

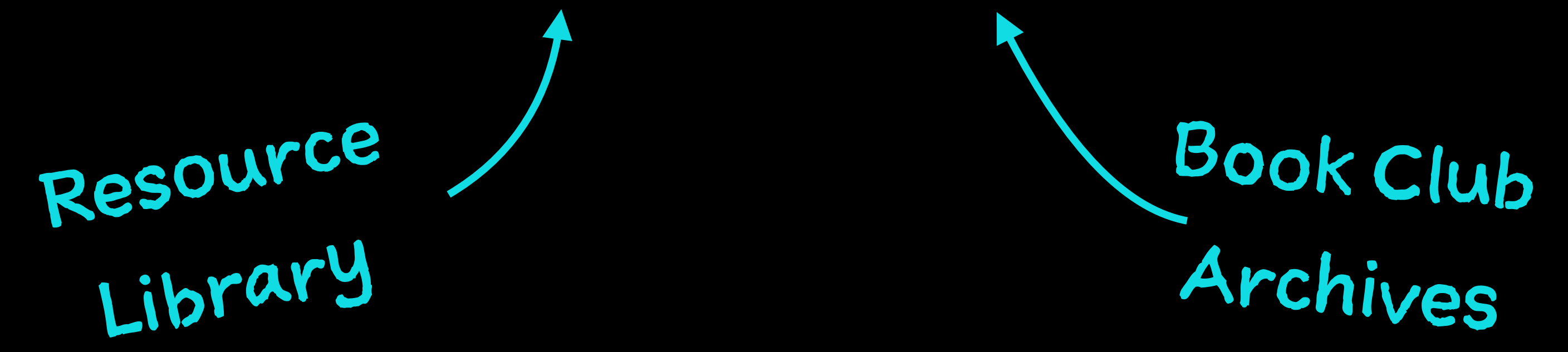
# FOCUS CLUB



June 2017



[thefocuscourse.com/dashboard](https://thefocuscourse.com/dashboard)



# TODAY'S TOPICS

Q&A All Day

Copyrighted Material

# theWARofART

Break Through the Blocks  
and Win Your  
Inner Creative Battles



STEVEN PRESSFIELD

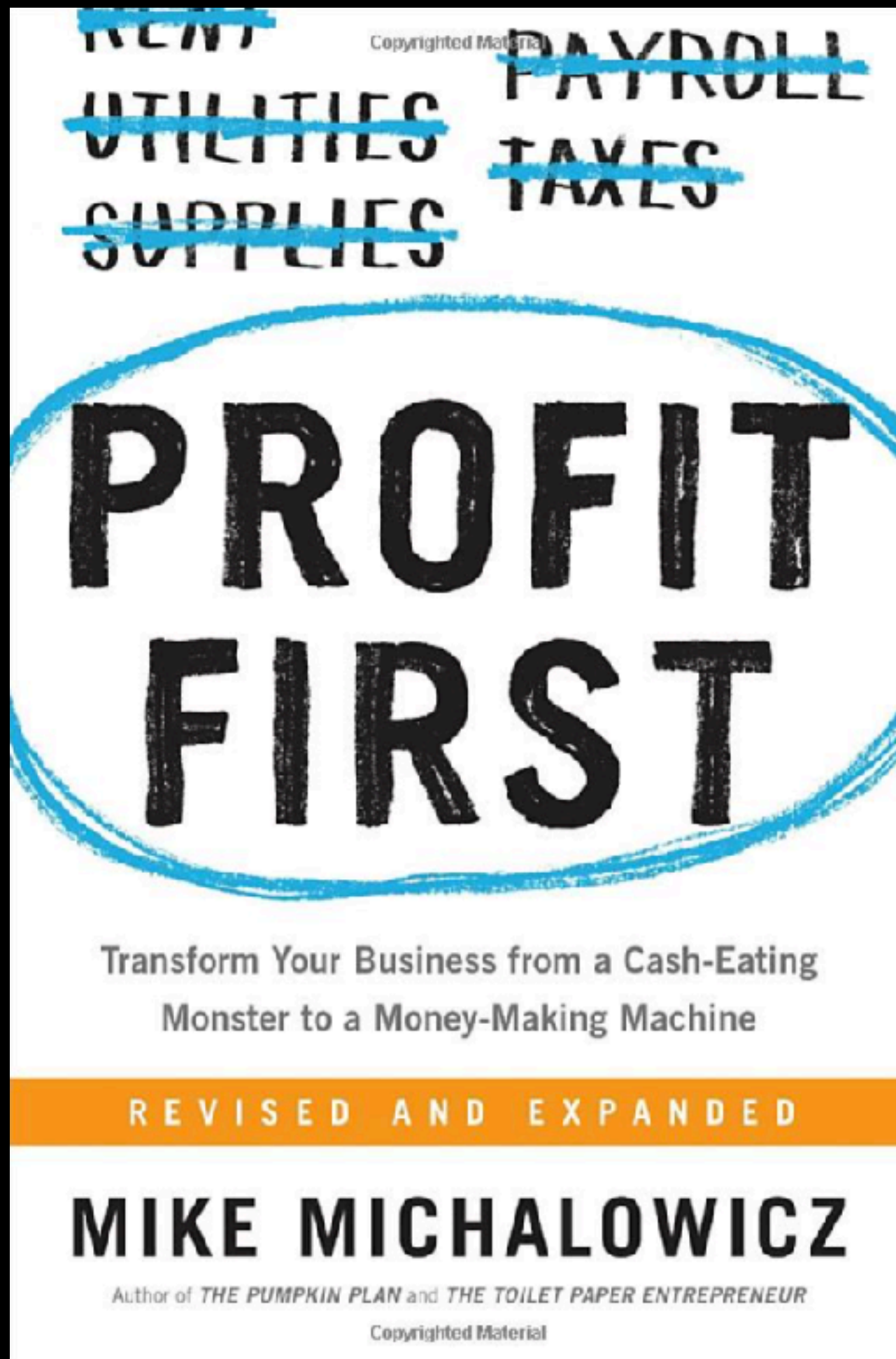
"A vital gem...a kick in the ass." —*Esquire*

BLACK IRISH ENTERTAINMENT LLC 0-446-69143-7

For Action and Resistance:

Module 4 of The Focus Course

*(Even just re-watch the vids)*



Income – Expenses = Profit

Income – Profit = Expenses

**Q & A**

# JUSTIN

*I'm showing up everyday, and I'm able to focus during my deep work sessions. **What are the things I can do to elevate performance?***

*In Essentialism, we learned about the importance of **PLAY** and **SLEEP** (protecting the asset). Like a basketball athlete during season, how do we prime ourselves so that we are likely to bring our A+ game during the deep work sessions?*

# KEN

*I have only recently read *The Four Disciplines of Execution* and I am an instant convert!*

*It seems pretty clear how to adapt disciplines 1-3 for personal use, but what about discipline 4 — accountability? The book makes it clear that this discipline is key to the method's success. What are some strategies for implementing accountability for personal use in a way that is consistent with and in support of 4DX?*



Mar 1-5, 2017

This Week Goals + MITs

- X Next Step w/ Actna → Bill call
- X Invite more Breckenridge folks
- X Set up Dec product trial in w/
- Plan first F.C. Webinar (Chm, play, etc.)
- Permit first FC webinar?
- X 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	Planng	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 Brulee's Weekly Log
- Mo's Strategic Tracking

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

Empower You To...

- Manage time proactively
- Keep lead measures forefront
- 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 1<sup>st</sup>, 2017

- / 8:30 - 9:30 → Renew Content Calendar  
for ISS + 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
- X write this week's emails
- > Woo Committee 7-Dy final
- Ping @Pearl
- X Pat Ginter
- X Pat Hackett

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

# JUSTIN

*Many companies have documents like brand books that contains mission, vision, values, beliefs, and etc. Apple store employees have a credo card. So I got thinking that maybe it would be nice to have something similar — like a personal manifesto.*

*What are your thoughts on creating one? What should be in it? What format should it be in?*

# BLANC MEDIA CORE VALUES

## PRACTICE INTEGRITY

*We follow through on our commitments. We put our audience and customers first and consider it our responsibility to take care of them on an ongoing basis.*

# BLANC MEDIA CORE VALUES

## BE TRANSPARENT

*We are honest. We teach what we know in order to help others who are on a similar path. We do not overhype or over-exaggerate our work, but neither do we downplay or undervalue it. By being transparent we hope to earn the trust of our audience and build customers for life.*

# BLANC MEDIA CORE VALUES

## PURSUE GENEROSITY

*In business we always seek to provide value first and foremost, without expectation of return. We also seek to increase charitable donations every year so our giving grows along with our business.*

# BLANC MEDIA CORE VALUES

## **BUILD COMMUNITY**

*We create opportunities for people to connect in a vibrant community where they can connect with one another by sharing their challenges, opportunities, and successes; building a creative career is challenging, and a strong community can help mitigate the fears that go along with that. We are also building an internal team of employees and contributors who practice integrity and pursue generosity in order to create something greater than the*

# HOLLIE

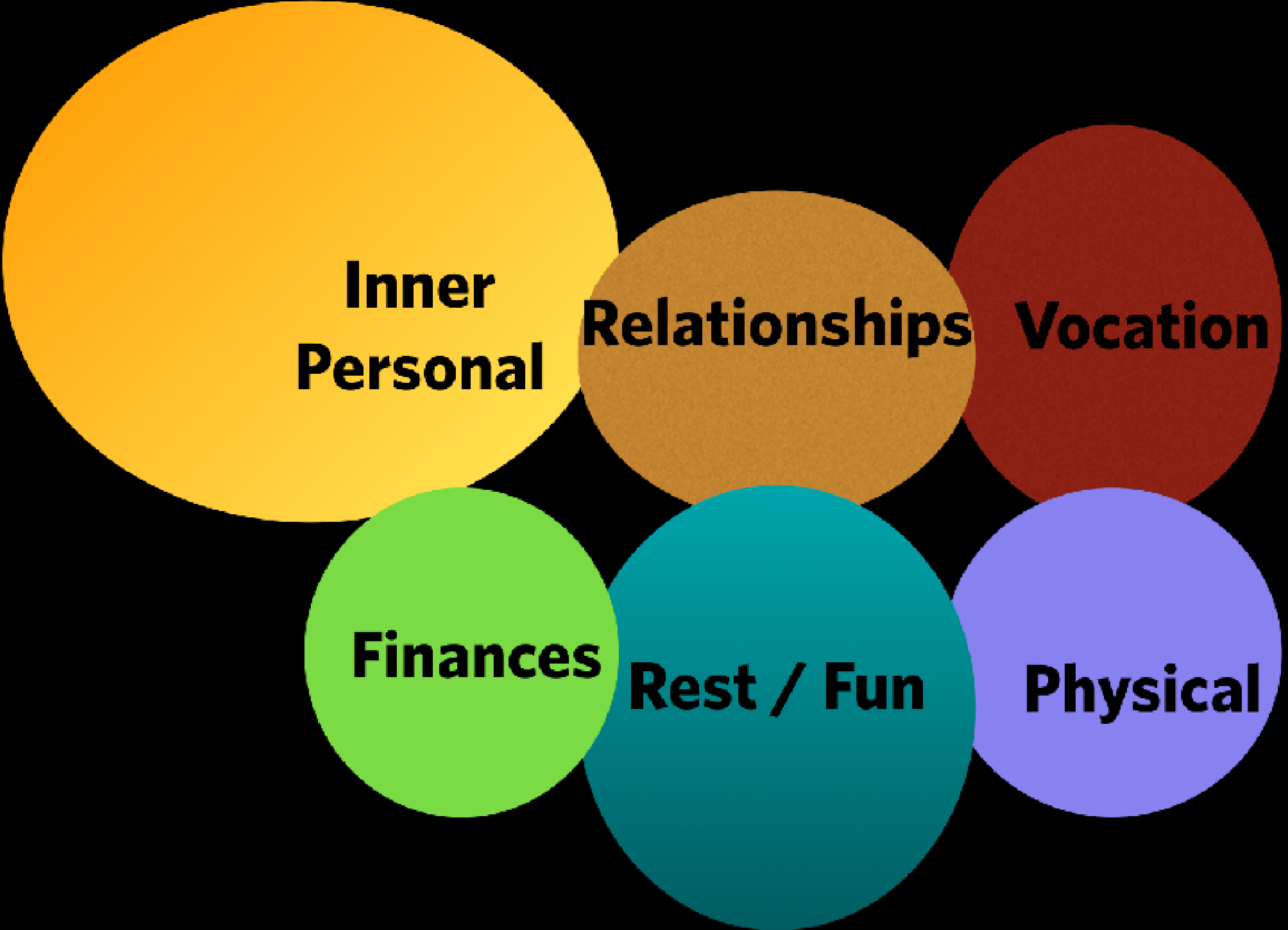
*I have a question for you and Anna. What is your advice for bringing in a third child to the family? Our girls recently turned five and three, and we are expecting our first son in early September. How do you guys make time for yourselves and each other in the day-to-day? Also, how often do you try to do date nights or at least make meaningful time to connect? Thanks! I would appreciate any advice from you guys as our lives are about to change for the better again.*

# HOLLIE

*Do you and Anna give yourselves time to settle into a new routine with a new child and how long did it take to get into a new rhythm?*

*Do you give yourselves grace to let other areas of life have lower standards or what do you do to at least maintain some level of cleanliness around the house, etc.?*





**LEE**

*What are some non-icky ways to reach out and let people know about a launch?*

*I'm an artist so this is for a new series of paintings I am working on.*

# HOLLIE

*When you first started your network of websites what was the order that you did them in, and how do you manage them all well?*

