less per week through two high risk pregnancies, first with my twins in 2019, and then with my youngest child in 2012. They allowed me to retire my husband in 2014, so he could come home to be a stay-at-home dad, homeschooling parent, and part-time carpenter. And also have allowed me the bandwidth to step in and take over the nursing care and management for my mom, who's been disabled since 1987 and requires 24 hour care.

I've also been able to do all of this, have all of this on my shoulders, because I have the time and energy to take care of myself. I have some chronic health conditions that keep me held back from having the ability to work 40, 50, 60 hours a week. I have to be able to invest in my health and my wellbeing to manage my chronic health problems and autoimmune diseases.



So, these strategies that I'm going to talk with you about over the next five days, these are the ones I've personally used each and every day, each and every week, each and every year, over the last 15 years, to grow a massively successful and profitable business, without the hustle and burnout.

I want you to make sure you are signed up for all five days. If you are not fully signed up for all five days, head over to firedupandfocused.com right now, because I promise, you will walk away with so much clarity around where to invest your time, your energy and your attention, to get the highest return on your investment of your time, energy, and attention. To make sure that you're able to balance running your business, raising your family, taking care of yourself and living a beautifully full life.

So, let's start by asking, "Where are you investing your time and energy?" We need to get radically honest with ourselves because if you feel like you're stuck and you have too much on your plate, then chances are we are missing something and where our time and energy and attention is going.

When I talk about this with my clients, I always break down the different types of tasks in this way. These are the core business tasks most of us need to spend our time and energy on to run our business effectively, but not all tasks are created equal.

You can see, I have broken them down into four categories; the \$10 an hour tasks, the \$100 an hour task, the thousand dollars an hour tasks and the \$10,000 an hour tasks. Now this does not refer to any sort of accounting, or what you're actually getting paid, or even what you will pay someone else to take these tasks off of your plate. This is giving a unit of measure of value to your own sweat equity, the time and energy you as the business owner are investing into your business.



The \$10 an hour and a hundred dollars an hour tasks are more customer service, administrative, operations, day-to-day working with the clients, doing the basic marketing level activities. And they need to get done, but they aren't growth oriented. The thousand dollars an hour and \$10,000 an hour activities are where the growth happens, where you turn up the volume on the strategy, the attract marketing and the sales.

Once you understand the different value of these different types of tasks, you can quickly see where you might be stuck in the growth of your business. Because friends, we aren't going to grow multiple six figure or even seven figure businesses doing \$10 an hour work. We need to shift out of the maintenance mode and into the growth mode.

Research backs me up here. In the State of the Business Owner Report they talk about the importance of the Pareto Principle. The 80/20 Rule always yields true. 80% of your results come from 20% of your efforts. So, where are you investing in the efforts that are going to grow your business? Only 20% of the tasks yield the biggest results. So, what are those tasks?

It all comes down to attract marketing sales. In the report, they analyzed how much time business owners were investing into their attract marketing and sales and what growth they were seeing as a result. We were able to break this down into three main categories. Play not to lose, are the business owners who are in maintenance mode. They're doing the minimum amount of attract marketing and sales activity. Less than one day a week. Play to win are the people who are wanting to grow their business and they're investing 30 to 50% of their time each and every week, on attract marketing and sales activity.



But my favorite are the win then play. These are the entrepreneurs, the small business owners, who are investing the majority of their time, energy and attention into attract marketing and sales. And when you structure your energy in this way, something amazing happens. You get out of the feast or famine cycle. You're no longer feeling like you're chasing clients. You have a steady stream of clients coming into your business, not just to replace the ones who are leaving, but are able to continue to grow your business in a sustainable way. This is winning the game of business, and then you get to have more fun. Then you get to play.

What happens for most people though, is they're not focusing their time and energy on the highest value, growth oriented activities. They are finding themselves stuck in the day-to-day, in the busy work, in the admin, in the operations. Most entrepreneurs spend their time in this way.

The bulk of their week is handling admin, customer service, day-to-day operations and doing the work for their clients, working directly with their clients. But again, that is maintenance mode. If this is how the breakdown of your time and your calendar looks, then your business is going to stay exactly where it is.

If you want something different though, you've got to be willing to do something different and that means inverting the relationship between how much time and energy you are spending on growth oriented activities versus maintenance mode level activities. We need to start having more time and energy on strategy, on sales, and on attract marketing.



This is what we are going to be diving into over the next five days together. But to start, I want you to go download the workbook and do a little audit for yourself. Where are you spending the majority of your time, energy, and attention? And now that you have this new awareness, what are you going to commit to doing differently?

I cannot wait to hear from you. Make sure you pop over onto social media and let me know your ahas and your insights. I will see you tomorrow on day two.