

12-Month Total Transformation Game Plan

By Jim Armstrong



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Finally, thanks to Tracy Tolleson for his insights and for allowing me to adapt portions of his *Game Plan*, an outstanding goal-setting and sales program that he created for his Pinnacle Club members, and the real estate industry.

Jim Armstrong

Treat yourself to one-hour vacations...

Throughout this workbook you will be exposed to new ideas and new ways of thinking about your life and your business; ways of looking at your life that may be completely new to you. You will be asked to think, ponder, consider, and ruminate on what exactly what you want from your life and, consequently, from your business.

Going through this workbook will be an adventure; a journey of your heart and your mind, your dreams and goals. Don't rush through it. Set aside several one-hour appointments to work through this book. Go to a coffee shop, a park, a restaurant, somewhere where you can be alone with your thoughts and away from the day-to-day stuff.

Let's get started...

Section I

Self Evaluation

Where are you now?

Major Concepts

Big Rocks

The following is an excerpt about “Big Rocks” from Module 1 of the 60-Day Rapid Launch:

Imagine you are standing in front of a wooden table. On the table is a container of water, one of sand, and one of pebbles. There are also three big, fist-sized rocks and a large glass jar. Your job is to fit all of the water, sand, pebbles and big rocks into the large, glass jar. So you begin by pouring the sand into the jar, then the pebbles. You then reach for the big rocks, but you realize that there’s not room for all three. You manage to get one into the jar and it rests on top of the pebbles, but there’s no room for the other two. So you try pushing the first rock down into the pebbles to make room; you push and twist and grind, but you just can’t make enough room to fit any more than the one big rock.

Then you get an inspiration. After dumping out the sand and pebbles, you put the three big rocks into the glass jar first. Then you pour in the pebbles and they filter down the big rocks; next you pour in the sand and it filters down around the big rocks and the pebbles; finally you pour in the water which filters down around everything else. It all fits!

The big rocks are the things that are important in your life and in your business; the things that must be done. The pebbles, sand and water are everything else. If you fill up your day with everything else first, there will never be room for the things that are truly important; the big rocks. The trick is to put the big rocks in first.

Time Blocking

We’ve all had those days where we needed to get something important done, but because we didn’t set aside time for it, all kinds of “Stuff” sneaked in and filled up our whole day. As a result, that one, important, critical thing didn’t get done. I don’t want my Inner Circle members having their time ripped off by “stuff.”

“Stuff” is a rotten, thieving crook...

that will rob you of all that’s truly important in life. “Stuff” is not your friend. “Stuff” is your enemy. “Stuff” masquerades as “work.” “Stuff” lulls its victims into thinking they are being productive, when in reality it has reduced them to the level of hamsters on an exercise wheel. “Stuff” is:

- Answering phones
- Checking emails
- Shuffling papers
- Putting out fires
- Administrative functions
- Inspecting work
- Answering questions from clients or staff OUTSIDE of times you've designated for that
- Doing installations
- Vendors "dropping in" to chat
- Ordering products
- Handling staff complaints OUTSIDE of times designated for that
- Someone saying, "Have you got a minute?" (It's NEVER just *one* minute.)
- Dealing with computer problems
- And on, and on, and on....

"Stuff" will never, ever go away. Even when you retire. Even when you have \$10 million in the bank.

- ⊗ Like a zombie, you can never thoroughly kill it
- ⊗ Like bacteria, you can never totally eliminate it
- ⊗ Like dirty politics, you can never keep it from attacking

You can, however, create "Stuff-free" zones.

Time Blocking—your secret weapon for creating "Stuff-free" zones

Time Blocking is a very simple but powerful concept. Time Blocks are appointments you make with yourself to accomplish "Big Rocks" and engage in Result-Producing Activities or RPA's. (You'll learn about RPA's later in this workbook.)

Because you will never be thoroughly rid of "Stuff," you must carve out times during your day that are "Stuff-free." For example, let's say that you want to implement the Connect Campaign (from the 60-Day Rapid Launch). It's not good enough to decide, "I'll do it Monday." You're just begging for "Stuff" to ride in on his black horse and steal you blind!

Instead, Time Block an appointment with yourself from 8:00-10:00 AM on Monday. During that two hour time, do not allow yourself to be interrupted by ANYTHING. In fact, until you get your staff and family on board with "Time Blocking," you may have to physically get away from your business AND away from your house during those times. Go to a coffee shop. Turn off your cell phone. Turn off your pager. That time is sacrosanct.

If you allow “Stuff” to interrupt that time, you’ll never turn your business into an *Ideal Business*, and consequently you’ll never achieve your *Ideal Lifestyle*. There’s a lot at stake. A lot riding on your willingness to Time Block the things that are important.

Time Blocking is also what allows you to accomplish your personal Big Rocks and RPA’s as well. For example, let’s say that you want to run a 26-mile marathon. You would Time Block two hours per day on your calendar to train. Leave your cell phone and pager home. That time is sacrosanct.

If you allow “Stuff” to interrupt that personal time, you’ll never accomplish the things in life that are truly important to you. When you are lying on your death-bed, do you want to look back at your life and see years—decades—robbed by “Stuff”? Or would you rather look back and say, “Yeah, I ran that marathon!”

Again, there’s a lot at stake. A lot riding on your willingness to Time Block the things in your life that are important to you.

The Purpose Of Your Business

Before I tell you what the MAIN purpose of your business *is* for, first I’ll tell you what your business is not mainly for:

- ☺ To provide employment
- ☺ To provide products and services for your clients
- ☺ To make a better community
- ☺ So people will like and respect you

Now, before you throw this manual across the room and curse me for a blasphemer, let me explain.

First of all, the fact that your business is doing any (or all) of the things listed above is GREAT! Your business *should* be doing those things. But it’s not the main purpose of your business.

Here is the main purpose of your business: **to fund and facilitate your Ideal Lifestyle.**

What good will it do your employees, your clients, your community or yourself if your business is doing everything listed above, but...

- You’re going broke?
- You live your whole life enslaved to that business?
- Because of lack of funds, you go out of business?
- Because you’re burned out, you quit the business and it shuts down?

