

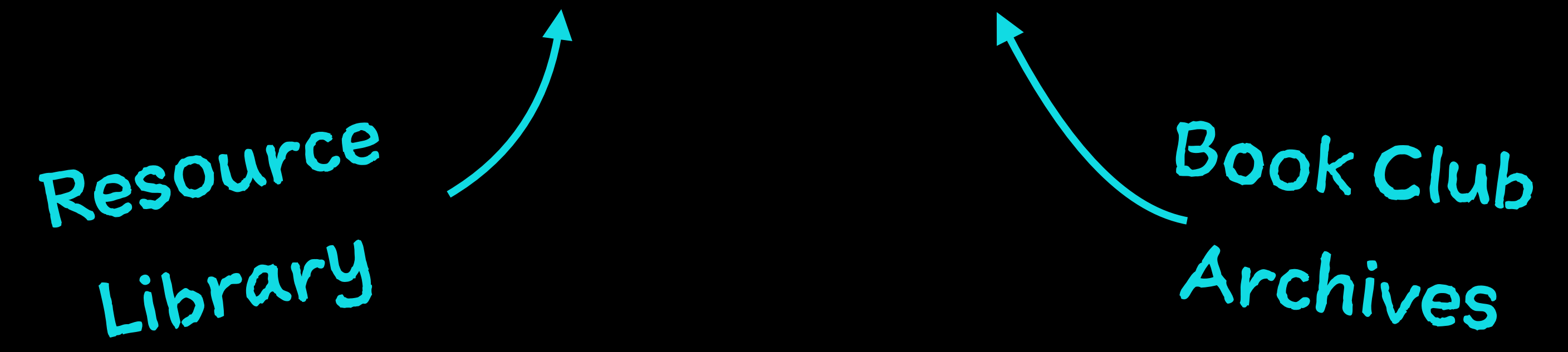
FOCUS CLUB



May 2017



thefocuscourse.com/dashboard



TODAY'S TOPICS

1. Update on past work cycle and goals
2. Different designs of journals / task-management books
3. Shallow-work and "content consumption"
4. Legalities of an online audience-based business
5. Building an audience sans Facebook
6. Live Q&A

