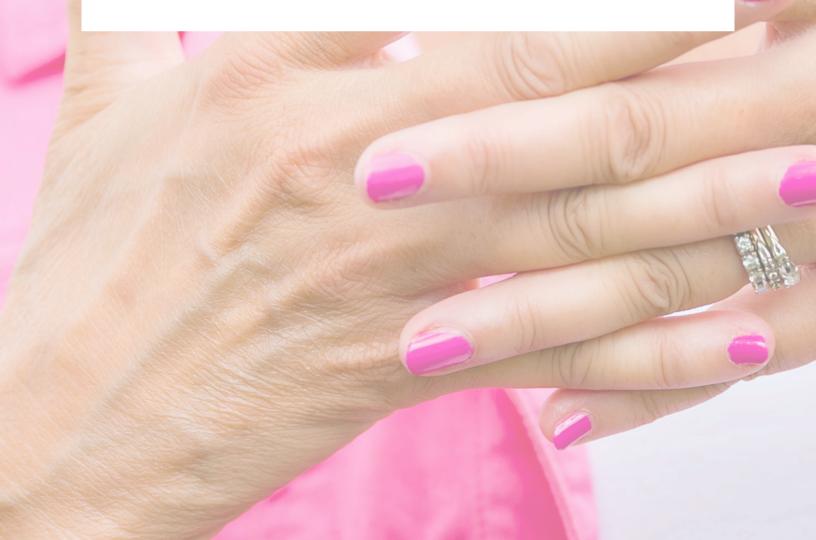


## **Chief Everything Officer** to Visionary CEO



Hi CEO,

Welcome back to Day 2 of this free training!

Today, we're going to address how you can start working like a CEO rather than a Chief Everything Officer.

You can do this!!!



## DAY 2 From Chief Everything Officer to CEO

Many business owners have fallen into the belief that 'they' must work very hard and personally do everything in their business to achieve success – that's commonly known as 'hustle culture'.

However, the real secret to growing your business is to step into the role of CEO.

It's about shifting your focus from the \$10 and \$100 per hour tasks into the \$1,000 and \$10,000 per hour tasks.

Here's a challenge for you...... Review your last week – how many hours have you spent in each of these 4 categories? Review your agenda to estimate how many hours you've spent in each category of tasks.

\$10	\$100	\$1,000	\$10,000
Email inbox Scheduling Billing/Invoicing Customer service Formatting content Scheduling content Website updates Bookkeeping Research Tracking metrics Social Media posts	Client work Cultivate marketing i.e. blog, podcast, videos, newsletters Copy writing Automations Graphic design Web design Project management Running FB ads Customer Follow Up Editing Podcasts Integrating Tech Testing & confirming processes Team management	CEO Dates Personal Development Business strategy Building sales campaigns Writing sales copy Sales conversations	Capture marketing ie. Speaking, interviews, guest teaching Networking Outreach 1 x many sales

Based on where you are currently spending most of your time, what area of your business needs more attention to reach your goals this year?

What percentage of time will you NOW invest each week into the high value CEO task areas in your business? Block it out in your agenda – NOW!

## What are 3 action steps you can take THIS WEEK to start spending your time as the visionary CEO of your business:

## NOTES