Do you see my point? If your business is not funding and facilitating your Ideal Lifestyle, you're either going to live your life totally unsatisfied, or you'll go broke, or your business will shut down, or some combination of all of these.

Yes, your business should provide employment, and all the other good things listed above. But not at the expense of your *life*.

And here's the amazing thing: the more you tailor your business to fund and facilitate your Ideal Lifestyle, the more it will AUTOMATICALLY do all those other good things.

The steps you'll walk through in this program...

1. Self-evaluation to determine where you're at right now. It's hard to know where you're going until you know where you're at.
2. Create a clear picture of your Ideal Lifestyle.
3. Identify your personal "Big Rocks." Your personal goals and dreams that get your heart pounding.
4. Create and plan an Ideal Business that will fund and facilitate your Ideal Lifestyle and empower you to achieve your Big Rocks.

As you work through this program you may find that you're answering the same questions several times from different angles. This is done on purpose to get you to view your business and your life from several perspectives; vantage points that may be totally new to you. After completing a section from a familiar viewpoint, you might find that another section sets you to thinking differently about what you truly want out of your life; you may have to go back and re-do sections as you learn about yourself. That's great! This is a flexible work-in-progress that will grow and evolve with you over the next 12 months!

As you work through this book the first time and adjust it over the next year, it will enable you to gain new insights on your goals, your business, your lifestyle, and what you want to accomplish with the finite time you have here on Earth.

The Problem With The “Work Ethic”

As an Inner Circle Club member, you are being given the tools to build your Ideal Business and Ideal Lifestyle. The purpose of your business is to facilitate and fund your Ideal Lifestyle. Your business should be built around your life, not your life around your business. Yet most flooring dealers devote the lion’s share of their time, energy and money to their business, and try to squeeze all the truly important things into the time that’s left over. Using the energy that’s left over. Paying for it with the money that’s left over.

This is completely backward.

Intuitively, you probably realize this, but until now you may have lacked the know-how and the tools to do it any other way. You might even be mentally “shackled” to traditional ways of running a business. You might have been brought up on a work ethic that keeps you on the production treadmill; a work ethic with ideas like:

- Keep your nose to the grindstone
- The early bird gets the worm
- To succeed you have to put in a lot of hours
- Work hard your whole life, then retire at age 65

Don’t get me wrong. There are seasons in our lives as entrepreneurs where we have to work very hard or put in long hours; usually when we are starting a new business. The problem happens when “working hard” and “sacrificing” doesn’t stop after the business is up and running. Most flooring dealers continue to squeeze the important things in their lives—family, friends, hobbies, their spiritual life, their health—into what’s left over after they “sacrifice” the majority of their time and energy to their business. They continue this way long after they should be experiencing the promise of freedom that got them into the flooring business in the first place. There are many reasons business owners continue this way:

- Habit
- Because they don’t know how to do business any differently.
- Guilt
- Fear that not spending 40+ hours per week at their business means they’re lazy
- Their minds are closed to anything different
- Because they are enslaved to self-limiting philosophies like, “If you want it done right you’ve got to do it yourself.”
- Self-limiting thinking

You’re going to change all that.

There was a time in our country when most people were farmers. If you were a farmer, you really had no choice but to work seven days a week from sun up to sun down. It

wasn't an option. You either worked very, very, very hard doing physically demanding labor, or you and your family starved.

The situation has changed. We have options and choices that our forefathers never dreamed of. Because of technology and the way our free enterprise system works, you have the option to leverage your time and energy into tremendous freedom and wealth. It's no longer necessary to work "sun up to sun down."

In the course of human history, this kind of freedom is a rarity. God has blessed America with so much freedom and abundance. And we as individuals are blessed to live in a tiny slice of history where total personal freedom and autonomy is possible. I want to help you seize this historically rare opportunity, and not let guilt or an outmoded approach to business keep you needlessly shackled.

Begin With The End In Mind

Always remember that the purpose of your business is to fund and facilitate your Ideal Lifestyle. So in order to build your Ideal Business, you must first know what your Ideal Lifestyle looks like; this way you'll know exactly how to customize your business to fit. Only with a very clear picture of your Ideal Lifestyle will you know how to construct your business to facilitate that life.

Imagine hiring a designer to tailor a suit for you. The designer doesn't begin by just randomly cutting the material and sewing it together. First the designer takes very detailed measurements of your body: height, arm length, inseam, waist, chest, neck, etc. Now the designer has a "picture" of the size and shape of your body and can tailor the suit to fit it perfectly.

We are going to do the same thing, only instead of tailoring a suit to fit your body, we are going to tailor your business to fit your Ideal Lifestyle. In order to do this we have to take exact measurements of what your Ideal Lifestyle is. The tools we will use to take these measurements are not a measuring tape and ruler, but this workbook, your dreams, your aspirations, and your own mind. You will then have a detailed "picture" of your Ideal Lifestyle to which you can tailor your business to fit perfectly.

Some of the exercises you will be asked to do will probably make you think about your life in ways you've never thought before. In just a little while, I'm going to ask you to open your mind to possibilities and dreams for your life that perhaps you have left shut away in a closet for a long, long time.

We are going to re-awaken those dreams.

The White Canvass

You have the power to begin your business and your life anew from this day forward. Moving forward, your life and your business are a white canvass. Blank. Whatever has gone on before doesn't matter. Failures and disappointments from the past are real, and they happen to all of us, but you don't have to give them power over your future.

Your past has no power over your future unless you grant it that power.

You have my permission to leave all that junk in the past and begin anew.

As you go through this workbook, think of your life as a white, empty canvass, ready for you to paint the picture of your ideal life. As you participate in the Inner Circle Club you'll have setbacks and you'll make mistakes. That's okay. Just realize that you can begin each month, each week, or each day with a white canvass.

About Goals/Big Rocks

Getting What You Want, When You Want It.

Big Rocks are really goals, and goals are critical to experiencing success in ANY part of your life.