UPDATE

2nd Work Cycle of 2017

Feb 27 – Apr 22

WORK CYCLE

BUFFER

SABBATICAL

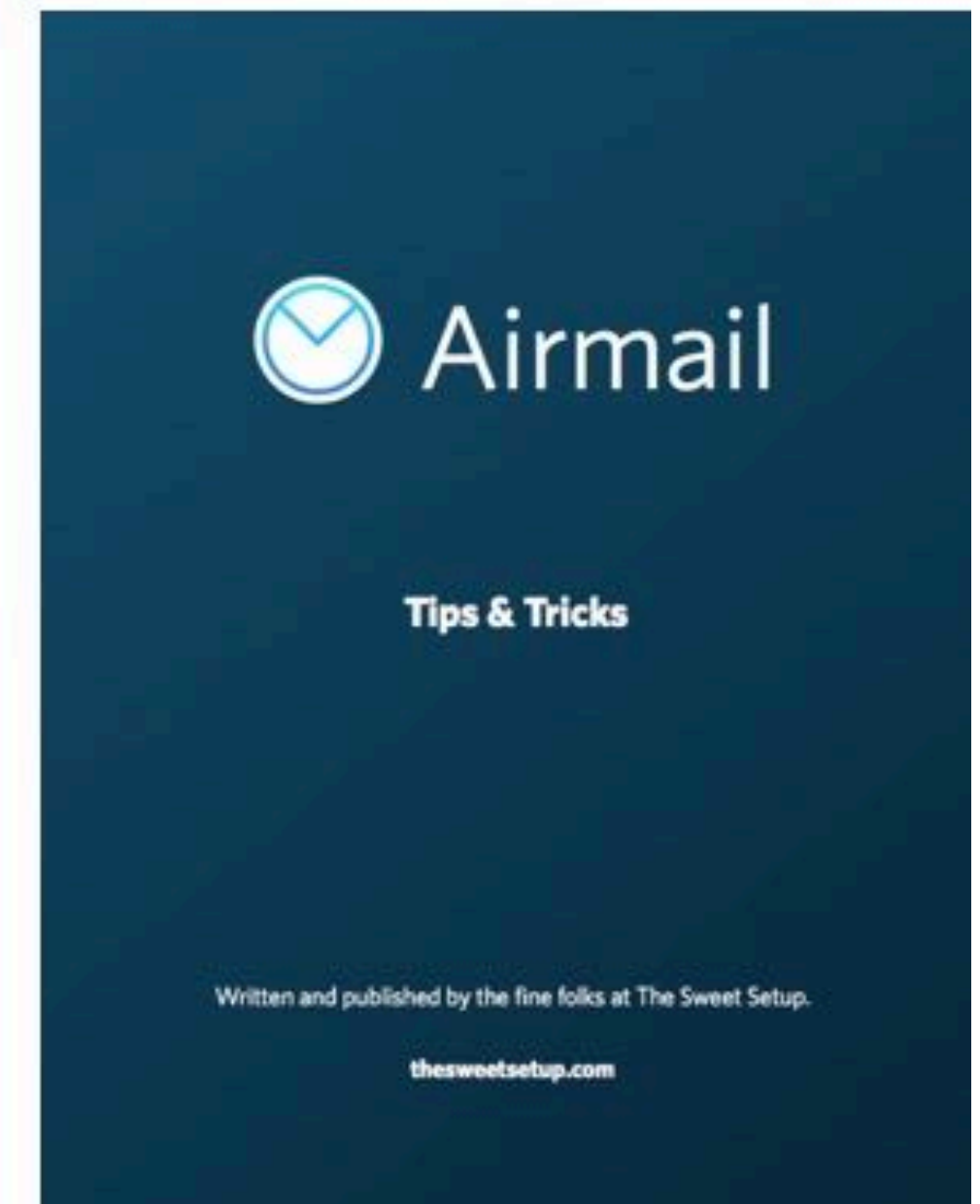
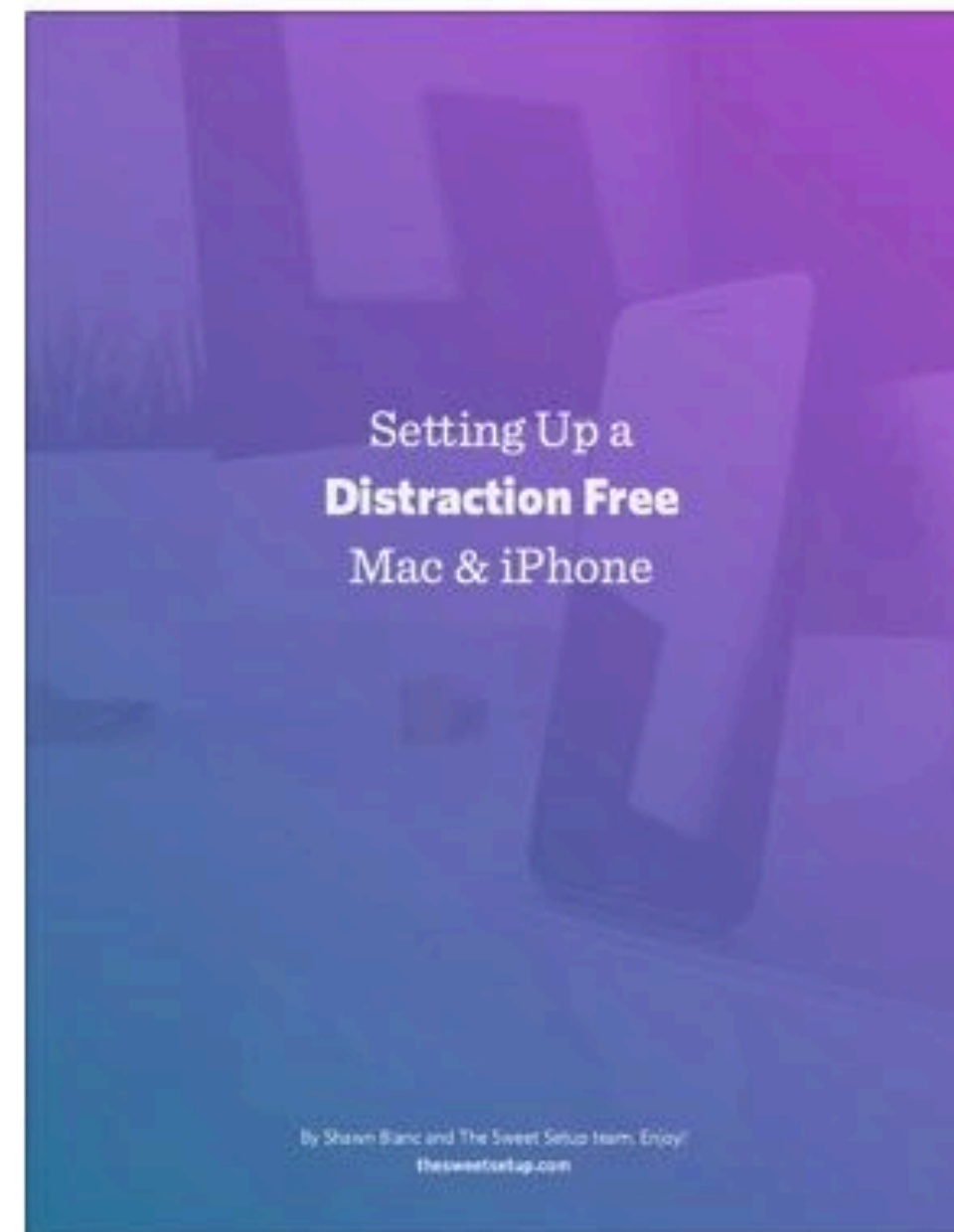
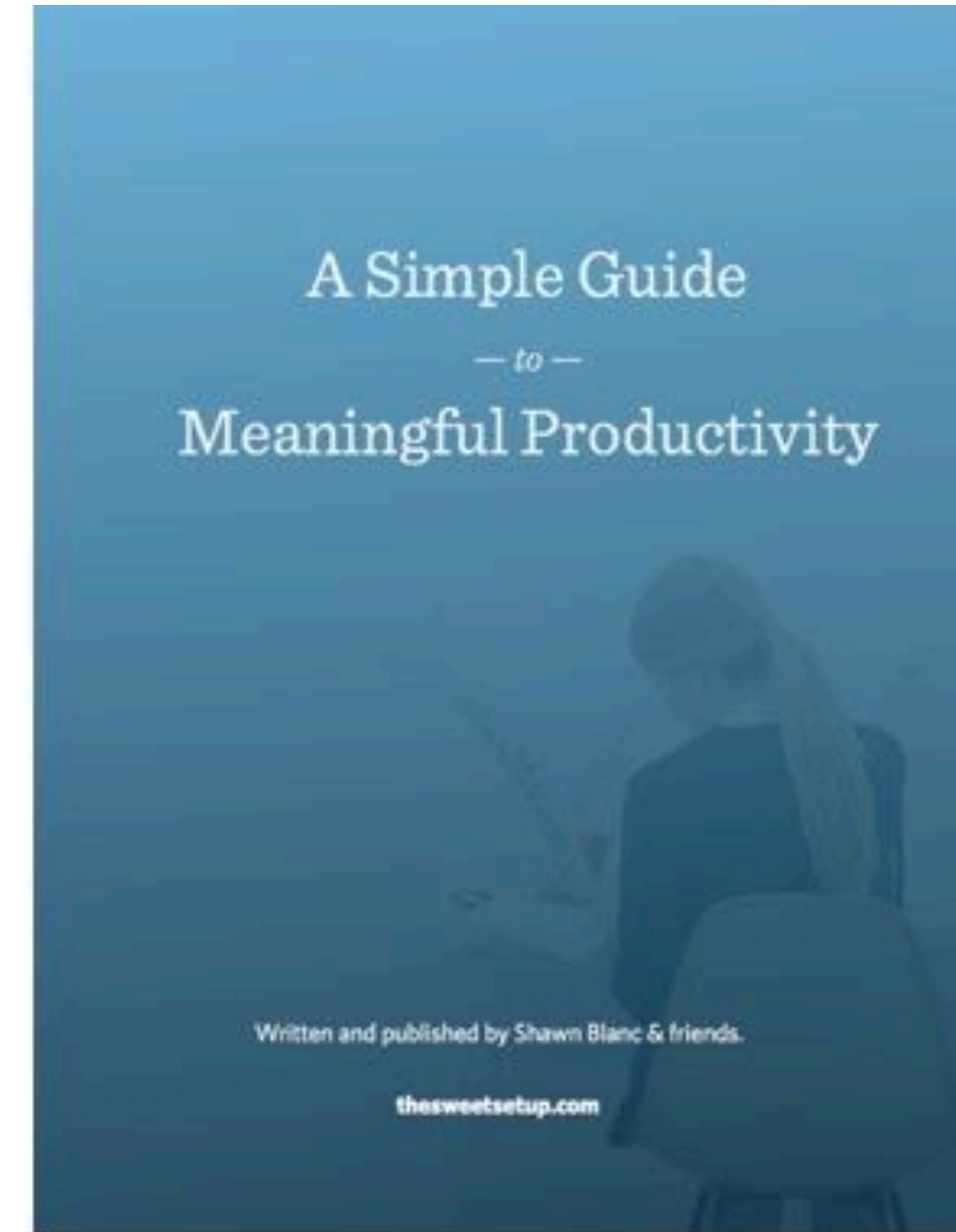
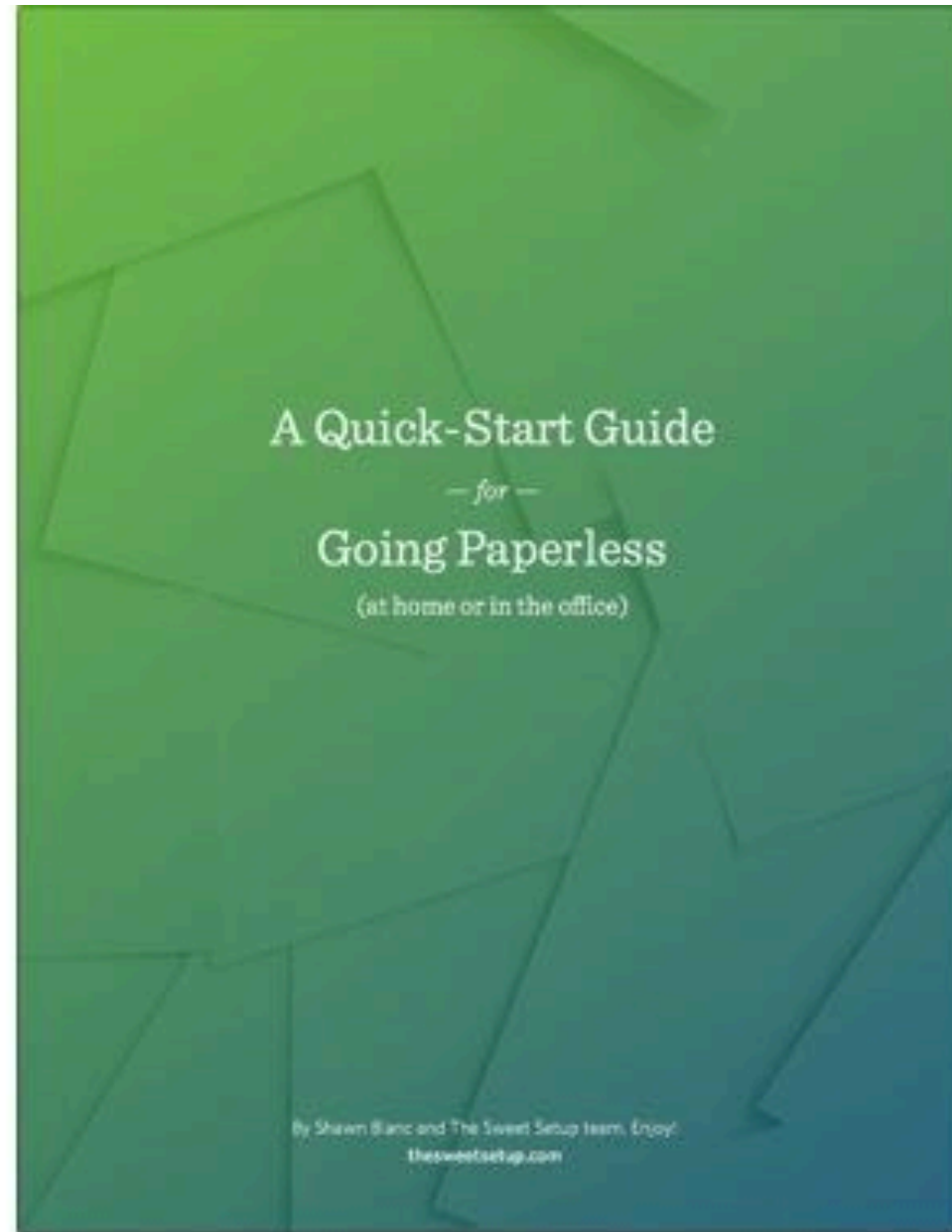


