



Hey, there. Welcome back to the fifth and final day of the Fired Up and Focused challenge. I'm your host, Racheal Cook, founder of The CEO Collective and host of the Promote Yourself to CEO Podcast.

We have talked about how to more efficiently plan and prioritize our work, how to truly start focusing our time, energy and attention on those CEO level tasks that are going to grow your business. But there's something else I feel is crucially important for every single small business owner to be aware of if you want to have a more predictably, profitable business, and that is understanding that the business you have today is the result of the work you did three to six months ago, that's right. It takes time for strategies to work, and one of the biggest mistakes I see is that entrepreneurs find themselves bombarded by so many new ideas, so many different tips and tricks and tactics that they jump from thing to thing without truly going all in on the specific strategy so that they can get the results that they're hoping for.

And when you struggle with this then there's going to be some other problems happening in your business, so a few questions for you to dive into. Are you giving your strategy enough time to work? Are you truly going all in on the strategy that you have created for at least three to six months? Hopefully six months or even more before you determine whether or not that strategy truly is working for you in your business. Are you consistently following through, if you aren't consistently following through with that strategy then you're not even giving it a chance to truly work, and if you want it to work, consistency is key. Are you finding yourself starting strong but slowing down or stopping? This is so incredibly common, especially when you get busy with client work in the day to day of running your business, and you find yourself starting strong with marketing and sales activity, but then suddenly you get busy with other things and you realize you haven't been marketing your business, putting your business out there for a while.



These are the mistakes that lead to that feast or famine cycle where you find yourself hustling to get the clients in the door, and then you're all excited. You have so much work to do, you have a great bank account, but the minute that the cash stops coming in and the client's wrap up, you're starting from scratch again. And even worse, if you have a business where you're doing higher end services or you have a longer sales cycle, you could find yourself in a scenario where the time that it takes just to get that new client means you have months of a dry spell. We want to avoid this at all costs, and everything I have been sharing with you inside of the Fired Up and Focus challenge is designed to combat this so that you can have more predictable profits.

So today, I want to wrap up the challenge with some radical self accountability. I want to ask you some key questions to help see whether or not you are following through with your strategy, you're staying consistent because consistent clients and cash flow require consistent implementation. We're going to start with a year to date goal review. Wherever you did your annual planning, hopefully you did it with me in the Plan Your Best Year Ever challenge or you use our CEO planner, but if not, I want you to take a minute with today's workbook and ask yourself, what were your top goals for this year?

By the way, if you don't know what they were or you can't figure out where you put them down then we have some bigger challenges in play. And that means we are winging it, flying by the seat of our pants in our business, so hopefully, you know exactly where those goals are and you can determine if you were on track or off track to achieve those goals. And then I want you to ask yourself why or why not? Why are you on track or off track? Why did you not achieve your goal? Or why are you on top of it? It's really important to go back and figure out what were the things you were doing? What were the actions you were taking in order to get the results you've had so far today, the year to date today. Then we want to go through month by month, that's right.



We want to go through this workbook where we've mapped out month by month, and you can actually, go in and look up in your systems, so however, you're getting paid, ideally is where you're looking at this and looking, what is your total revenue for that month? What drove that revenue? Meaning what products, programs or services sold, how much for and how many sales did you have for each product, program or service. That is such important information because it tells you where the majority of your revenue is coming from, and the 80/20 rule it usually plays out, so we want to be paying attention to what are our most profitable offers. And the final question I ask every month is what was your focus? Meaning where was your time, energy and attention during that month? What were you doing? What action steps were you taking?

This is where I would open up my calendar, and actually review, actually check out what were the things I had blocked off in my calendar that I was focused on doing. If you do this enough, you track where you're investing your time, energy and attention. This is why we developed the CEO planner. Then you start to see the patterns, and it becomes even more clear that the results you have today are from the work you did three to six months ago. I also want you to look at where you got new clients from in the last three months, at least the last three months or at least the last 10 clients. You want to ask yourself, where did they come from? So where were they attracted to you from? Where was their entry point into your business or your brand? And also, how long have they followed you?