Creating a plan for what you want out of life (your Ideal Lifestyle), then creating a business plan that will fund and facilitate that Ideal Lifestyle is the most important step to your success in the flooring business, or in life for that matter. Why is it then that so few people use goals for attaining what they want? In the flooring business less than 15% of all dealers have a written marketing/business plan. Even fewer have a written "Life" plan. It doesn't surprise me that 85% - 95% of all the business is being done by 10% - 15% of all dealers. And it also doesn't surprise me that most dealers—even the ones who make good money—are unhappy with the amount of time they have to spend at their business, and how little time they have for the things that are important to them outside of business. As the saying goes, "If you fail to plan, you are certainly planning to fail."

Consistency and discipline are required ingredients in using any goal-setting system, mine included. As you begin creating your strategy or revisiting your current plan, keep this in mind. Goal setting isn't a once a year process of making lofty resolutions with no commitment to fulfillment. Goal setting is a day-to-day process of making sure you are "on track" and moving in the direction you want to go. Most people fall short of achieving what they want either from the lack of clear goals or the lack of commitment to the action required to follow through.

Imagine the captain of a ship setting sail for England. What if he set his course ONE TIME, but never double checked to see if he was still on course? The idea is ludicrous! The ship will drift, waves will move it off course, winds will push it to and fro. The captain must constantly check and re-check his course and make adjustments. The same is true with the course you have set to reach your goals; you must check and re-check and make constant adjustments. To insure that you reach your goals, time block a 30-minute appointment with yourself each week to review your goals (your Big Rocks) and to make course corrections to keep you on track.

In order to attain success you should set goals in the 4 major areas of our life that are outlined in this workbook: Financial, fitness, family, and faith. In this program, you will go through a step-by-step process to design goals in all 4 areas to maintain the balance required for mental and physical strength.

In creating your Ideal Business plan and goals, start by completing the *Dealer Self-Evaluation* to get a sense of where you currently are. Be honest with yourself in completing it.

By not setting goals for yourself, you are actually setting a goal to not realize the potential within you. *If you can dream it, you can achieve it, as long as you want it badly enough.* Later in this program you'll write down the steps to attainment.

More Thoughts on Goals/Big Rocks

- ✓ Goals are experiences you have not yet had.
- ✓ Don't confuse goals with expectations. Establishing goals has a positive impact on your life. But if what you hope to achieve in your life is based on your expectations, rather than working to achieve established goals, you are setting yourself up for disappointment.

DEVELOP GOALS/BIG ROCKS - DROP EXPECTATIONS

- ✓ Without goals you can end up living from problem to problem instead of opportunity to opportunity.
- ✓ Effective goal setting changes our focus from what you're trying to avoid, to what you are trying to achieve.
- ✓ Goal setting is as important to the successful operation of your life as eating or sleeping. The only difference is that your life won't end if you don't set goals. However, without goals directing your life, you will miss out on many of the positive emotions in life, such as excitement, aliveness, fulfillment, passion, joy, and even happiness.
- ✓ Action creates the feedback to fuel your goals.
- ✓ Nothing contributes so much to stimulate the mind as a steady purpose and a clear goal.

Guidelines for Goals/Big Rocks

1. If it's not in writing, it's not a goal, it's a wish.
2. Be Specific. Include timelines and details
3. Must be believable by you, or you won't pay the price.
4. Must be measurable, so you'll know when you have achieved your goal.
5. Must push you into new territory or you won't be excited.
6. Set your goals quickly and make adjustments as you go along.
7. Goals must be congruent with your action.
8. Visualize what you want. See yourself having already achieved the goal.
9. Work on the priorities that move you closer to your goals every day.
10. Review, Monitor, and make adjustments - Be Flexible.

Start Now!

Dealer Self Evaluation

This is a time out so you can assess where you are currently in your floor covering career. Often dealers get so busy in their execution that they don't take time to evaluate action and results, so they can take the appropriate steps to adjust and upgrade their strategy. Answer each question as honestly as you can. There are no right or wrong answers, only the clarity that can be gleaned from the process. (Make photocopies of this page. Use this evaluation often and make adjustments when needed.)

Productivity	Rarely	Frequently	Always
1. I set target production goals regularly.	_____	_____	_____
2. I meet my production goals.	_____	_____	_____
3. I generate referral business.	_____	_____	_____
4. I manage my time effectively.	_____	_____	_____
5. I have an updated business plan, and use it.	_____	_____	_____

Selling Skills	Rarely	Frequently	Always
1. I ask for the business.	_____	_____	_____
2. I am unreasonable in my approach.	_____	_____	_____
3. I handle objections effectively.	_____	_____	_____
4. I sell myself and consider myself confident.	_____	_____	_____
5. I am knowledgeable regarding my product.	_____	_____	_____
6. I sell value, features, and benefits.	_____	_____	_____
7. I don't give up.	_____	_____	_____

Customer Service	Rarely	Frequently	Always
1. I return phone calls promptly.	_____	_____	_____
2. I use a follow up system	_____	_____	_____
3. I am a team player.	_____	_____	_____
4. I anticipate obstacles and handle them quickly.	_____	_____	_____
5. I am upbeat.	_____	_____	_____
6. I give my clients something to cheer about.	_____	_____	_____
7. I give back to the industry and my community.	_____	_____	_____
8. I am excited about the flooring business.	_____	_____	_____

"IF YOU CONTINUE TO DO WHAT YOU'VE ALWAYS DONE, YOU'LL CONTINUE TO GET WHAT YOU'VE ALWAYS GOTTEN."

Why Am I in the Flooring Business?

- ✓ Does what you wrote excite you?
- ✓ Will it provide enough motivation for you to do what it takes to be successful and achieve your goals/big rocks when the going gets tough?

If not, it may be time to re-evaluate what you are currently doing and why. And this Game Plan workbook will give you the tools to do this.

YOU WILL GET EXCITED AGAIN!

20__ Accomplishments & Wins (previous year)

My Most Positive Significant Events of the Year

So often we don't take the time to look back at our accomplishments and what blessings we have received in our lives over the past year. Take that time right now - and write it down.

