

FIRED UP & FOCUSED

DAY 2



Are You Working
LIKE A CEO?

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Work Like a CEO

Here's the honest truth for entrepreneurs - your to do list will NEVER be complete. There will always be more to do! So how can you manage everything without projects slipping through the cracks?

First - Do a Brain Dump!

Let's create some mental white space! Using pen and paper, set a timer for 15 minutes. Write down EVERYTHING that you need to do (business and personal). Remember to not edit or prioritize yet! When the timer goes off, try to go for another 5 minutes.

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Then - Prioritize Your To Do List

Once you've completed your Brain Dump the least effective way to handle it is to just start at the top and go straight down the list. Not all tasks are valued equally! Using the time management matrix, we can determine what actually needs to be done.

IMPORTANT + URGENT <ul style="list-style-type: none">• Minimize• \$100 Hour Tasks	IMPORTANT + NOT URGENT <ul style="list-style-type: none">• Highest ROI Tasks• Accelerates Growth• \$1K + \$10K Hour Tasks
NOT IMPORTANT + URGENT <ul style="list-style-type: none">• Systematize• Outsource• \$10 Hour Tasks	NOT IMPORTANT + NOT URGENT <ul style="list-style-type: none">• Stop Doing

Important + Urgent

Must do tasks with a clear deadline such as paying taxes, bills, completing work on a deadline. If not done, there is a clear consequence!

NOT Important + Urgent

Time sensitive tasks that should get done such as replying to emails, client communication, working with your team. Systems streamline your time here.

NOT Important + NOT Urgent

These are tricky tasks because they are the 'SHOULD DO' tasks we often say yes to without determining if they really help us to reach our goals. Say NO!

IMPORTANT + NOT Urgent

This is where you want to spend more of your time and energy - on important revenue generating tasks such as marketing, sales, or new business development.

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IMPORTANT
+ URGENT

IMPORTANT
+ NOT URGENT

NOT IMPORTANT
+ URGENT

NOT IMPORTANT
+ NOT URGENT

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Last - Hit Your CEO Score

Your CEO Score is a simple strategy to help you clearly see if you are investing your time and energy into the most important tasks in your business - the ones that drive revenue and results!

First, we need to determine your goal CEO SCORE.

$$\text{GOAL CEO SCORE} = \text{GOAL ANNUAL REVENUE} / \text{WORK WEEKS PER YEAR}$$

For example, if your goal annual revenue is \$100,000 and you plan to work 50 weeks per year (2 weeks off for vacation or holidays), then your goal weekly CEO Score is \$2,000 per week.

GOAL CEO SCORE =

\$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

At the end of each day and week, add up the value of all the tasks you've worked on in your business. Did you hit your CEO Score? If not, you'll have clear insight into what lower value tasks areas you need to streamline, systematize, or outsource so you can focus on higher CEO level work.