

COMPLETE THIS CHECKLIST TO **DOUBLE YOUR REVENUE** — & **PRODUCTIVITY** — IN HALF THE TIME



- **I've written down clear and inspiring 12 month targets.**
(e.g. revenue target, time off target.)
- **I've written down clear and inspiring 8 week targets.**
- **I have diarized a regular CEO date with myself every week.**
(where I celebrate the last week's accomplishments and set my 7 day targets.)
- **I have clear 7 day targets.**
- **I wake up knowing the 2 most important things to do that day.**
- **I have diarized regular time blocks in my calendar to focus on what matters.**
(i.e. Sprints or Peaceful Focused Action Blocks [PFABS])
- **During my Sprints or PFABS all distractions are removed and I complete the task I've set for myself.**
- **I have chosen one target market to focus almost all my attention on.**
- **I've chosen one problem to solve for my target market to focus almost all my attention on.**
- **I've chosen one main benefit or solution to focus almost all my attention on.**
- **I've chosen one traffic source to focus almost all my attention on.**
(e.g. free traffic, paid traffic, or alliances.)
- **I have one compelling lead magnet that I provide to my website visitors.**
- **I have a high opt in rate for my lead magnet.**
- **I have a powerful email nurturing campaign for people who get my lead magnet.**
- ***(If applicable)* my conversion rate with prospects on the phone is higher than 80%.**