Business:

Personal:

20 _____ (Previous Year)

Marketing Evaluation

If you're not keeping good records of where your business is coming from, you are not going to be able to determine where you should be focusing your energy. Not only should you be able to identify the sources of your business, you should have a corresponding statement to determine how much money you are spending in that particular area. For instance, if newspaper advertising is bringing in 10% of your business, but it is taking up to 40% of your budget, it may be time to analyze if you should change your media ad campaign. Without any records to keep a tracking system you will be operating on a very limiting system. If you are not already doing this, now is the time to set the goal for this year to get a new system in place. To make it easy to follow, it should be updated immediately after every closed transaction.

20__ Marketing Evaluation (previous year)

Results Scoreboard

Gross sales: _____

Total number of transactions: _____

Average invoice size: _____

Average margin: _____

Personal net income: _____

Other: _____

Total Marketing Costs: _____

Where did my business come from, and what did it cost?

	Number of Transactions Closed	% of Total Transactions Closed	Marketing Cost \$	% of Total Marketing Cost	Total Income \$
Referrals/Professionals	_____	_____	_____	_____	_____
Referrals/past clients	_____	_____	_____	_____	_____
Repeat/past clients	_____	_____	_____	_____	_____
Telemarketing	_____	_____	_____	_____	_____
Direct Mail	_____	_____	_____	_____	_____
Leads From Vendors	_____	_____	_____	_____	_____
Newspaper Advertising	_____	_____	_____	_____	_____
Yellow pages	_____	_____	_____	_____	_____
Walk-ins	_____	_____	_____	_____	_____
Other _____	_____	_____	_____	_____	_____
Other _____	_____	_____	_____	_____	_____

20 _____ (this year)

INCOME AND PRODUCTION GOALS

- ✓ ANNUAL GROSS SALES VOLUME DESIRED _____

- ✓ AVERAGE INVOICE SIZE _____

- ✓ TOTAL CLOSED TRANSACTIONS TO REACH 100% OF GOAL _____

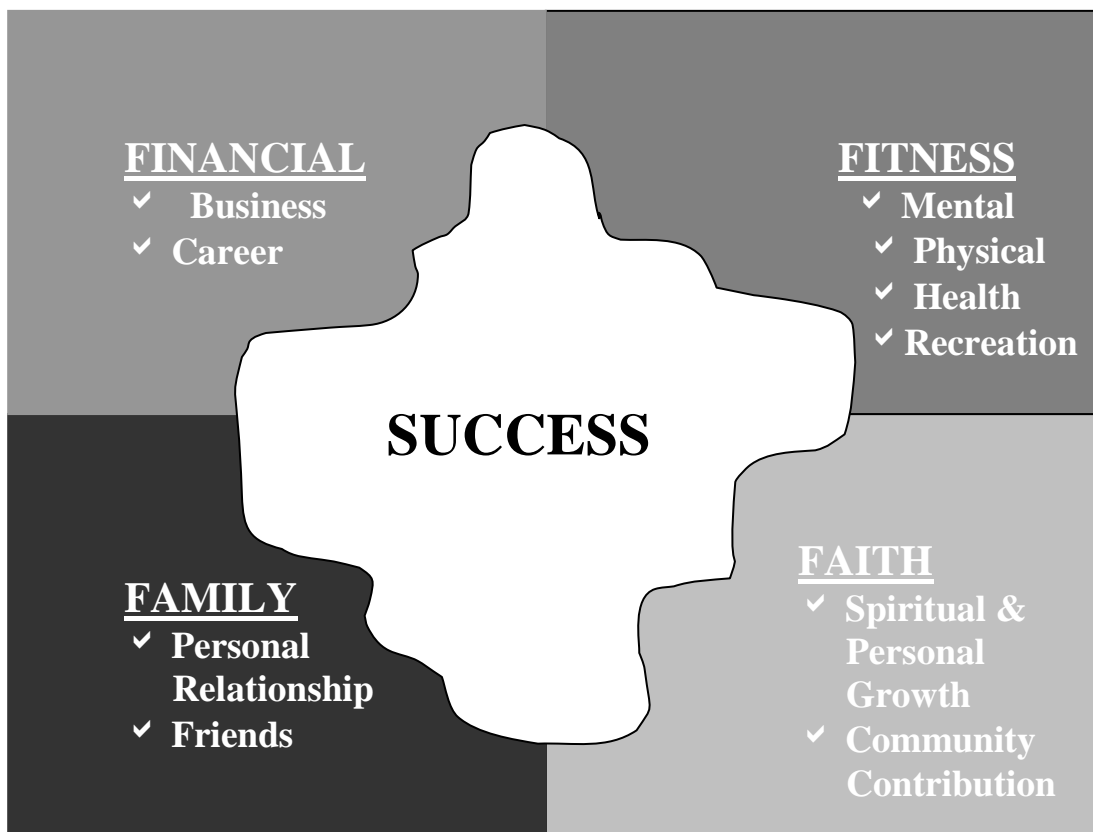
- ✓ TOTAL NUMBER OF TRANSACTIONS THAT MUST BE CLOSED PER MONTH TO REACH 100% OF GOAL _____

- ✓ _____ NEW TRANSACTIONS CLOSED PER WEEK AND _____ TRANSACTIONS CLOSED PER MONTH = \$ _____ ANNUAL GROSS REVENUE

BALANCE

IS THE KEY TO

SUCCESS



Create Positive Impact Goals that Excite you in all 4 areas.

Intention without
Action

equals

FANTASY

◆□□□□□□□□□□◆

Intention

plus

Committed Action

equals

DESIRED RESULTS

LESSONS FROM GEESE ABOUT TEAMWORK AND COOPERATION

Next fall when you see geese heading South for the winter, flying along in a "V" formation, you might be interested in knowing what science has discovered about why they fly that way.

It has been learned that as each bird flaps its wings, it creates an uplift for the bird immediately following. By flying in a "V" formation, the whole flock adds at least a 71% greater flying range than if each bird flew on its own. People who share a common direction and a sense of community can get where they are going quicker and easier, because they are traveling on the thrust of one another.

