

# FIRED UP & FOCUSED

DAY 4

CEO LEVEL

*Focus*

# FIRED UP & FOCUSED

## CEO LEVEL FOCUS

Entrepreneurs tend to be an action-oriented group. We get big ideas and dive right in without too much time thinking about it.

Ready! Fire! Aim?

When we don't take the time to plan and track our progress, we end up working harder than required. Hello burnout!

According to Brian Tracy, every minute you spend planning saves you 10 minutes of spinning your wheels trying to figure it out as you go.

***This is why your weekly CEO Date is so essential - 1 hour of CEO Date saves over 10 hours in implementation!***

Your CEO Date is not only the time to make sure you're on track with your business goals, but also make sure these goals are still in alignment with you and your desired lifestyle!

If I realize a business goal isn't helping me experience ease and freedom (two of my core desired feelings) and is actually taking me away from my family or self-care time, it's time to realign myself to my priorities.

And if you realize you're off track with a major business goal - such as your monthly revenue goal - you can quickly adapt and adjust your plan to get back on track!

### Weekly CEO Date Checklist

If you've been following this system, your weekly CEO Dates are really a quick check-in with your business to ensure you reach your goals. This CEO Date Checklist along with the CEO 90 Day Planner is designed to help you stay focused on those CEO Level Tasks throughout the week

# FIRED UP & FOCUSED



## Review Your Metrics

When we think of our numbers, the biggest one to track is REVENUE. But revenue is a LAGGING METRIC. It's the last metric we can track after a series of other actions have taken place. If you are only tracking revenue, you miss opportunities to improve your marketing and sales system... meaning you leave money on the table.

We also need to track LEADING METRICS. These are the numbers that will help you track the success of your marketing strategy and will be related to lead generation



## Review Your Monthly Revenue Goals

Check in on your revenue month-to-date and year-to-date. Are you on track with your revenue and new client goals?



## Review Your Monthly Engage Goals

Check in on your lead generation (this could be new email subscribers, requests for proposals or consults, referrals, etc). Are you on track with the number of potential clients coming into your business?



## Set Your Weekly Top 3

What are the top 3 priorities this week for your business? Put these front and center in your CEO Planner!



## How Are You ATTRACTING New Clients?

Do you need to set up an ad? Pitch yourself for a guest blog post? Make time to take action!

# FIRED UP & FOCUSED



## How Are You ENGAGING New Clients?

Do you have a free guide or training to encourage people to join your email list? Make time to take action!



## How Are You NURTURING New Clients?

Do you need to write a newsletter? Show up on social media? Make time to take action!



## How Are You INVITING New Clients?

Do you need to book some sales calls? Send out some sales emails? Host a webinar or challenge? Make time to take action!



## How Are You DELIGHTING New Clients?

Are you sending out thank you notes? Creating an extra bonus? Make time in your calendar!



## Manage Your Weekly Calendar

If it matters - make TIME for it! I use my Model Calendar to help me block time for recurring tasks or projects that take dedicated time.



## What Self-Care Do You Need This Week?

You can't pour from an empty cup! What do you need this week to take care of yourself, rest, rejuvenate, and re-energize?

# FIRED UP & FOCUSED



## What Support Do You Need This Week?

Who can help you out this week? Where can you delegate tasks, ask for additional help, or take the pressure off?



## Add to Project Management System

Update your project management system with any new tasks, delete old ones, set deadlines, and delegate to your team.



## Host Team Meeting

Communication is KEY to a team that works well together. Each week, check in with your key team members to make sure everyone is on the same page and answer any questions or concerns. This meeting will dramatically cut down on meetings, emails, and calls during the week.