



One of our annual exercises in the company, and with our Club 28 clients is to re-evaluate and pinpoint the true current areas of greatest revenue or potential revenue. The following questions will help walk you through the same exercises we do in this 3-day meeting.

1. List your current income streams.

- a. List every subset of your current income.
- b. Which are the easiest to grow?
- c. Which gives you the most profit/money?
- d. Maximize each income starting with the easiest that give you the most.
 - i. Spend the most time on growing the area's that pay you the most.
- e. List the incomes that are the hardest and pay the least
- f. List your activities that waste the most of your time but are necessary (delegate)
- g. List your activities that waste the most of your time and are not necessary (delete)
 - i. There's no where near enough time in the day to do everything necessary to grow anything more than a small business, so...
- h. Only work on the essentials (only work on things that are essential to your success – to get you to your goal)
 - i. What are the top 5 most essential tasks for YOU to be focusing on?

2. What are your weaknesses in business

- a. Don't know what to do and what to not do
- b. Can't delegate

3. List your resources

- a. Team?
 - i. List the top and the least productive people.
 - ii. Describe why they rank the way they do.

4. What's your main goal?

- a. What would you have to do if you had to do this in ¼ of the time
- b. What if your goal was 5x bigger
- c. Are all these goals necessary
- d. Is there a way to sidestep or shortcut the process?

5. List your greatest obstacles

- a. No customers no list of customers
- b. Not known by the public
- c. Not a great product or funnel

6. Stop the bleeding – sit on your wallet.

- a. Stop paying all the small expenses that are eating you up.
 - i. Any marketing that is not
- b. Spend money on marketing that will bring in more than you pay for it without forcing you to personally fulfill every product yourself (otherwise your successful marketing will use all your time and make you sick)

7. What are some big area's you can move into that will skyrocket your growth (play where you can win while doing the things you do best)

8. Achieve speed of execution

- a. SOP's (systems for anything that's done over and over again)
- b. Manage the right projects (delete all other projects)
 - i. Only focus on projects that grow your bottom line.
- c. Delegate to the right people
- d. Automate whenever possible

9. Increase your income:

- a. Inc # of clients
- b. Inc frequency of purchase
- c. Inc amount of purchase
- d. ...Reactivate past clients

10. In all your marketing

- a. What would my prospect need to believe that would make buying what I'm offering a no brainer
- b. Why wouldn't my prospects buy what I'm offering
- c. Why do my prospects need to buy right now?

Core Rules And Policies:

- Design Your Future
- Commit To Taking Action Daily Towards Your Goals
- Know Where You Can Win
- Learn Fast From Every Failure
- Only Do What Supports Your Vision
- Measure The Right Things
- Focus On Profit And Growth
- Do The Doable, Delegate Everything Else