When a goose falls out of formation, it suddenly feels the drag and resistance of trying to go it alone, and quickly gets back into formation to take advantage of the lifting power of the bird immediately in front. If we have as much sense as a goose, we will stay in formation with those who are headed the same way as we are going.

When the lead goose gets tired, he rotates back into the wings and another goose flies point. It pays to take turns doing hard jobs - with people at work or with geese flying South. The geese honk from behind to encourage those upfront to keep up their speed. Make sure your honking from behind is for encouragement, not for something else.

Finally, when a goose gets sick, or is wounded by a shot and falls out, two geese fall out of formation and follow him down to help and protect him. They stay with him until he is either able to fly, or until he is dead, and then they launch out on their own or with another formation to catch up with their original group.

**THE QUESTION TO ASK IS:
"DO WE HAVE AS MUCH
SENSE AS THE GEESE?"**



Section II

Creating Your Ideal Business And Your Ideal Lifestyle

Making It Happen

Result-Producing Activities (RPA's)

Every day in your business and your personal life you engage in a variety of activities. Some of these activities have far more impact than others on getting the results you want in your life and your business. These are called Result-Producing Activities (RPA's).

Not all activities are created equal

Some activities are far more powerful and valuable than others. Some activities merely keep you “busy,” while other activities produce actual results that move you closer to achieving your Big Rocks. Let's look at in terms of dollars per hour. In your business, some activities will make you 10-20 times more per hour than other activities.

Activities and their hourly worth:

Marketing: \$200+/hr
Answering phones: \$10/hr
Implementing systems: \$200+/hour
Filing paperwork: \$10/hr
Inspecting installations: \$25/hr
Setting up joint ventures: \$200+/hr
Scheduling installations: \$10/hr
Performing installations: \$35/hr

As an entrepreneur, your time is worth \$200+ per hour. If you spend an hour answering phones—which has a worth of \$10/hr—you have just thrown away \$190!

Another way to look at it: if you shift one hour per day from low-worth activities to an hour of RPA's, you will make an extra \$190 per day. That calculates out to \$49,400 in additional income to you over the course of one year just from that one small shift of an hour a day. The great news is this DOES NOT mean you work an extra hour. It means you simply shift one hour a day from low-worth activities to an hour of Result-Producing Activities.

Shifting to RPA's

1. On a separate sheet of paper, list every activity that you do over the course of a week. Even the mundane stuff you are currently doing and wish you weren't! Everything!
2. Assign an hourly worth to each activity: how much you are worth doing that activity, or how much you would pay someone else to do it.
3. Circle the three or four RPA's.
4. Begin moving the low-worth activities off your plate and replace them with RPA's.

A Big Motivator

First, calculate how much money you it's costing you to do low-worth activities instead of RPA's.

- Figure out how many hours per week you spend doing low-worth activities.
- We've already determined that those low-worth activities are costing you \$190 per hour.
- Multiply the number of hours times \$190.
- How much are you losing per year by doing low-worth activities?

20 hours per week spent on low-worth activities x \$190 = \$3800 week you are losing.
x 52 weeks = \$197,600.

NOW...imagine shifting those hours spent on low-worth activities to RPA's. You would immediately increase your income by almost \$200,000!

Major Goal

Your goal is to shift all of the hours you spend each week on low-worth activities over to RPA's. Imagine what your income will look like when you spend 100% of your time doing RPA's!

RPA's—the key to achieving your “Big Rocks”

Result-Producing Activities are what enable you to achieve your Big Rocks, both in your business and your personal life.

It should be clear that you have to make room for Big Rocks, but that's only the first step. The second step is to carve out time in your schedule for the RPA's. I teach a concept called **time blocking**. Time blocking is really very simple. Time Blocks are appointments you make with yourself. Go through your calendar and every week schedule 3-5 hours (an hour a day, or an hour every other day) to do nothing but work on RPA's. If you work on them at the office, let your staff know that you are NOT to be disturbed. No phone calls, questions, nothing. This time is sacrosanct.

I sometimes like to work on my RPA's away from my home or office. There is a Carl's Jr. restaurant that is my “office away from the office.” I'll go there, order a burger and a soft drink, and sit for two hours drinking diet Coke and working on a project. I'll sometimes even bring my laptop with me. I get a LOT done at Carl's Jr.

Result Producing Activities (RPA's) In Real Life

Like the “Big Rocks,” RPA's are very specific. Always remember that RPA's are the activities that *produce* the Big Rocks. Here are some examples:

EXAMPLE

Business Big Rock: increase my gross sales by \$100,000 by <<date 12 months away>>

Business RPA's to accomplish this:

- Implement a connect campaign with my past clients by January 15th.
 - Time Block 2 hours to customize the connect letters
 - Arrange for printing, stuffing and labeling
- Send out the Home Advisor newsletter to my past clients every month beginning February 1st.
 - Time Block two hours to train my Marketing Coordinator to customize the Home Advisor for me each month; and how to arrange for printing, stuffing and labeling.
 - Time Block 30-minutes each month for me to review the completed letter before it goes to the printer.
- Institute the Referral Rewards program by January 25th
 - Time block one hour customizing the Referral Rewards handout and follow up letters
 - Time Block a 1-hour per month training with my sales people to continuously train them how to ask for referrals
- Get the Reticular Activator campaign up and running by March 1st.
 - Time Block 1 hour customizing the Reticular Activator letters
 - Time Block a 1-hour training to train my Marketing Coordinator how to get these out.

EXAMPLE

Business Big Rock: Take Mondays off starting March 1st

Business RPA's to accomplish this:

- Time Block one hour to make a complete list of everything I do on Mondays. Decide which can be delegated and which can be moved to another day
- Hire a new team member and/or work with my existing team members who will be handling those tasks.
 - Time Block 90 minutes to write an employee recruitment ad, using the strategies in the 8th module of the Rapid Launch. Also customize and record the voice message for the 24-hour Free Recorded employee recruitment message as outlined in the 8th module.
- Time Block 30 minutes to create scripts for phone personnel so they can handle calls when clients or vendors call for me on Mondays.
- Time Block three, one-hour training sessions with my team members. At the end of those training sessions they will be equipped to handle everything on Mondays at a high level.

