

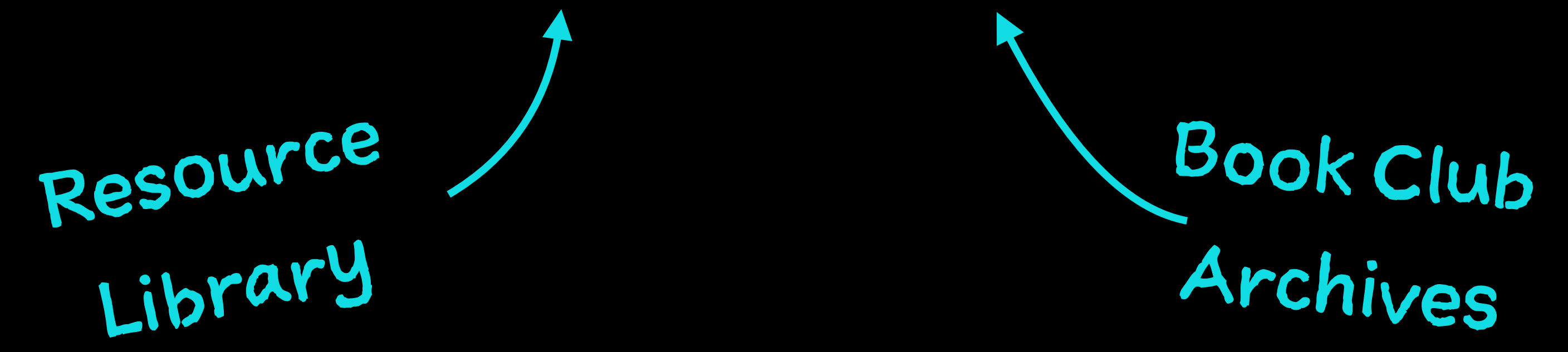
FOCUS CLUB



November 2017



thefocuscourse.com/dashboard

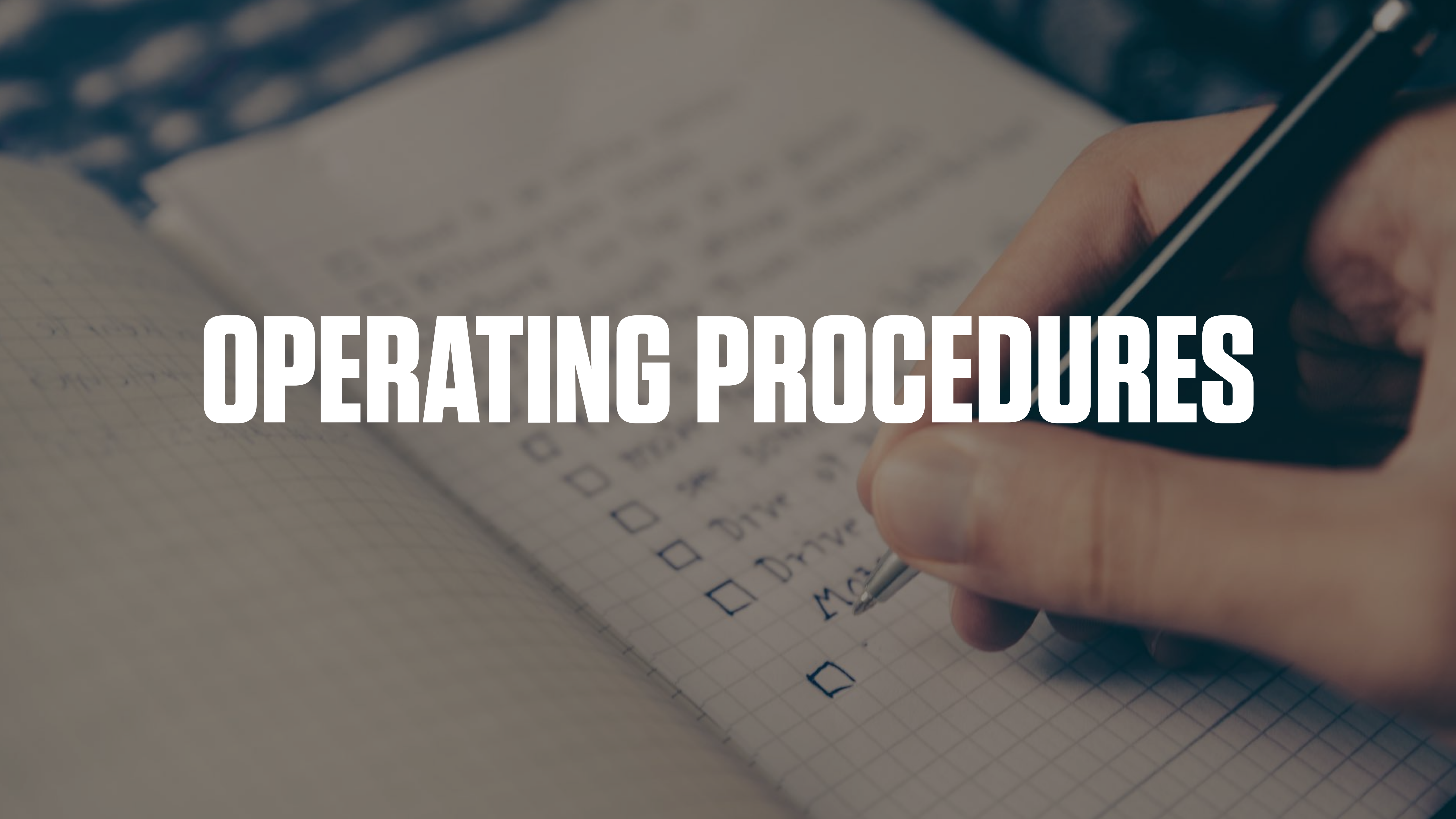


TODAY'S TOPICS

Operating Procedures
& Checklists

Q&A

OPERATING PROCEDURES



*A standard operating procedure, or SOP, is a set of step-by-step instructions compiled by an organization to help workers **carry out complex routine operations.***

*SOPs aim to achieve **efficiency, quality output, and uniformity of performance,** while reducing miscommunication and failure to comply with industry regulations.*

OPERATING PROCEDURES

Carry out complex routine operations.

Achieve efficiency, quality output, and uniformity of performance.

Reduce miscommunication and failure.

OPERATING PROCEDURES

Flying an airplane

OPERATING PROCEDURES

Medical care

OPERATING PROCEDURES

*Monthly financial
transfers*

OPERATING PROCEDURES

Putting kids to bed

OPERATING PROCEDURES

Laundry

WHY AN SOP IS HELPFUL





HELPFUL FOR...

Reducing complexity

HELPFUL FOR...

*Increasing chances
of success.*



HELPFUL FOR...

*Create opportunities
to delegate.*

HELPFUL FOR...

*Create opportunities
to improve and optimize.*

HELPFUL FOR...

*Helps overcome
procrastination and
optimize for the start.*

A person's legs are shown from the knees down, wearing white sneakers with black laces and light-colored pants. They are resting on a bed with a white sheet. A brown dog is lying down on the bed to the right of the person's legs. The background is a plain wall.

HELPFUL FOR...

Removing dependencies.

HELPFUL FOR...

*Increasing margin
(time, energy, stress)*

EXAMPLES



EXAMPLES

*Anything done more
than once*

EXAMPLES

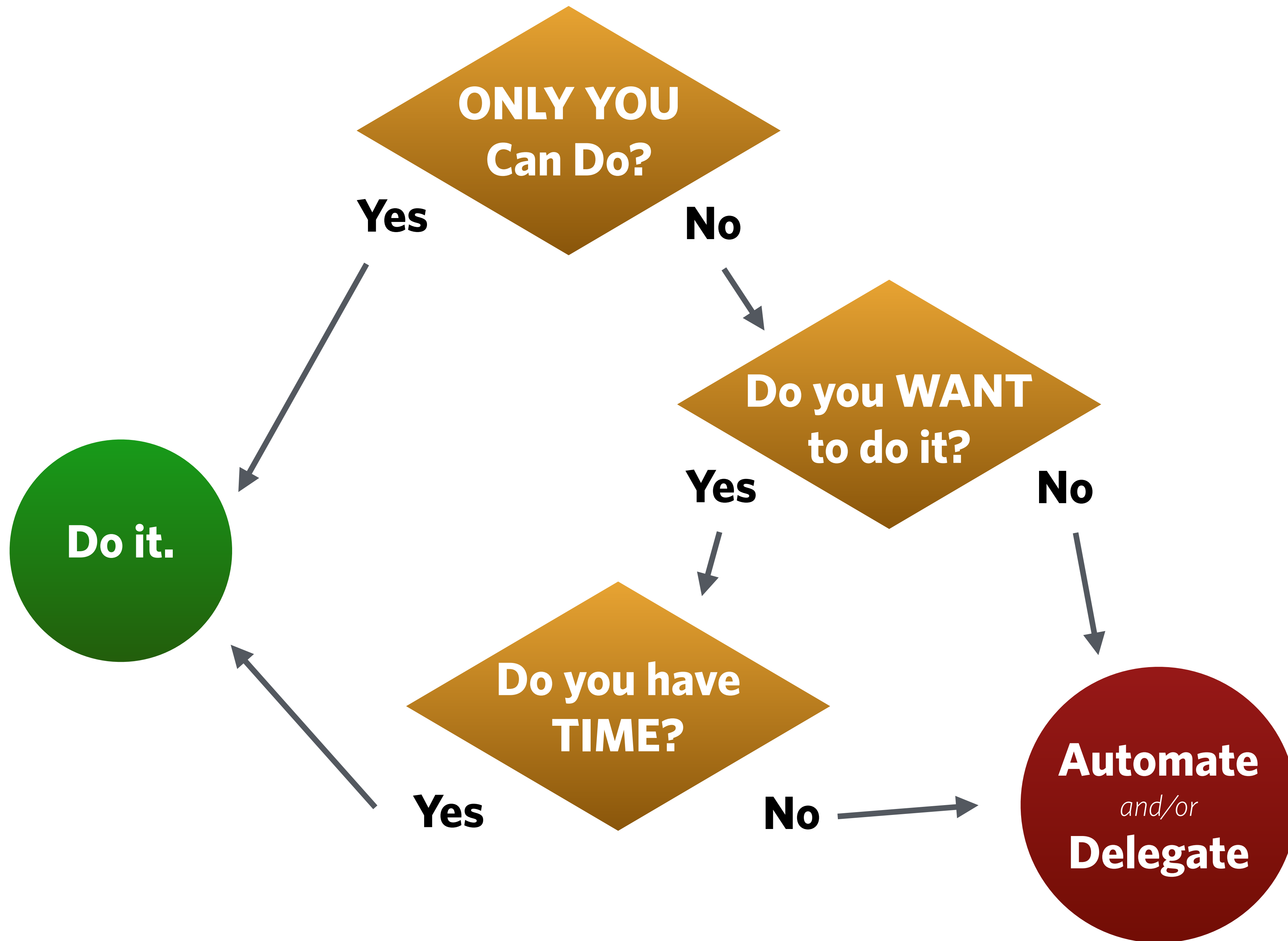
- *Monthly budgeting transfers*
- *Laundry*
- *Weekly email newsletters*
- *Podcast / Blog Post / App Review*
- *Renewing SSL Certificate for domain names*
- *Finding and posting deals on apps and gear*
- *Templates for types of emails (sales letters, etc.)*
- *Invoicing sponsors*

EXAMPLES

Anything that, when followed, leads to a desired outcome

EXAMPLES

- *Morning routine*
- *Evening routine*
- *Work “flow” routine*
- *Meal plan*
- *Reading plan*
- *Workout routine*



EXAMPLES

Unusual circumstances

(windfall, emergency, disaster)

HOW TO CREATE AN SOP

A desk setup featuring a laptop in the background with a blurred screen. In the foreground, there is an open notebook with a pen resting on it. To the right, a white ceramic coffee cup sits on a wooden coaster, next to a black thermos and a glass vase containing purple flowers and green leaves. The entire scene is set on a light-colored wooden desk.

HOW

1. Purpose
2. Scope
3. Prerequisites
4. Responsibilities
5. Procedure
6. References
7. Definitions

HOW

Document Your Process

HOW

Choose an SOP Format

HOW

Consider Your Audience

A dark, moody photograph of a desk. In the background, a laptop is open, displaying a website. To the right, a white mug sits on a dark coaster. In the foreground, a pen lies on a piece of paper. A vase with purple flowers is visible on the right side. The overall scene is dimly lit, creating a professional and focused atmosphere.

“A checklist instills a discipline of higher performance.”

Q & A



JUSTIN

This is in the context of selling a course/ebook, but I suppose it applies to selling online in general. What are some of the most important and effective ways to build trust and credibility?

DANIEL

You highlighted a podcast interview with Craig Mod in one of your recent email newsletters. I listened to the interview, and found it to be insightful and very interesting. I was intrigued by Craig's description of meditation as a tool for defragging your mind. Do you have any thoughts and/or experience on using medication to help focus your mind? If so, would you mind sharing your experiences/practices with us?