This information is fascinating to me. When I look through this, I can start to determine how long someone needs to follow me before they're ready to join one of my programs or buy a CEO planner. But I also can determine which marketing strategies are making the biggest impact in my business. This information will help you determine what you should stay focused on and what you should let go of. So again, what is working now that you've done this review? We need to ask yourself, what is working, what is getting the results that we want? And on the flip side, what isn't working, what is not getting the results that you're hoping for? Often when I talk to the CEOs inside of The CEO



Collective, we find that they are spending a lot of time, energy and attention, doing things that don't generate results for them.

So for example, social media tends to be one of those things. It can be very, very time consuming to create content like that, but when we look at where their clients are coming from, they might have clients coming from referrals or they might have clients coming from only one social media channel, and they're spending tons of time trying to create multiple. So you really have to analyze this so that you can double down on what's working and let go of what's not. I also want you to ask yourself what got in your way so far this year? This is important because life happens, and we're all going to have challenges that show up that we have little to no control over that we have to navigate through, so maybe you are someone who, like my family, got hit with COVID and it disrupted two whole weeks.

Maybe you had another family scenario happen. Maybe you were moving. Maybe you had completely underestimated how much time it was going to take for you to do something, and so you just had to reshift, that's okay, but we want to be clear about what got in the way so that we can start to see how much buffer time we really need. You need to ask yourself, how can you be more consistent? I know it sounds like I say this over and over again, but if you want consistent clients and consistent cash flow, if you want the consistency and the results then you have to be showing up consistently in your business, you have to consistently be doing CEO level work, that growth level work. So how can you be more consistent? We can definitely use all of the tools that we shared with you in the Fired Up and Focus challenge.

You can use the brain dump. You can use the to-do list. You can use the CEO scorecard, the CEO date, the weekly model calendar approach. These are all tools designed to help you be more consistent. I also want you to ask yourself, what systems do you need to improve your results? What systems would make your business easier? What systems would make your business more efficient? Sometimes we need to slow down and



implement or upgrade a system before we can speed up, and if you want to go into growth mode but your infrastructure, your business systems can't handle it, you might need to press pause and ask yourself, where can I streamline something in my business?

What training do you need? Is there a gap, a skill gap that you need to fill? This could mean you need to get some additional training, take an online course. Maybe you need to work with somebody, maybe you need to fill a gap here in order to get the results that you're looking for. And what support do you need? Do you need more accountability? Do you need more strategy? Do you need somebody to just be there behind the scenes, cheering you on? What support do you need in order to, again, be more consistent, keep showing up like a CEO and continue getting the results that you're looking for? These questions might seem very, very simple, but they are incredibly powerful. Truly, the simplest questions lead to the most incredible breakthroughs and results when you're willing to be radically accountable and honest with yourself about what is and isn't working and where you have been spending your time, energy and attention so that you can shift into the CEO you are meant to be and start seeing the CEO level results that you have been hoping for.

So get today's workbook at [firedupandfocused.com](http://firedupandfocused.com). Get into these questions, I promise they are going to make a major impact in your business. Now, if you realize that you are ready for more strategy, more systems, more support, you really want to level up and step into that role of CEO in your business, I would love you to come, learn more about joining The CEO Collective. This is a 12 month implementation experience for women entrepreneurs who are ready for the next level results without the hustle and burnout. And how do we get those next level results? We learn how to consistently show up with our marketing, our sales, our delivery, our operations so that we can get the results we want and get out of that feast and famine mode forever finally, getting into that sustainable scale mode. It's very exciting when it starts to click in place and happen for our clients.



How does The CEO Collective work? Well, we start with the CEO retreat. Every quarter we host in person and virtual CEO retreats to create your complete 90 day plan. This is all about determining what your top goals are, making sure your marketing and sales are aligned with those goals and planning out week by week so that you can stay accountable. We follow the CEO retreat with helping you implement that plan because a plan is only as good as the implementation, so to help you will have access to the entire CEO training vault which is full of proven systems, strategies and templates to accelerate your implementation and your learning curve. You get support when you need it. We have built out a complete team here at The CEO Collective including mentors and peer mastermind groups to help you get support when you need it at the speed of business.

There is no waiting around in order to get your question answered or to get additional support from somebody, we have this built into the system.