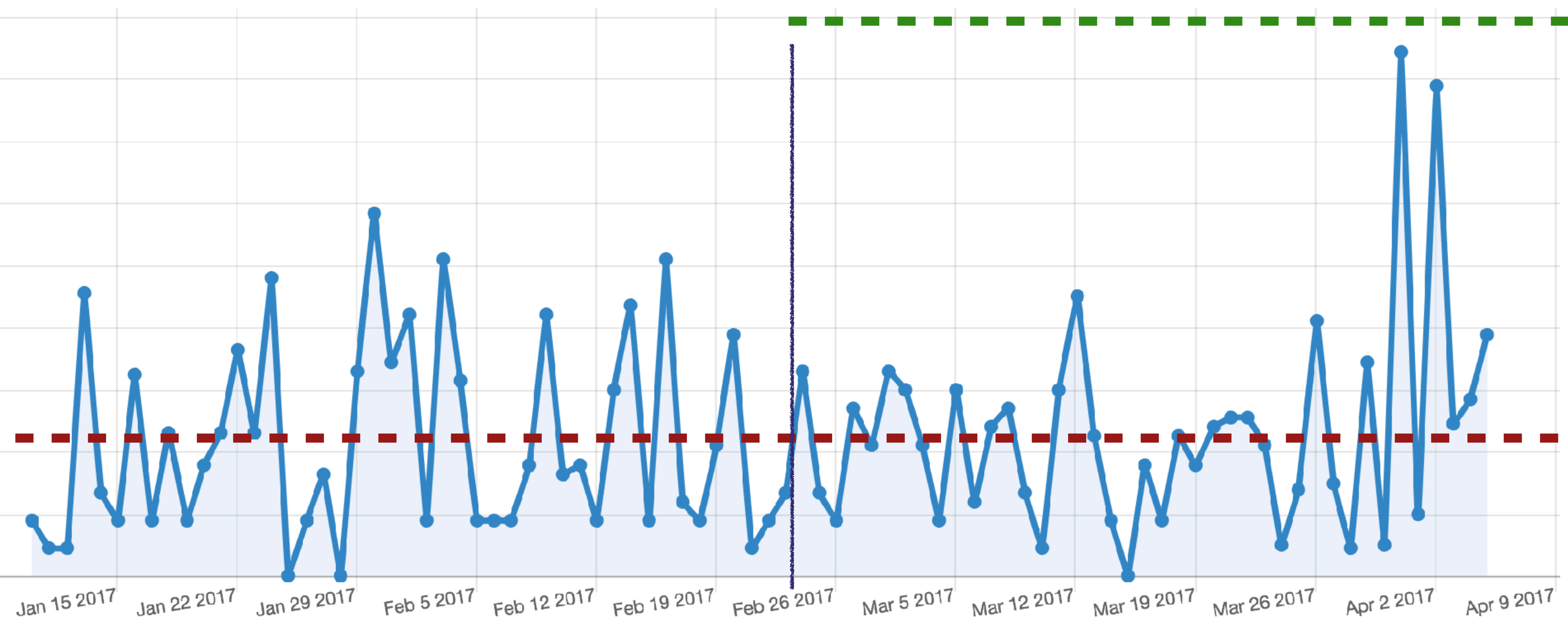
6 Weeks

1 Week

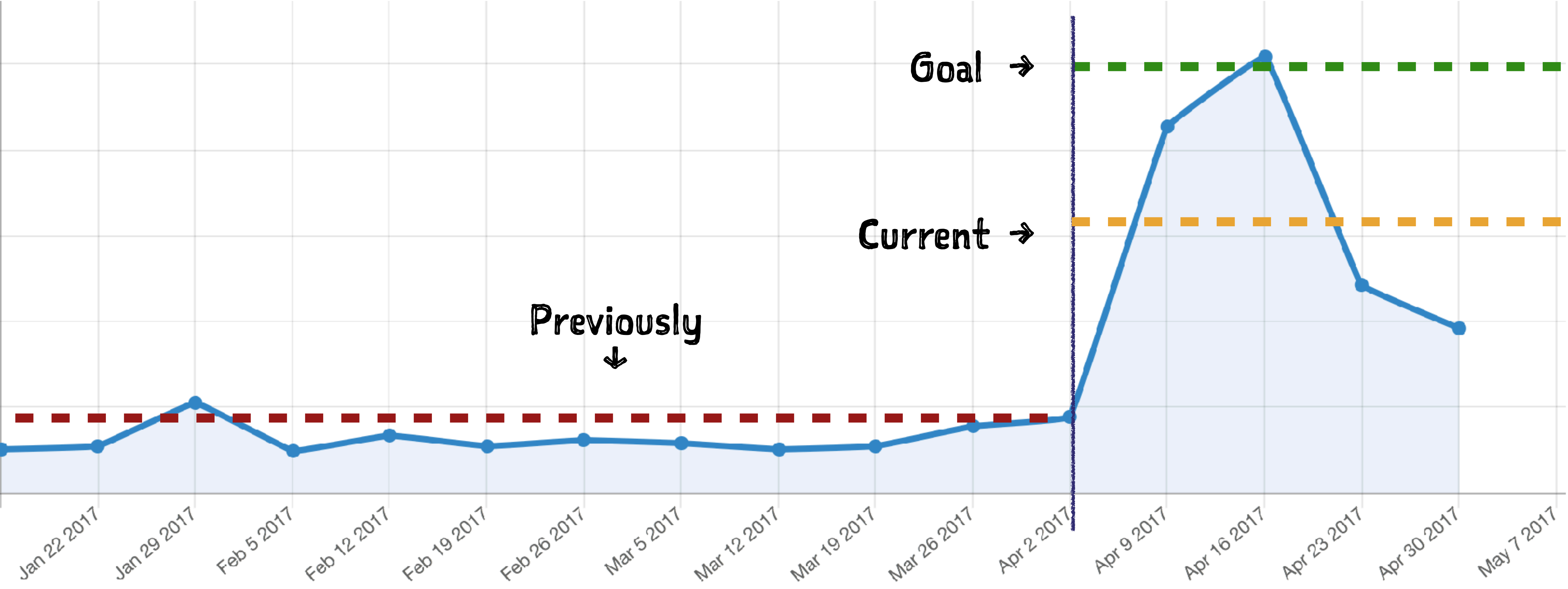
1 Week







WEEKLY SALES AVERAGES



BIZ VS. JOB

Being a business owner is different from being self-employed.

Self-employed, you are still employed. If you don't show up, if you don't do the work, you don't generate income.