EXAMPLE

Personal Big Rock: write a novel by <<date 12 months away>>

Personal RPA's to accomplish this:

- Do what it takes to create space in my life so I have 2 hours of uninterrupted "writing time" five days per week.
- Time Block those hours.
- Write 1,000 words during each 2-hour "writing time"

Notice something. Every one of the RPA's in these examples are specific and measurable. For example, the RPA of writing 1,000 words a day: at the end of the day you know whether or not you completed that Result Producing Activity at the level you need in order to complete the novel in 12 months.

Your Ideal Lifestyle

Step 1: Create a very clear picture.

In just awhile we're going to talk about your goals for the next 12 months, but that short-term plan needs to be put into the context of your long-term game plan. The following is a series of questions that will help you create a very clear picture of your Ideal Lifestyle. Be very, very detailed and specific. And be honest.

As you answer these questions, do so with the mindset that finances and your current business situation are not an issue. In other words, answer these questions as though right now you have...

1. plenty of time
2. plenty of freedom
3. and plenty of money.

DON'T worry about "how could this be possible," or "I could never afford it" or "I could never get away from my business long enough to do this." Part of the power of this exercise is seeing your life without all the limitations.

Answer all the questions in the present tense. Don't say, "I'm going to work only three days per week, four hours per day." Instead say, "I work three days per week and only four hours per day." This makes it more real. More concrete. It brings your Ideal Lifestyle into the present.

Let your imagination run free.

(You might want to use additional sheets of paper as you answer these questions. There's no right or wrong answer, and they can be as long or as short as you like.)

Let's get started creating the picture of your Ideal Lifestyle...

Describe how your take care of your body, your health and well-being.

How many times a week do you walk or jog? How often do you get a massage? What kinds of food do you eat? What does your body look like? Do you study martial arts? Do you weight-lift? How often do you get out into nature for walks in the woods or along the beach, get fresh air? (Remember to answer in the present tense.)

Describe your home.

Where do you live geographically? What does your house look like? How many square feet? How many bedrooms? How large is your property? Is it in the country? Urban? Suburban? Do you have a pond? Do you live by a creek? Is your home well organized? What does your bedroom look like? Do you have a den or library or personal space?

What does your personal space look like? (Remember to answer “My house...” and “My property...” Take ownership.)

Describe your relationships.

Are you married? Are you best friends with your spouse?

Do you have children? What do you teach them?

What are your friends like? Successful? Funny? Loyal? Spiritual? Stressed out?

Negative?

What is your relationship with your father like? Your mother? Brothers and sisters? Are you close? Warm? Supportive? (Remember, this is a “white canvass.” Describe your ideal relationships. Don’t worry about the “how” at this point.)

What do you do for enjoyment and recreation?

You have freedom, so what do you fill the free time with? Hobbies? Writing? Fishing? Bicycling? Back packing? Cooking? Hosting gourmet dinner parties with friends and family? Road trips? Driving from Maine to California and staying in Bed and Breakfasts along the way? Bar-b-ques by the pool with all your neighbors?

What has meaning, purpose and value to you?

Teaching Sunday school? Working in your children’s youth group? Political work? Run for office? Teach an adult literacy class? Do fund-raising for a women’s shelter? Begin a trust fund for a favorite charity? Donating time, energy, money and brain power?

What kind of legacy do you want to leave behind?

What are your big, unusual, “crazy” dreams?

These are the things that cause you to say, “Wouldn’t it be neat to...”

Spur-of-the-moment weekends in the Caribbean? Hike in the Himalayas? Take up rock climbing? Surfing trips to Hawaii? Hike the Pacific Crest Trail? Flyfish for Tarpon in Florida? Go skydiving? Spend a summer touring Europe? Live in Spain for a month? Ride your bike from Canada to Mexico to raise money for *Feed The Children*? Go to culinary school? Walk across your state to raise money for a women’s shelter?

Describe what your perfect week looks like

On the next page, fill up the one-week calendar, hour-by-hour.

What time do you get up each morning on weekdays? Weekends? Do you take your kids to school? Pick them up? Coach their little league team? Volunteer at your child's school?

Do you have lunch every day at your favorite restaurant with a different friend?

Do you go fly fishing every Wednesday afternoon? Golf every Thursday? Take a painting class on Tuesday evening? Band rehearsal on Wednesday evenings? Teach a literacy class on Monday evenings?

Spend each morning from 8-10 practicing martial arts? Writing a novel? Training for a marathon?

How many hours per week (or month) do you spend at your store? 8 hours per week? 8 hours per month? Two days per week, but only until noon? (Use a separate sheet if necessary)

My Perfect Week

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

Step 2: Evaluate your picture

Read through your Ideal Lifestyle and ask, “Is there any place I’m not dreaming as big as I could?” It’s important that you really let go; think big. Don’t worry about impossible.

Step 3: Identify your personal “Big Rocks”

Your personal Big Rocks are the BIG DREAMS that create deep passion in your heart; excitement down in your gut. You know it’s a Big Rock when you feel like a kid on Christmas just thinking about it. Big Rocks are not necessarily fancy, expensive, or exotic.

To get the most power from identifying your Big Rocks, it’s important to be very specific. Here are some examples:

- “I take every Friday off so I can go abalone diving.”
- “I spend from 8-10 every morning writing my novel.”
- “I spend from July 15th through August 15th each summer living in a cabin on Lake Tahoe with my wife and kids.”
- “I leave the office each day at noon and spend two hours training for a marathon.”
- “I spend every Thursday afternoon from 3:00-5:00 mountain-biking with my daughter.”
- “I spend the summer of 20__ touring Europe.”
- “In 20__ I run the Boston Marathon.”
- “From Sept. through Nov. of 20__, I ride my bike from Canada to Mexico to raise money for *Feed The Children*.”
- “In the fall of 20__ I enroll in culinary school.”