One of my favorite clients, Layne Lyons shared, "Now that I've been in the CEO collective for almost six months, my business is unrecognizable from where it was when I first started the program. I went from just me to a team of eight women. I post a weekly newsletter, I'm active on all the social media channels. I've upgraded my offerings and raised my prices. I no longer give my time away for free. I have been celebrating my wins, taking more time for self care and consistently hitting my financial goals." It was amazing to see her legal practice blow up after implementing what we had to share at The CEO Collective. Letitia Walker joined us just over a year ago and said she wasn't sure if her yoga studio was going to be able to make it through the pandemic.

And now after over a year of being in the collective, she can't believe all the gains that she had last year including the best month ever in her business, and that's including all of the pre pandemic months she'd ever had. She got systems and support that she never really had throughout the entirety of her business. Amazing to hear these kinds of results. So as I mentioned, you will have access to peer-to-peer masterminds every



week. On our calendar we have multiple times that are available for you to jump into a peer-to-peer mastermind. These calls are hosted and facilitated by one of the mentors on the team. I also show up once a week, occasionally my director of operations, Amber steps in to give me a week off, but our goal here is that you won't be crowdsourcing, Facebook or Googling for answers. If you are stuck in your strategy, we don't want you going to people who do not know you, your goals or your business to get advice.

We want to help have that hands-on strategy and support for you, so because we get to know you and your business, you know that when you show up and ask your questions, we have insight into what may or may not work for you and how we can help you get where you want to go faster. We have a full team of experienced mentors. All of these women, not only are business owners in their own right, but are so incredible at coaching, at holding space and at helping you stay accountable to the 90 day CEO planning system that we use as the foundation of everything inside of The CEO Collective. Each one of these women have been with us for years and they are fantastic.

Not to mention inside of The CEO Collective you get access to a dedicated mentor, meaning once you go through the first month and we match you up with a mentor, you'll have a monthly one-on-one check in call with them to review your 90 day plan and make sure you have all the resources, systems, tools to implement it, and you'll also have a weekly check in with your mentor. That's right, we use a coaching platform that sends out an online check-in so that we can keep our finger on the pulse of you and your business. This allows us to know what is or isn't working so that we can deploy more resources or answer any questions when you are feeling stuck. We want to offer support at the speed of your business. So you can see one of the fun things for us is, because of this system we can track how people are doing. We can see when people are feeling great or when they're feeling stuck based on these weekly check-ins, and we can also track your progress.



That's right, we upload your entire 90 day plan into our coaching platform so that we can tell, are you on top of things? Are you getting the things done that you agreed to follow through with? And if not, we get to check in and see how we can support you. In addition to everything you're going to have, like I said, the quarterly CEO retreats, we've planned these out. There's always a virtual option, so if you cannot travel or have something else going on, you can attend virtually. We will ship you your full planning bundle, all the workbooks, all the tools, and we have an in person retreat option where you can fly here to Richmond, Virginia, the headquarters for The CEO Collective join us for an incredible in person experience. On the months where we do not have retreats, we bring in experts to host expert master classes.

These experts are always showing up to offer additional insights and training outside of my personal scope of expertise, and it has been fantastic to have them join us to truly build out this entire experience and make sure that you have filled in all the education gaps to stepping in the role as CEO. You can see in our training vault, this is only a snapshot of some of the types of trainings we have inside. We're constantly updating them, adding to them as we continue building out more master classes and adding additional resources. So just to recap, inside of The CEO Collective, a 12 month implementation experience, you start with the CEO retreat where you will build out your

90 day plan. You'll have access to live monthly strategy calls hosted by myself and Amber once a month. You'll have access to the live mastermind mindset and leadership calls we host for all of our community. You'll have access to, I didn't put it on here, but the mastermind calls that we host.

You'll have access to your dedicated mentor including a monthly call and weekly E check-ins. You'll have the monthly master classes and the CEO training vault. To get the full details head over to [theceocollective.com/join](https://theceocollective.com/join). We are opening enrollment for this upcoming cohort, so if you want to join us, we will have enrollment open through August 25th. You can get the full details and schedule a call to talk with me and see that





this is actually a perfect fit for you and your business. We would love to support you and cheer you on as you go after those next level goals. Again, if you're wanting to join us for this cohort that starts in September, doors close on August 25th, so make sure you head over to [theceocollective.com/join](https://theceocollective.com/join).