JOURNALS & TASK-MANAGEMENT PLANNERS

A black, textured bullet journal is shown from a top-down perspective, resting on a dark wooden surface. The cover features the words "BULLET JOURNAL" in a white, bold, sans-serif font, enclosed within a white rectangular border. A small lightning bolt symbol is positioned between the words "BULLET" and "JOURNAL".

BULLET JOURNAL

BULLET JOURNAL

bulletjournal.com

05/01/F

- Pick up Dru from airport
- Deliver Acme Pitch
- Pack for CA
- Sara's birthday
- Sarah: allergic to seafood

05/02/S

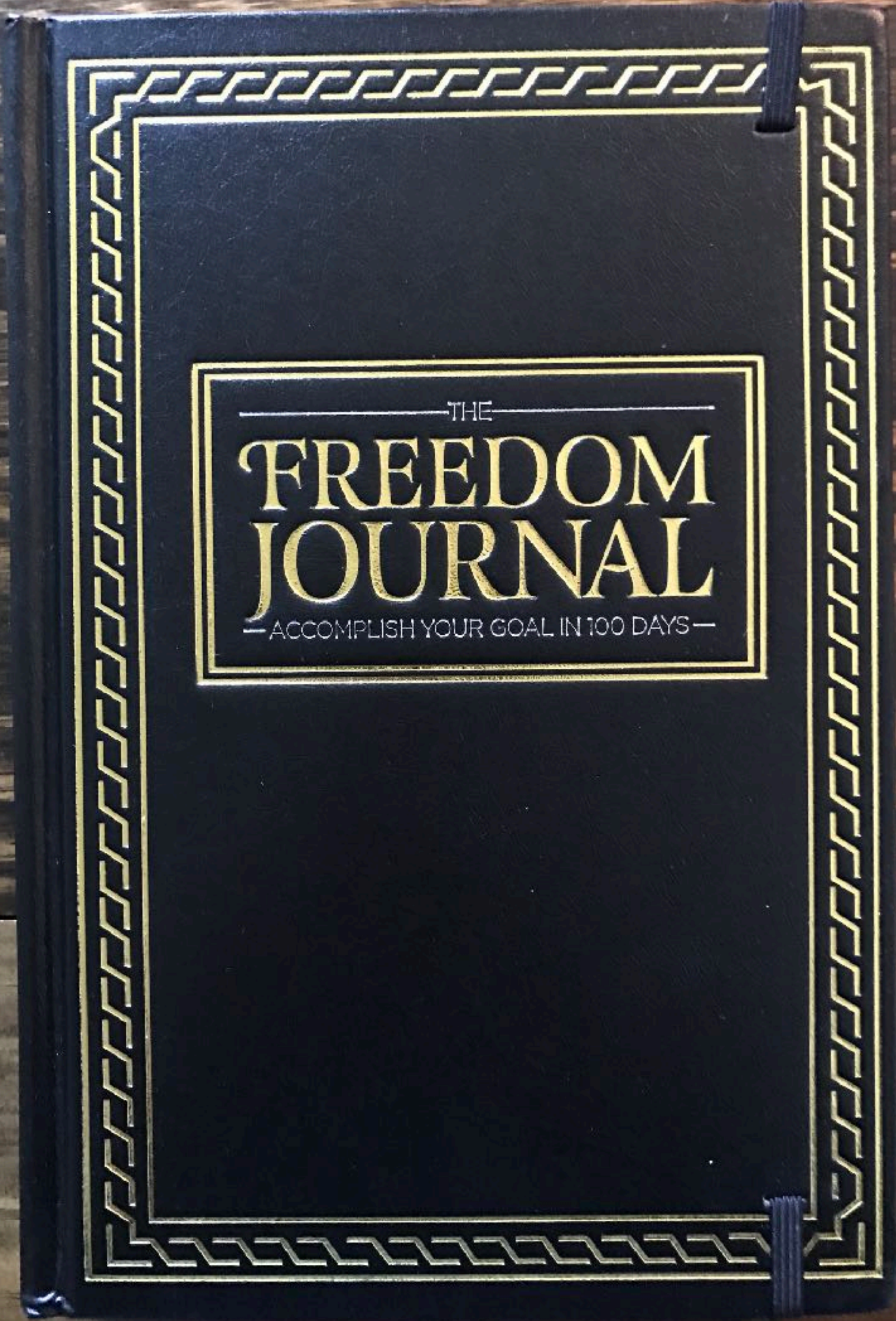
- > Plan packing
- Leave to NYC
- X Kate's deadline

05/03/S

- Good food shopping
- X Deliver Stanford Pitch
- < June 4, Italy trip
- Cooked Chicken with spinach
- A group of pugs is called a "grumble"

05/04/M

- Call Michael
- Jim's birthday
- Watch Macaroni
- May the fourth be with you!



—THE—
**FREEDOM
JOURNAL**
—ACCOMPLISH YOUR GOAL IN 100 DAYS—

FREEDOM JOURNAL

thefreedomjournal.com

DAY 56

Why you? Because there's no one better. Why now?
Because tomorrow isn't soon enough. —DONNA BRAZILE

I am grateful for:

In 44 days I will:

My #1 focus today is:

To get closer to my goal today, I will:

- 1.
- 2.

By the end of today, I will have accomplished:

- 1.
- 2.
- 3.

Action plan for the day:

Thoughts/ideas/musings:

Recommended Resource: SimpleGreenSmoothies.com: This website is full of green smoothie recipes so you can transform your body from the inside out.

NIGHT 56

Two wonderful things that happened today:

- 1.
- 2.

I struggled with:

- 1.
- 2.

Possible solutions for the struggles:

- 1.
- 2.

Tomorrow will be a great day because:

Thoughts/ideas/musings:

Final thought of the day:

SEVENTH 10-DAY SPRINT

My top three goals to accomplish during this sprint:

- 1.
- 2.
- 3.

One habit I will implement over the next 10 days:

Thoughts/ideas/musings:

IT'S GAME TIME!

10-DAY SPRINT RECAP

Three goals I accomplished during this sprint:

- 1.
- 2.
- 3.

A surprise accomplishment during this sprint:

My top three goals to accomplish during the next sprint:

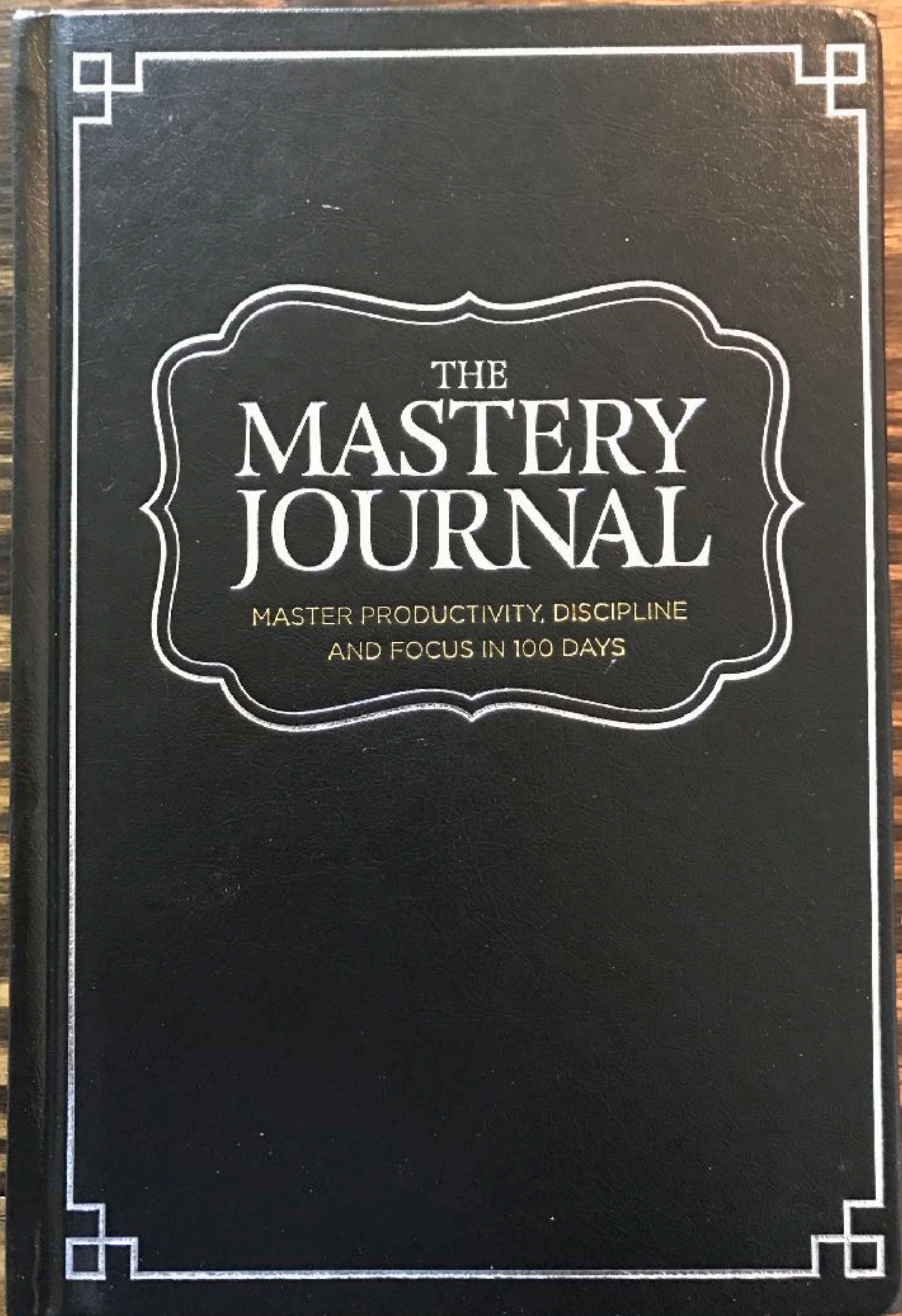
- 1.
- 2.
- 3.

We are what we repeatedly do.
Excellence, then, is not an act, but a habit. —ARISTOTLE

One habit I will implement over the next 10 days:

Thoughts/ideas/musings:

CONGRATULATIONS!
YOU ARE 60% TO YOUR GOAL!

The image shows the front cover of a black book titled 'The Mastery Journal'. The cover features a white decorative border with square corner accents. In the center, there is a white ornate frame containing the title and subtitle. The title 'THE MASTERY JOURNAL' is written in a large, white, serif font. Below it, the subtitle 'MASTER PRODUCTIVITY, DISCIPLINE AND FOCUS IN 100 DAYS' is written in a smaller, white, sans-serif font. The book is placed on a wooden surface.

THE
MASTERY
JOURNAL

MASTER PRODUCTIVITY, DISCIPLINE
AND FOCUS IN 100 DAYS

MASTERY JOURNAL

themasteryjournal.com

If you do the things you need to do when you need to do them, then someday you can do the things you want to do when you want to do them. —JOHN C. MAXWELL

MY MORNING ROUTINE

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Desired start time: _____		Desired end time: _____
Actual start time: _____		Actual end time: _____

I am grateful for:

SESSION 1 Focus time: _____ Refresh time: _____

My main focus this session:

*** Start your timer and begin!**

Complete! My main accomplishment:

Productivity score (1-10): _____ Discipline score (1-10): _____

SESSION 2 Focus time: _____ Refresh time: _____

My main focus this session:

*** Start your timer and begin!**

Complete! My main accomplishment:

Productivity score (1-10): _____ Discipline score (1-10): _____

SESSION 3 Focus time: _____ Refresh time: _____

My main focus this session:

*** Start your timer and begin!**

Complete! My main accomplishment:

Productivity score (1-10): _____ Discipline score (1-10): _____

SESSION 4 Focus time: _____ Refresh time: _____

My main focus this session:

*** Start your timer and begin!**

Complete! My main accomplishment:

Productivity score (1-10): _____ Discipline score (1-10): _____

SESSION SCORES

Productivity: _____ + _____ + _____ + _____ = _____ ÷ 4 = _____	} add your average to the next 10-day recap
Discipline: _____ + _____ + _____ + _____ = _____ ÷ 4 = _____	

One way I can become more productive:

One way I can become more disciplined:




Today, I am most proud of:

WIN TOMORROW TODAY!

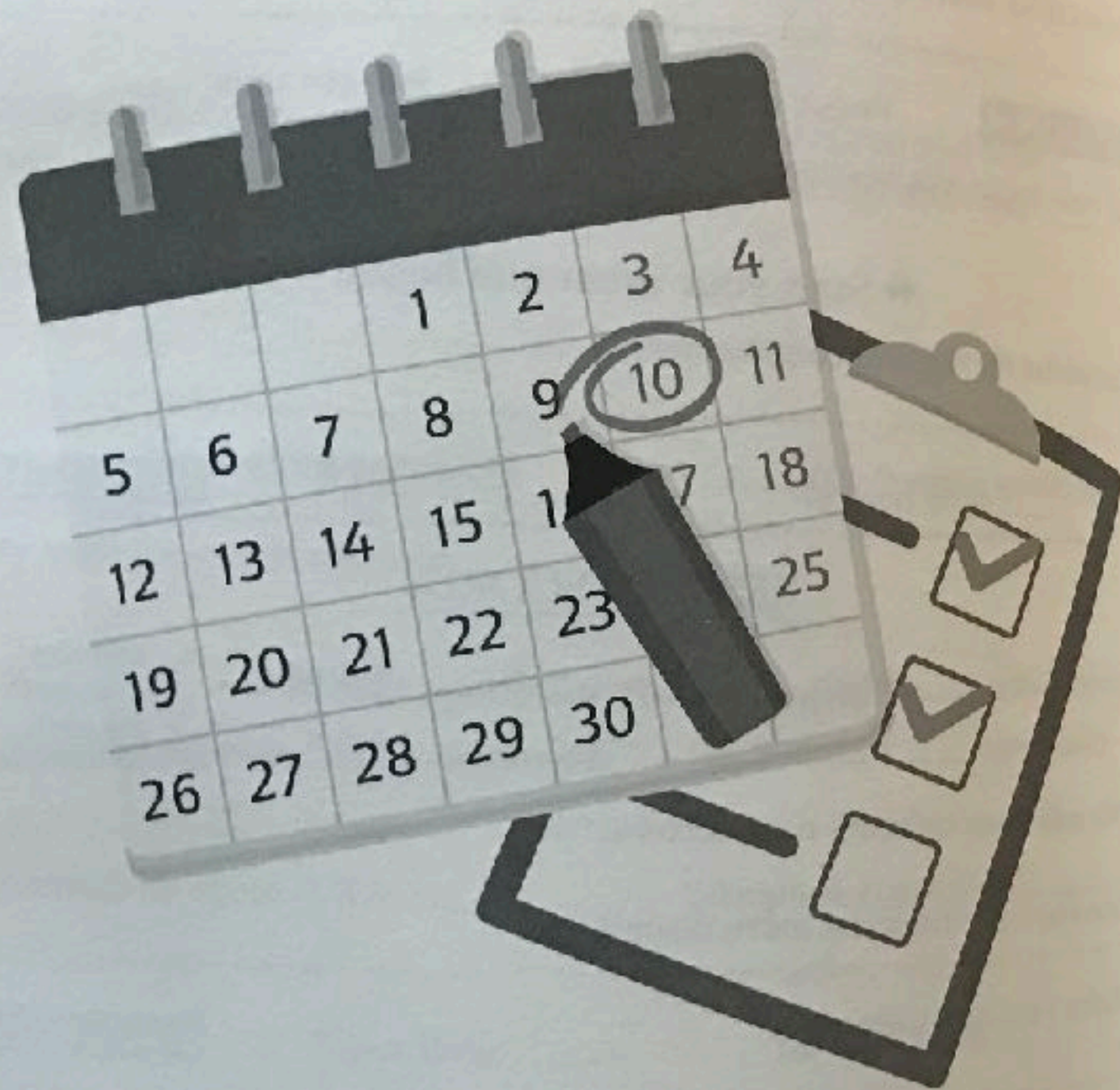
Fill out tomorrow's morning routine & desired starting & ending times.

One goal I will accomplish tomorrow:

GREAT WORK TODAY! REMEMBER TO:

EAT RIGHT  MOVE OFTEN  SLEEP SOUNDLY 

10-Day Recap



Time to measure your mastery of
**PRODUCTIVITY,
DISCIPLINE AND FOCUS!**

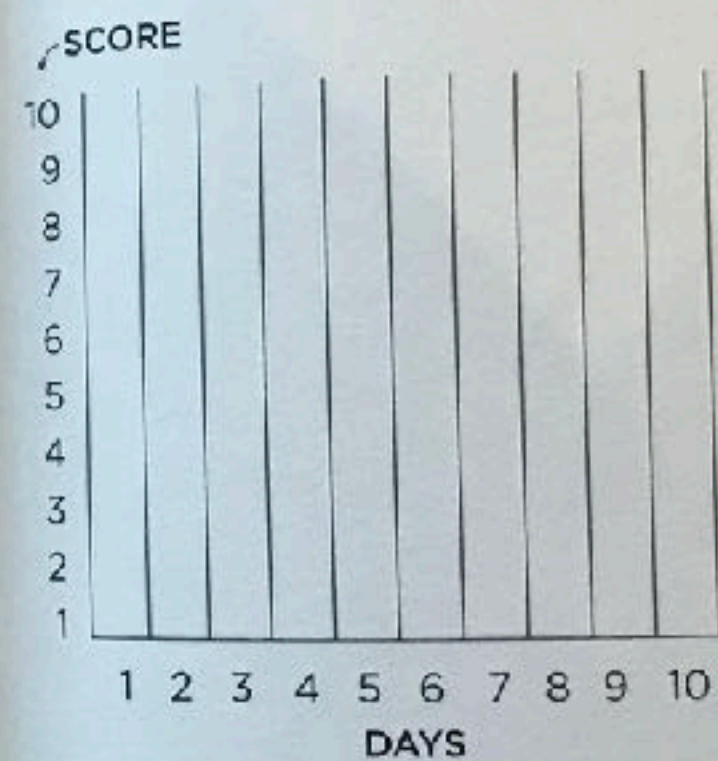
My biggest win over the last 10 days:

My biggest struggle over the last 10 days:

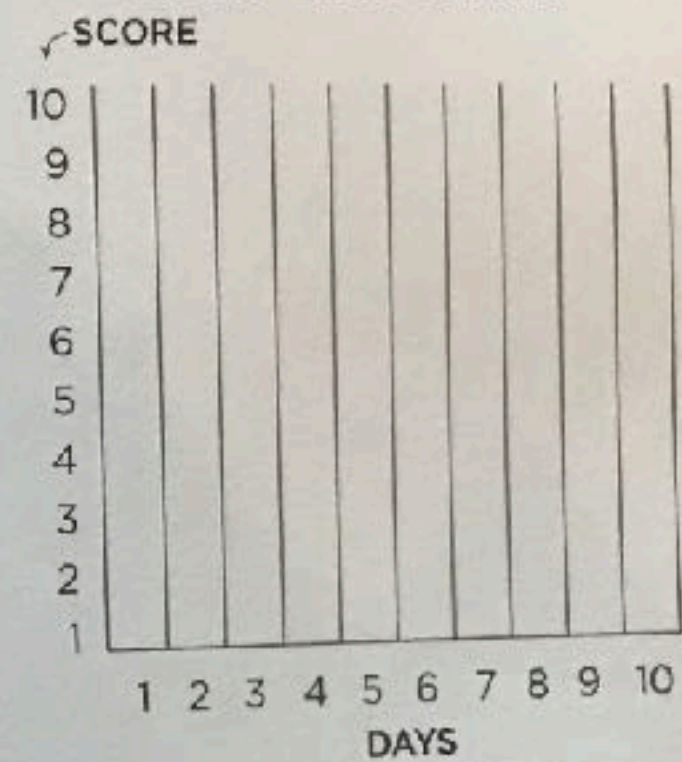
Possible solutions to my struggles:

- 1.
- 2.

10-DAY PRODUCTIVITY CHART



10-DAY DISCIPLINE CHART



Productivity average: Combined scores from 10 days _____ ÷ 10 = _____

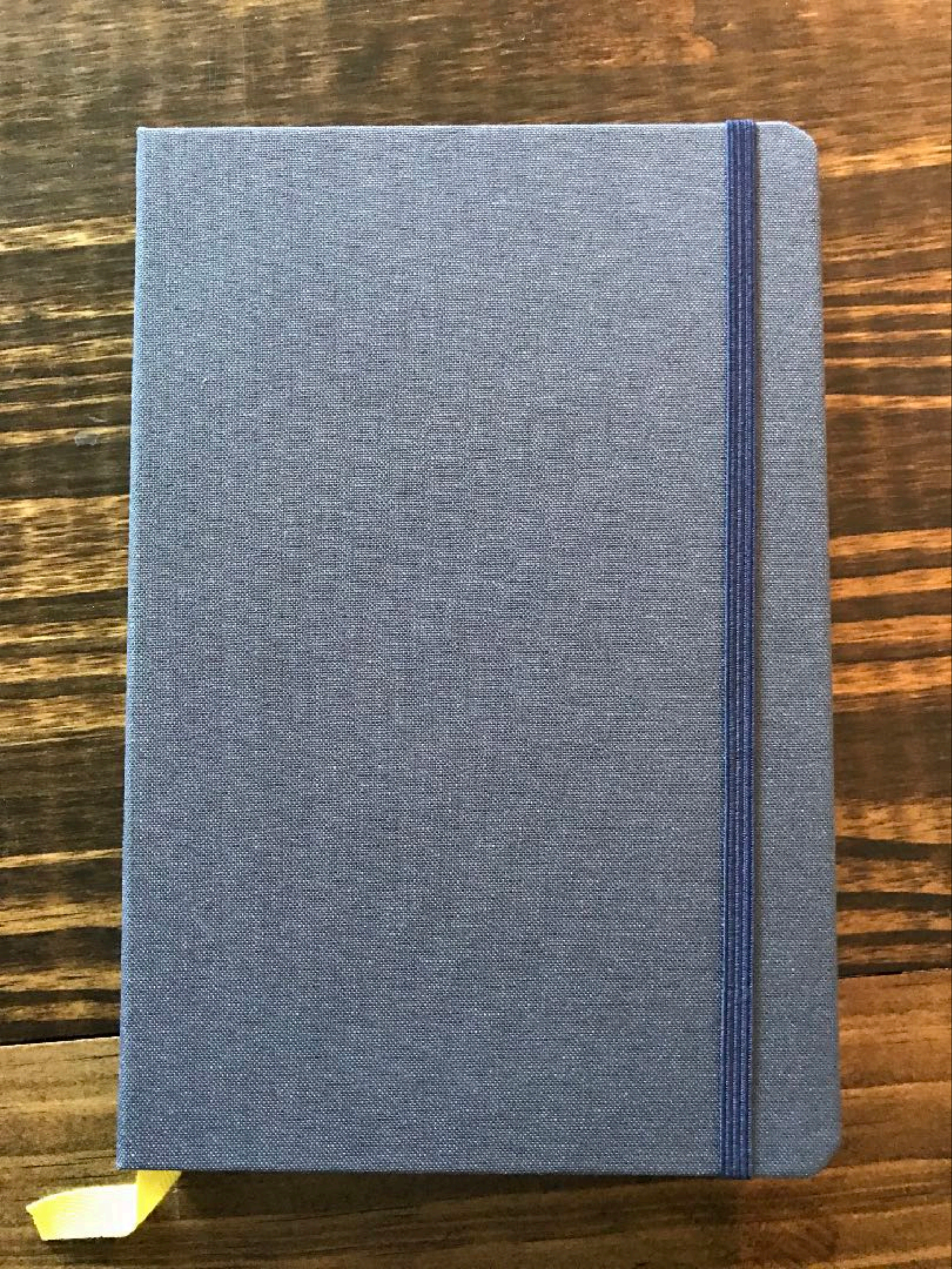
Discipline average: Combined scores from 10 days _____ ÷ 10 = _____

To become more productive over the next 10 days, my focus will be to:

To become more disciplined over the next 10 days, my focus will be to:

Have I become more productive and disciplined in the last 10 days? (Y) (N)

My biggest takeaway in the last 10 days is:



SELF JOURNAL

bestself.co

- 6
- 7
- 8
- 9
- 10
- 11
- 12 MIDDAY CHECK-IN
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9 END OF DAY REFLECTION



This morning I am grateful for...