For this part of the exercise, take out a clean sheet of paper and write out all your Big Rocks. Your dreams. The wish list for your life. Again, don’t worry about how expensive or impossible it seems or how you’ll accomplish these things. Just get them down on paper.

To get started, read through your Ideal Lifestyle again and ask, “Which of these are my Big Rocks?” Some of the things might be expectations of others, or things that are motivated by fear or negative thinking. Circle the items that qualify as Big Rocks and copy them onto your “Big Rock” sheet.

Earlier in this workbook I discussed the four areas where we need to have balance in our lives:

Finance: Business, Career

Fitness: Mental, Physical, Health, Recreation

Family: Personal relationships, Friends

Faith: Church, spiritual and personal growth, community contribution

As you’re creating your list of Big Rocks, be sure to also include them in the areas of fitness, family and faith. (Later on you’ll create Big Rocks for finance.)

Step 4: Prioritize your Rocks

Now go through your Big Rock list and find two or three that really get your heart pounding. Use another sheet paper to write out all your Big Rocks in order of priority; put the biggest “heart-pounders” at the top. The one, two or three at the top of the list are the Rocks you’ll begin with.

Step 5: Begin making room for the Big Rocks TODAY

Too many people wait and wait and wait (and spend their whole lives waiting) for circumstances to be “just right” before they pursue their Big Rocks. Many people even think they have to wait until they retire at age 65 before they can pursue their dreams.

Chinese Proverb: "The best time to plant a tree is 20 years ago. The second best time is now."

This is utter B.S. It approaches the challenge completely backwards. It assumes that when things are “just right,” that the space will magically open up in your life and allow you to finally have the time, energy and money to pursue the Big Rocks. Life **DOES NOT** work this way. Here’s why:

We’ve all heard the expression “nature abhors a vacuum.” Well, it’s absolutely true when it comes to space in your life. Every time you open up space in your work life or personal life, it will instantly fill up. You have to consciously choose what to fill it with, otherwise it will simply fill up with low-worth activities; busy work; stuff. You must actively choose to fill that space with Big Rocks and RPA’s, otherwise all the day-to-day “stuff” will rush in to fill that vacuum you’ve just created.

(By the way, that’s one of the reasons that so often when a business owner hires an assistant to take over some of his tasks, he finds himself just as busy as before with a whole new set of tasks. He doesn’t get freedom. He just finds himself doing a whole different list of “stuff” every day.)

Here’s a real-life example from someone in my family. My mother—Sharon Armstrong—is a fabulous writer (one of her stories was published in *Chicken Soup For The Caregiver’s Soul*). She ran a home-based business that took up 9-10 hours each day. In order to find time to write, she had to consciously carve out one or two hours each day specifically designated as her “writing time,” otherwise it would never get done. Now here’s the weird part: when she retired from her business she instantly had those 9-10 hours totally free to write. What she found was that those hours almost immediately filled up with day-to-day “stuff” that had nothing to do with writing. She thought that once she retired, she would have endless hours to sit and write; vast expanses of free time. Instead what she found was that she was writing *even less* than before she retired. Why? Because she stopped carving out that one or two hours a day of “writing time.” As a result not only did the 9-10 hours she previously spent working get filled up, so did the one or two she had dedicated to writing. After two months of getting almost no writing done, she went back to carving out the one to two hours a day of “writing time.”

Here's another example from my own life: when I was 17 years old, I was a fairly decent guitar player, having started at age 9. But I didn't want to be just "decent" at it; I wanted to be a "shred master." (This meant to be able to really "tear it up" on the electric guitar; to be exceedingly fast and proficient at the instrument. To give you an idea of what that means, Eddie Van Halen was one of my biggest inspirations at that time.) So I decided to spend my senior year in high school practicing three hours per day, just to see what kind of results I would get. The results were great, so I decided to keep up that regimen after high school. What I found was that throughout that year in high school, and over the next 8 or 9 years, there was never "time" to practice 2-3 hours each day. I had to fight for it; to guard it. Otherwise—without exception—I would lose that practice time. During that 8-9 years, I started several businesses, as well as played in numerous bands and did quite a bit of studio recording, including a CD album with a band I put together. And during that same time I reached my goal of becoming a highly proficient guitarist. If I had waited until the time was "just right" I'd still be just strumming chords. I'd have never joined or formed any bands. And I certainly would never have recorded any albums.

The "Rock Star" conversation I had with my guitar students

I taught guitar lessons for about five years and had over 200 students during that time who came to me for weekly lessons. A lot of them were teenagers who wanted to be rock stars, or at least be able to play like their favorite rock star, be in bands and record albums. Just like everywhere else in life, the 80/20 rule applied with my students: 20% of them practiced and actually achieved a decent level of proficiency at the guitar; some even got very good. However the other 80% were generally not very motivated and didn't practice like they should; some even figured that just showing up once a week for a half hour lesson would enable them to be "rock stars" without any additional practicing on their own. So I would have the following conversation with them:

"Okay, Bobby, when you first came to me you said you wanted to be a rock star. Yet this is the third week in a row that you didn't practice. Yeah, you have your excuses—I had too much homework, I didn't feel good, I got grounded...whatever. Let me ask you something. When you and your band are in the studio recording your album, and you suck at the guitar, what are you going to do? I know what you could do. You could put a disclaimer sticker on the outside of the album saying: 'Bobby Jones has a lot of musical talent, but the reason he never developed that talent—the reason why his guitar playing sounds like crap—is because he didn't have time to practice. His reasons for not having time to practice are really, really good reasons. Valid reasons. So please buy this album anyway, even though the guitar playing sucks...Bobby deserves it.'

"Or, Bobby, before your band goes onstage, you could hand out fliers to everyone in the audience explaining why you suck on the guitar, and that you would have sounded sound really, really good if you hadn't had all those really good reasons not to practice. That way, even though you sound terrible, the audience will feel sorry for you and still cheer and clap for you and beg you for an autograph."

This same line of thinking applies to your business and your life. At the end of your life, if you don't make room for your dreams—the Big Rocks—it won't really matter much what your really, really good reasons were for not making them happen. They won't write on your gravestone, "Here lies Bobby Jones. He died with unfulfilled dreams, but he had really, really good reasons for not pursuing them."

