

COMPANION WORKBOOK

WORK LESS MAKE MORE

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Chapter 1 - Action item checklist and notes

- ☐ Install time management software on your computer.

NOTES TO SELF: _____

- ☐ Monitor how you're spending your time.

NOTES TO SELF: _____

- ☐ Adjust your workflow based on the report.

NOTES TO SELF: _____

- ☐ Turn off all social media notifications (both emails and push notifications on your phone).

NOTES TO SELF: _____

- ☐ Switch your phone to silent.

NOTES TO SELF: _____

- ☐ Unsubscribe from any email newsletter that isn't taking your business forward.

NOTES TO SELF: _____

- ☐ Get support emails out of your inbox by using dedicated help desk software.

NOTES TO SELF: _____

- ☐ Block 'deep work' time into your calendar (at whatever time suits you) so you have uninterrupted work time.

NOTES TO SELF: _____

Chapter 1 - Action item checklist and notes

- ☐ Make portions of your time available to others using a scheduler tool. (The rest of the week is yours.)

NOTES TO SELF: _____

- ☐ Purge unwanted things and people from your life.

NOTES TO SELF: _____

- ☐ Set a 12-week goal and stick to it. Hint: Actioning items in this book will change your life. Commit 12 weeks to actioning the key elements at the end of each chapter.

NOTES TO SELF: _____

- ☐ Prioritise sleep. Get eight hours a night for a week (even if it means not getting as much 'work' done) and see how it feels.

NOTES TO SELF: _____

- ☐ Clean up your diet. Eat food that's as close to the source as possible (i.e. not out of packets).

NOTES TO SELF: _____

- ☐ Find a type of exercise or daily movement you enjoy, and carve out time to do it every day.

NOTES TO SELF: _____

Chapter 2 - Action item checklist and notes

- ☐ Clear your brain. Purge everything from your mind, delete anything that won't have an impact, score the highest impact ones, and transfer the top three. File the rest away somewhere safe. Then forget about them.

NOTES TO SELF: _____

- ☐ Figure out your destination: identify your ideal future reality.

NOTES TO SELF: _____

- ☐ Lay down the tracks: figure out the steps that will take you to your destination.

NOTES TO SELF: _____

- ☐ Create stations along the way at 12-week intervals. These milestones will provide the momentum to keep going

NOTES TO SELF: _____

Chapter 2 - Action item checklist and notes

- ☐ Block out time in your schedule to execute the plan.

NOTES TO SELF: _____

- ☐ Set an alert to check your progress weekly.

NOTES TO SELF: _____

- ☐ Create a 12-weekly review point.

NOTES TO SELF: _____

Chapter 3 - Action item checklist and notes

- ☐ Calculate your overall EHR (if you haven't already done so).

NOTES TO SELF: _____

- ☐ Calculate the EHR of each of your business activities/products/services.

NOTES TO SELF: _____

- ☐ Identify your 4% activities/products/services.

NOTES TO SELF: _____

- ☐ Identify the activities/products/services you need to delete.

NOTES TO SELF: _____

Chapter 3 - Action item checklist and notes

- ☐ Identify activities you like doing, but could realistically be done by someone else.

NOTES TO SELF: _____

- ☐ Identify the EHR you'll use to filter all future opportunities and ideas.

NOTES TO SELF: _____

- ☐ Apply that filter to all future opportunities and ideas.

NOTES TO SELF: _____

Chapter 4 - Action item checklist and notes

- ☐ Perform the delete-delegate-do exercise at the beginning of the chapter.

NOTES TO SELF: _____

- ☐ Start writing SOPs for every task that's done more than once in your business.

NOTES TO SELF: _____

- ☐ Create an asset register.

NOTES TO SELF: _____

- ☐ If you currently have a team, ask yourself:

Are there any team members that should be moved on because they're holding back your business? _____

Are there any team members who can handle more responsibility? _____

NOTES TO SELF: _____

Chapter 5 - Action item checklist and notes

- ☐ List potential markets you have access to.

NOTES TO SELF: _____

- ☐ List products or services they are already buying.

NOTES TO SELF: _____

- ☐ Shortlist one for research .

NOTES TO SELF: _____

- ☐ Create your offer.

NOTES TO SELF: _____

Chapter 5 - Action item checklist and notes

- ☐ Offer it to someone and collect payment.

NOTES TO SELF: _____

- ☐ Create your low-resolution solution.

NOTES TO SELF: _____

- ☐ Deliver it.

NOTES TO SELF: _____

- ☐ Scale your offer.

NOTES TO SELF: _____

- ☐ Refine your offer.

NOTES TO SELF: _____

Chapter 6 - Action item checklist and notes

- ☐ Get a profit and loss report sent to you every ten days.

NOTES TO SELF: _____

- ☐ Run your best-selling product through the Profit Formula. Which number would be easiest to increase? Identify what you can do to increase it and then execute.

NOTES TO SELF: _____

Chapter 7 - Action item checklist and notes

- ☐ Think of the different things your customer could experience in your business and present it on a simple products page.

NOTES TO SELF: _____

- ☐ If you have a lot of offers, have a chooser that helps people find the right product.

NOTES TO SELF: _____

- ☐ Take it the next step by figuring out the marketing channels you can use to direct people straight to the product they need today.

NOTES TO SELF: _____

- ☐ Set up a cross-referral program to make sure your customers know how else you can help them.

NOTES TO SELF: _____

Chapter 8 - Action item checklist and notes

- ☐ Research your target market. What are they already spending money on? Can you package up and provide something better?

NOTES TO SELF: _____

- ☐ If you're a service-based business, would it help your clients to have you on retainer? They'll know what their monthly spend will be, and you'll know what your income and cash flow will be.

NOTES TO SELF: _____

- ☐ Look at what you currently purchase on a recurring basis. Can you reverse engineer any of those models and make it work for you?

NOTES TO SELF: _____

Chapter 9 - Action item checklist and notes

- ☐ What compromises are you making in your business that could be limiting you?

NOTES TO SELF: _____

- ☐ What can you do to test and challenge assumptions you're currently making?

NOTES TO SELF: _____

- ☐ Where are you giving up control?

NOTES TO SELF: _____

- ☐ How can you take back that control?

NOTES TO SELF: _____

Chapter 9 - Action item checklist and notes

- ☐ How can you mitigate the risks inherent in those compromises?

NOTES TO SELF: _____

- ☐ Are you getting enough sleep currently? If not, set yourself a 'go to sleep' alarm each night and aim to get one more hour than you're getting currently.

NOTES TO SELF: _____