- 1.
- 2.
- 3.

MY GOAL:

.....

TODAY'S TARGETS:

(Tasks that will move you closer to your goals)

- 1.
- 2.
- 3.

*I am not a product of my circumstances.
I am a product of my decisions.*

-STEPHEN COVEY-

LESSONS LEARNED:

(Opportunities for improvement)

.....

WINS:

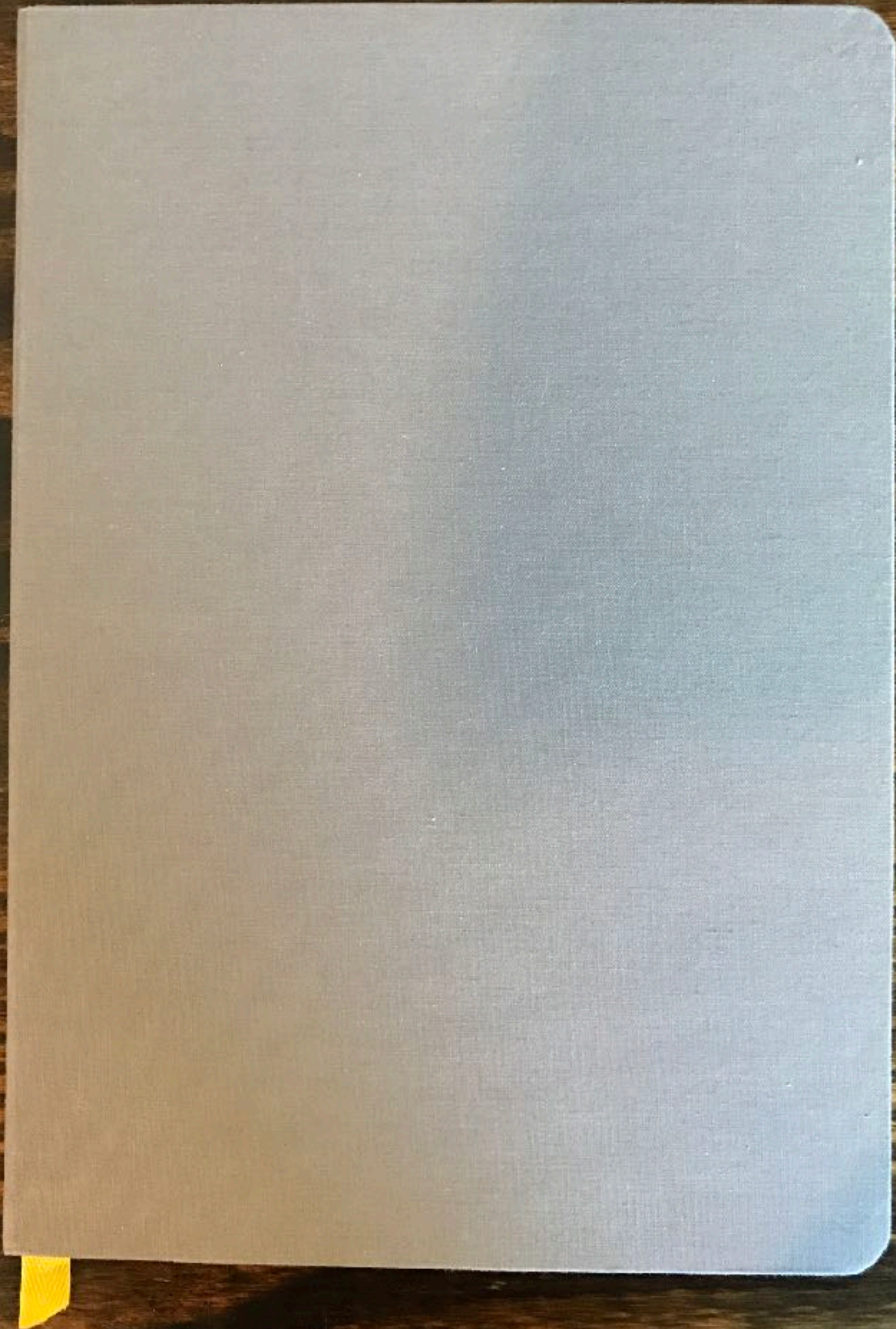
(Brag zone)

.....

Tonight I am grateful for...



- 1.
- 2.
- 3.



BARON FIG

baronfig.com

Mar 1-5, 2017

This Week Goals + MITs

- ✗ Next Step w/ Actna → Bill call
- ✗ Invite more Breckenridge folks
- ✗ Set up Deco product trial in workshop
- Plan first F.C. Webinar (Chm, play, etc.)
- Permit first FC webinar?
- ✗ Write Fantastic Fridays
- Run club call

Lead Measures

- Writing
- Reading / study
- Contacting People
- Planning (content)
- BD study (courses)
- Exercise / Run
- Neck + shoulder stretches

Mar 1-5

Day	Working	Reading Study	BD Study	Exer	Planning	Other	Total
Mon	2				2	5	9
Tue						7.5	7.5
Wed	3		1		3	8.2	9
Th							
Fri							
Sat							
Sun							
Total							

Tools Out There

- Best-Self Journal
- Full Focus Planner
- Freedom Journal
- Mastery Journal
- Bullet Journal
- Emergent Task Planner
- Chase Brulter's Weekly Log
- Mo's Strategic Tracking

- "Ivy Lee Method"
- Checklist Manifesto
- Morning Pages

Empower You To...

- Manage time proactively
- Keep lead measures top of mind
- MIT's Are work + joy
- Celebrate progress + gratitude
- Easy to implement + use daily
- Short feedback loops
 - ↳ Making real progress toward goals?
 - ↳ Focus on the system, not the result
 - ↳ Stay above the weeds
 - ↳ Clear tasks + estimates
 - ↳ Focus only on the essentials
 - ↳ Know what to let go of

- Open space for misc ideas / thoughts
- Renew progress + adjust
- Balance phony with working
 - ↳ CEO mode / worker bee mode
- Celebrate success

Monday - Mar 1st, 2017

- ✓ 8:30 - 9:30 → Renew Content Calendar
Plan TSS + FR, plan out upcoming articles + dates
- ✓ 9:30 - 11:30 → Working
- ✓ 11:30 - 12:15 → Lunch
- ✓ 12:15 - 2:15 → Woo Committee
- ✓ 2:20 - 4:00 → Email + Basecamp
- ✓ 4:00 - 5:00 → Open (Admin, recs)
- ✓ 5:00 - 7:00 → Family
- ✓ 7:00 - 9:30 →

- ✓ Plan content calendar
- ✗ write this week's emails
- ✓ Woo Committee 7-Dy final
- Ping @Pearl
- ✗ Pat Ginter
- ✗ Pat Hackett

- WC Failed order outreach
- Broken Book Club sign-up
- Tub goes on the back side

MAY

S H T W T F S

1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31

- Mark's Birthday + Graduation Gift
- Ann Mother's Day gift
- Mom Mother's Day gift
- Focus Course Webinar Office + Focused Follow-up
- Focus Training Weekly webinar
- Focus Clinic
- Work Focused Webinar Event

1. Back to work. The Super Storages Back
- 2.
3. JLP Shiloh call; Tom call
4. Club coaching call; budget; Hot Meeting 1. etc
5. Coffee w/ Mandy
6. Mark A's 5th Birthday
- 7.
- 8.
- 9.
10. Mark G's Birthday (30!), Focus Course Training Webinar
- 11.
- 12.
13. Dance Party
14. Mark Graduation + Mother's Day
15. Clapnetter
- 16.
17. Mark Graduation
- 18.
- 19.
- 20.
- 21.
- 22.
- 23.
- 24.
- 25.
- 26.
- 27.
- 28.
- 29.
- 30.
- 31.

