



5 Minute Clarity

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“I don't want to do business with those who don't make a profit, because they can't give the best service.” - Richard Bach

Business Focus Simplified

It's easy to get caught off guard or being busy doing unproductive activities in your business. Members of our Samurai Innovation Dojo rate being more focused as their number one challenge. Don't worry you are not alone.

I too feel this way often, but the time I take to step off the line and breath helps me simplify my business focus.

You may feel this way which is good in one sense. This is good because it means that you have choices and most likely too many ideas or opportunities to take advantage here in the present now. The business owners we work with concur and ask us:

How do you sharpen your focus each day? How do you select the right things to focus your attention on?

The answer might surprise you, but it is very simple...

One action, one focus with a twist. The twist comes by making a list of everything you want to work on today. Ask yourself the millionaire maker question brought to you by Dan Kennedy:

Where is the profit in this?

My recommendation is to spend the first 2 hours each day working on moving the most profitable items forward before you deal with the Enemy of Average throughout the rest of your day.

POINTS TO CLARITY

What are the top 10 opportunities or tasks that you need to work on today?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

From above identify where the profit is in working on that task today.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

DECISIONS & ACTIONS I WILL COMMIT TO: