



# FIRED UP & FOCUSED

## DAY 1

*Solopreneur*  
TO CEO



## HEY CEO!

If you were paid \$1,000 an hour -  
how would you work differently?

One of the biggest mistakes many entrepreneurs make - staying bogged down in the day-to-day busy work of running the business vs. working ON the big picture.

But if you were truly BEING THE CEO - you would make sure you were doing CEO LEVEL WORK.

The 5 challenges I'm sharing with you in Fired Up & Focused Challenge are designed to shift your focus into showing up each and every day as the CEO of your business.

*To Your Success*  
*Racheal*

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## From Solopreneur to CEO

The secret to stepping into your role as the CEO of your business? It's all about shifting your focus from the \$10-\$100 to the \$1,000-\$10,000 per hour tasks!

Review the last week - how many hours have you spent in each of these 4 areas? Review your calendar to estimate how many hours you've spend in each category of tasks.

maintenance mode

growth mode

\$10	\$100	\$1,000	\$10,000
<ul style="list-style-type: none"><li>• Inbox</li><li>• Scheduling</li><li>• Billing</li><li>• Customer Service</li><li>• Formatting Content</li><li>• Scheduling Content</li><li>• Website Updates</li><li>• Bookkeeping</li><li>• Research</li><li>• Tracking Metrics</li></ul>	<ul style="list-style-type: none"><li>• Client Work</li><li>• Nurture Marketing aka Blog, Podcast, Videos, Social, Newsletters</li><li>• Running Ads</li><li>• Copywriting</li><li>• Automations</li><li>• Graphic Design</li><li>• Website Design + Development</li><li>• Project Management</li><li>• Team Management</li></ul>	<ul style="list-style-type: none"><li>• CEO Dates</li><li>• CEO Development</li><li>• Business Strategy</li><li>• Building Sales Campaigns</li><li>• Writing Sales Copy</li><li>• Having Sales Conversations</li></ul>	<ul style="list-style-type: none"><li>• Attract Marketing aka Speaking, Interviews, Guest Teaching</li><li>• Networking</li><li>• Outreach</li><li>• 1xMany Sales</li></ul>

Based on where you are currently spending most of your time, what area of your business needs more attention to reach your goals this year?

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What percentage of time will you NOW invest into the high value CEO task areas in your business? Block it out in your calendar!

Come up with 3 action steps you can take THIS WEEK to start spending your time as the successful CEO of your business::

1.

2.

3.