Step 1: Set up + finalize brand
47c hrs?

Step 2: outline webinar

Step 3: promote webinar

Step 4: finalize webinar
contracts

S.O.P. for
each webinar - with
sign up 17c1 office operators etc.

TUESDAY, MAY 2ND, 2017

- 7:00 - 8:00 → Prank Art - get ready
- 8:00 - 8:30 → Bible study
- 9:00 - 11:30 → Focus Course "Coffee" Show
- 11:30 - 1:30 → Lunch w/ Isaac
- 1:30 - 3:00 → Open Admin
- 3:00 - 6:30 → Boys
- 6:30 - 9:00 → Bible study

- X Create "explanation" checkout landing page for focus course team
- Screenshot w/ info
- Dig "Continue" to checkout button

WEDNESDAY - May 3, 2017

- Map out plan + content for RC Training Webinar
- RD-108?
- Tidbit
- Print Hot Meeting reminder
- Mark Neighbourhood spreadsheet for email + all phone contacts
- Home Housekeeping
 - Parking @ mailboxes
 - Toys left out + around
 - Trash bins

- X Ask Eileen about HOT Docs + the form
- Also... duplicates

- > Outline webinar plan for RC team, etc
- Sign up
- Email
- Follow up
- Welcome Email

- X Talking points for club call

- 8:30 - 11:30 → Outline Webinar Plan + Content
- 11:30 - 12:00 → Lunch
- 12:00 - 2:00 → Webinar Planning
- X 2:10 - 2:30 → JLP Shiloh
- 3:00 - 5:00 → Open Admin
- X Tidbit
- Hot
- Email

- * HBD + Terrence + Focus Course
- ↳ Strategy + Education
- ↳ Funds Time Mgt
- ↳ Process + Systems
- ↳ Relationships + self

- * Testimonies on RC checkout

- ↳ 1 Timothy 3
- ↳ Titus 1 + 2
- ↳ Exodus 34
- Merciful + generous
- slow to anger, abounding in steadfast love + faithfulness
- keeping love for thousands, forgiving iniquity + sin.

- ↳ 1 Corinthians 13

- * **Baron Fig**
- * **Self Journal**
- * **Freedom Journal**
- * **Mastery Journal**
- * **Bullet Journal**
- * **Emergent Task Planner**

- * **Manage Your Time Proactively**
- * **Keep Lead Measures Forefront (stay focused)**
- * **Know “MITs” for day and week**
- * **Celebrate Progress (helps with momentum)**
- * **Gratitude (helps with attitude)**
- * **Easy to implement and use daily**
- * **Short feedback loops (reviews; are you making progress?)**
- * **Know just what to do at any given time.**
- * **Open space for thoughts, ideas, sidebars, etc.**
- * **Balance both planning and working**
- * **Catalog stuff**

Data and facts

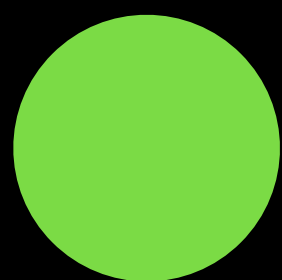
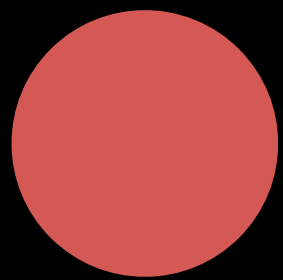
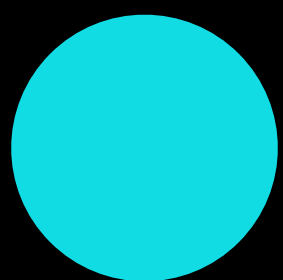
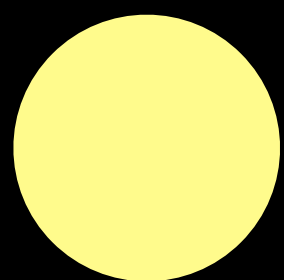
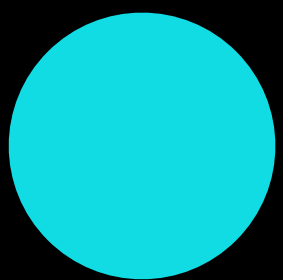
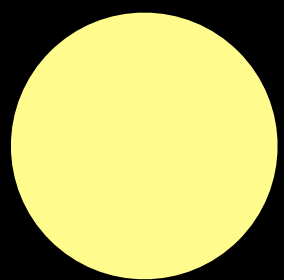
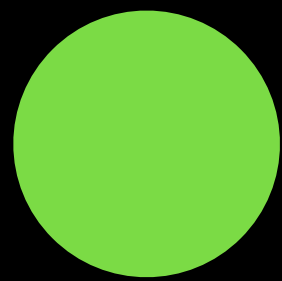
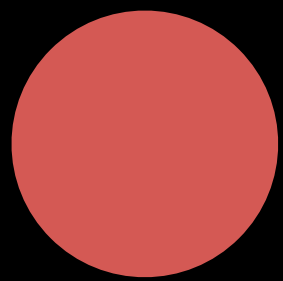
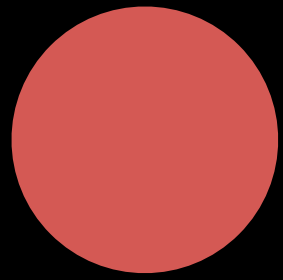
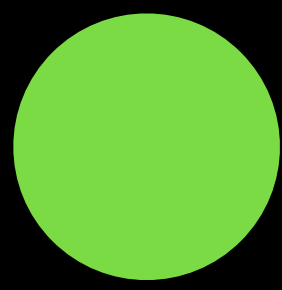
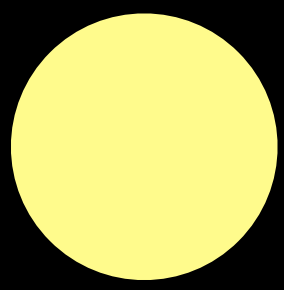
Strategy and ideation



Systems and admin

Relationships and emotions

- * **Manage Your Time Proactively**
- * **Keep Lead Measures Forefront**
- * **Know “MITs” for day and week**
- * **Celebrate Progress**
- * **Gratitude**
- * **Easy to implement and use daily**
- * **Short feedback loops (reviews; are you making progress?)**
- * **Know just what to do at any given time.**
- * **Open space for thoughts, ideas, sidebars, etc.**
- * **Balance both **planning** and **working****
- * **Catalog stuff**



Day 1
Personal Integrity

Day 2
Encouraging Others

Day 3
Recognizing Progress and Being Thankful

Day 4
Ideation and Creative Imagination

Day 5
Reduce the Incoming Noise & Distractions

Day 6
Generosity and Simplicity

Day 7
Clean Up

Q & A

JUSTIN

I've decided to lump news consumption into the evening. I'd like to know what your take on news consumption is.

Is it important? And what are your strategies for effective news consumption?

HOLLIE

What are the legalities for running an online platform/business/course, and does it change as quickly as technology?

HOLLIE

*How did/do you build an
audience without
Facebook?*

TRAVIS

During your time in the marketing how did you deal with constant interruptions?

I try to schedule the majority of my day, but the people popping in the office disengages my focus and when I leave at the end of the day I feel like I didn't accomplish anything and feel as though I am wasting my time scheduling my day.

