



7 **LANDMINES**
THAT BLOW UP
YOUR BUSINESS

WORKBOOK

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Step 1

Track your time on the computer daily. How much time are you spending on the computer each day?

Action

What websites do you visit?

--

Are you doing money tasks or busy work?

Money Tasks	Busy Work

Step 2

Are you aware of some bad habits that drain your energy and time spent? Is it blocking your business growth?

Action

List the bad habits you know you have.

Brainstorm small ways you can start to change these current habits.

Step 3

What do you love about your business?

Action

List what you love about your business.

What's on your wish list to accomplish in your business?

Step 4

Stop comparing yourself to others.

Action

How can you be proud and happy with where you are in your business?

How can you avoid making comparisons to others?

How can you decrease social media interactions to avoid making comparisons?

Step 5

Research one or two people you admire. Learn the full stories of their success. Is it a fairy tale story, or was there struggle and desperation?

Action

Idol #1 Write the important facts about their success.

Idol #2 Write the important facts about their success.

Step 6

Create your definition of success.

Action

What does success mean to you?

Step 7

Create milestones to celebrate.

Action

Which big milestones will make you feel like a success?

Step 8

Create a plan for doing market research and competitor research without falling into unhealthy comparison trap.

Action

Market research information you need. Can it be outsourced?

Step 9

Stop giving in to negative self-talk and limited mindset.

Action

How can you turn negative talk into positive, especially when you are hard on yourself?

Step 10

Understand the difference between a limited mindset and a growth mindset.

A growth mindset means you can always learn and be more successful.

A limited mindset means you're limited in how much success you can achieve.

Action

Which mindset do you have?

Step 11

Acknowledge any roadblocks you need to overcome in order to change your mindset.

Action

List your roadblocks holding you back.

Step 12

Stop doing busy work and start prioritizing tasks.

Do you focus on them every day?

Review if these tasks are money makers or busy work?

Commit to focus on the money makers.

Action

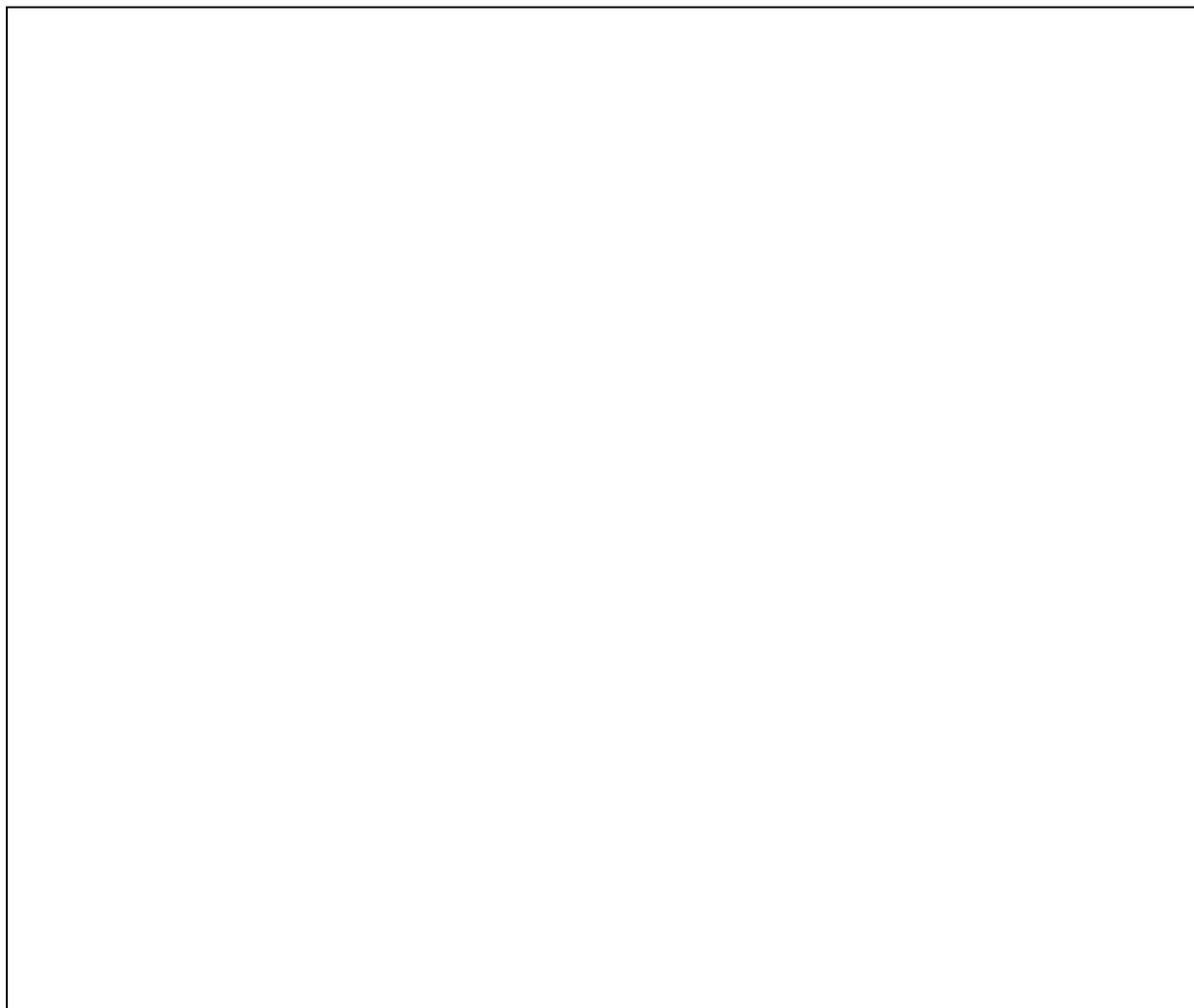
Name your top money maker tasks.

Step 13

Examine your morning routine.

Action

Document your current morning routine.



How can your routine be improved so it's conducive to productivity?

Step 14

Analyze how you currently schedule your work.

- Try the 'eat the frog' method.
- Try starting with the easiest tasks first.

Action

Do you prioritize your tasks? If so, how?

Do all of your prioritized tasks make you happy?

How can you change that feeling?

Write your results from the 'eat the frog' method verses attacking the simple, easier tasks.

Step 15

Stop lowballing your prices!

Action

List an inventory of your products and programs with their prices.

Do these prices reflect the value your client will receive plus the level of your experience?

When was the last time you raised your prices?

Can your market handle a higher price for your services and products?

Step 16

Choose your words carefully.

Action

Are you constantly offering 'discounts' or 'sales'?

Do you run 'sales' and 'discounts' at the same day every year?

Step 17

Create a consultation survey and process to assess prospective clients.

Action

What main questions do you want to know about?

Who is your ideal client?

Step 18

Create a plan for attracting new clients.

Action

How soon can you get new clients?

What homework should they do before the first official call?

Step 19

Create a plan for not accepting prospects.

Action

Will you reconsider working with them at a later date?

Will you offer them a different program or product? If so, what?

Who can you recommend if you aren't the right fit for the prospect?

Step 20

Never be a copycat! Notice what they are doing, but never copy them. Use your creativity to execute similar marketing strategies.

Action

What marketing tactics got your attention?

How can you make them yours without copying?

Step 21

Find your target audience.

Action

What platforms are they using?

How can you interact with them?

Step 22

Create a joint venture opportunity to work with a well- known competitor.

Brainstorm ideas.

Step 23

Stop doing everything yourself.

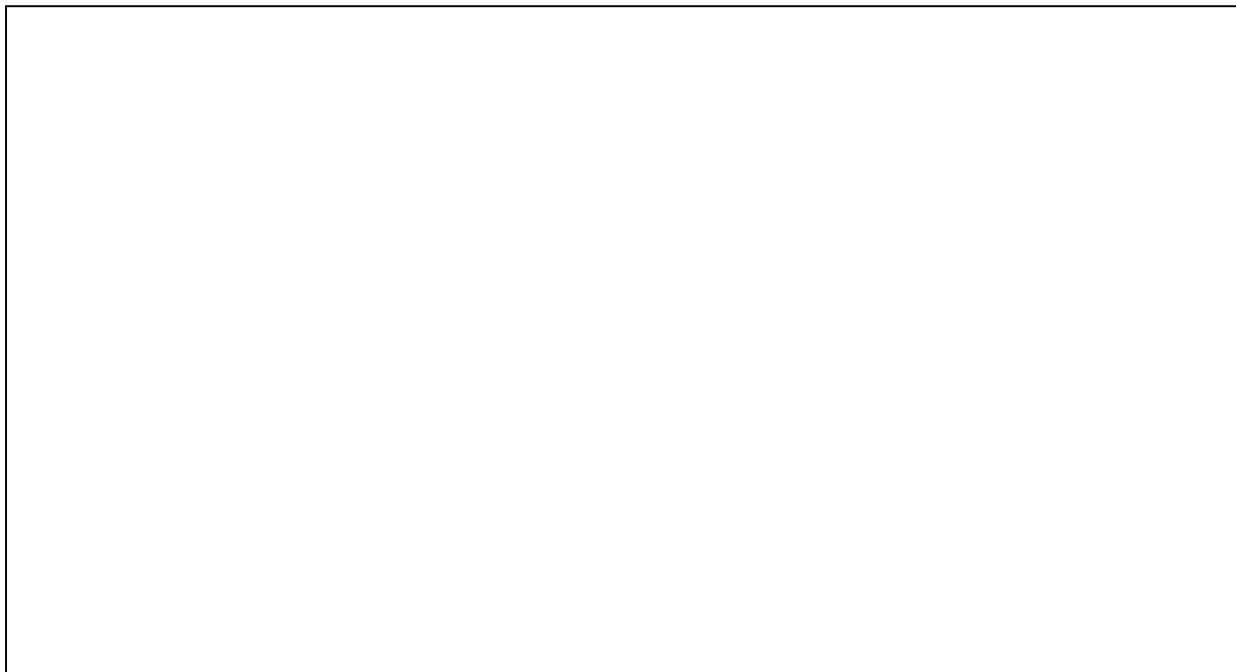
Action

Do you have a virtual team?

If so, create a list of tasks you can delegate.

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If you don't have a team, create a list of experience the new team members need, such as graphics, writers, technology, etc.



Create the interview questions and process.



Step 24

Request referrals from business friends or mentors.

Action

Document the contact information for any referrals you receive.

What questions will you ask them?

Step 25

Categorize your tasks.

Action

What are your administrative tasks? Do they require knowledge of a particular system or technology (Trello, Base Camp, etc.)? If so, what?

What are your marketing tasks? Do they require knowledge of a particular system or technology (for example, using a social media scheduler such as Hootsuite, Missing Lettr, etc.)? If so, what?

Step 26

Stop being stubborn!

Action

Avoid burnout – take a vacation.

Where would you like to go?

What would you like to do?

Step 27

Think about other ways to avoid burnout.

Set your business hours – and keep them!

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Create ways to get better organized.

Plan tomorrow's to-do list before closing the office for the day.

Determine what you can delegate to your VA and team.