

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 a more confident CEO!

*To Your Success
Racheal Cook*

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

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 each week 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.