No.

If you spend your whole life not making room for the Big Rocks—for what's truly important, meaningful and valuable—you'll simply end your life without having done them. Period. The excuses won't matter.

I'm here to tell you right now that your circumstances will NEVER be "just right." Even when you retire. Even when you have \$1 million in the bank. If you don't begin RIGHT NOW to carve out time for your Big Rocks, it will never happen. DO NOT—I implore you—wait until everything lines up perfectly, because it never will.

Step 5 Action Plan:

With that in mind, you are going to begin carving out time for your Big Rocks immediately. Here's how:

A) Begin to gather information about the two or three Big Rocks you're going to accomplish over the next 12 months. Pictures from magazines, the price, how much time you'll invest, etc. B) Then translate that into what would need to happen with your flooring business in order to make room for those Rocks, both financially and in terms of "walk away power." C) Write down a concrete time-frame to put the Big Rock in place so it's a reality in your life.

For example, if the Big Rock you want to begin with is taking every Friday off so you can learn to golf, you would:

A) Begin to gather information on golfing. Read books and magazines. Clip out photos of beautiful golf courses where you want to play. Post the pictures on your bathroom mirror and refrigerator. Build a "dream notebook" where you keep notes, photos, price lists, etc., about golfing. Find out who the best golf pros are in your area who will train you. Visit the country club where you will be a member.

B) Determine what you would need to get "off your plate" at your store so you could take every Friday off. What would need to be delegated? How much income would you need to generate to fund membership at a country club, golf lessons, a "killer" set of clubs, etc.

C) Write down a deadline soon enough that you are challenged, and be specific. "Friday, April 15th will be my first Friday off. All Fridays from then on will be devoted to learning golf."

And it's not an all-or-nothing proposition. It's perfectly okay to accomplish your "Big Rocks" in steps. For instance, you might not be able to take an entire Friday off immediately. That's okay. Set an 8-week goal to take Fridays off. If you normally quit

at 5:00, during your first week figure out what you have to get off your plate so you can quit by 4:00. Dedicate that extra hour to golf activities. The following week, quit by 3:00. Dedicate 2 hours to golf activities. Each week quit an hour earlier, clearing your plate a chunk at a time, and in eight weeks you'll have your Fridays off. This will be an extremely powerful and useful "real life" lesson in implementing the principles of systems, delegation and walk-away-power you are learning. It will also get your mind "acclimated" to creating and enjoying—and relishing—freedom.

That takes care of the "walk away power" for Fridays. However, what if it takes 6 months to generate the income to pay for your membership at a country club and a top-of-the-line set of clubs? That's okay, too. Take the Fridays off and devote it to pursuing golf. Immediately buy a second-hand set of clubs, take lessons, practice putting in your back yard, and play on a public course. At the same time, be working towards your 6-month goal of generating the income to pay for a country club membership and that "killer" set of clubs. Remember to make sure that it's a concrete, specific, written income goal. Don't say, "I'll join the country club and buy the golf clubs when I'm making enough money." That's useless. Instead WRITE "By June 1st, 2008, I'm generating an extra \$10,000 per month in gross sales. I'll join the country club and buy my 'killer' set of dream golf clubs on June 1st."

Your Ideal Business

Okay, let's review what you've accomplished so far:

- You've created a clear, detailed picture of your Ideal Lifestyle
- You've made a prioritized list of the Big Rocks you want in your personal life.

Now you are going to create your Ideal Business. Your Ideal Business will fund and facilitate your Ideal Lifestyle; and give you room for your personal Big Rocks.

**Guiding Philosophy:
The purpose of your
business is to fund
and facilitate your
Ideal Lifestyle.**

You are going to “custom build” a business for which the main purpose is to fund and facilitate your Ideal Lifestyle. Don't worry about how far-fetched it seems. Don't worry if your business is not set up that way yet. Don't allow self-limiting thoughts like, “I could never get away from my business for two weeks per month,” keep you from thinking big.

As you describe your Ideal Business you might find yourself saying, “Wow, to make this happen I'll have to restructure everything from the ground up.” That's true: you might. But what would you rather do? Implement the step-by-step changes necessary to create your Ideal Business? Or look back on your life and say, “If only...”

And this is not an all-or-nothing proposition. You do not have to have your ultimate Ideal Business in place in order to begin enjoying your Ideal Lifestyle now. Take it a step at a time. Again, an excellent goal to start with is doubling your net income and/or taking one extra day off each week within the next 12 months.

Describe your Ideal Business

Next you're going to answer a series of questions to help you create a crystal clear picture of your Ideal Business. As you're describing your Ideal Business, be sure to keep the following questions in mind:

1. Will the Ideal Business I'm describing allow me to enjoy my Ideal Lifestyle?
2. Does the Ideal Business I'm describing leave room for my Big Rocks?
3. Does it give me enough time to do what has meaning purpose and value for me?
4. Does it provide the finances I need to pay for my Big Rocks?

Also, don't worry about the "how" at this point. Just describe your Ideal Business, even if it seems a little tough to believe in right now. (Use a separate sheet if necessary.)

How many days per month do you spend at your business? Which days?

On the days you are at the store, what time do you arrive? What time do you leave?

Exactly what tasks do you do during those hours? (Think in terms of Result-Producing Activities)

How much does your business do in gross sales each year?

What's your personal net income each year?

How many store locations do you have?

What does your store look like?

Where is it located geographically? How many square feet of retail space? How many square feet of warehouse? Is it neat and clean? What does the sign look like? Is your office organized? Sloppy? What do the displays look like?

Describe your team

Salespeople: How many salespeople? Are they neat, clean and professional? Do your clients perceive them as Trusted Advisors or like used car salesmen? Do they look out for the needs of your clients? Are they “closers”—can they make the sale? Are they team players? Are they well paid? High turnover or low turnover? Happy to be a part of your team? Are they willing to follow the systems that give you “walk away” power?

Installers: Are they on staff, sub-contractors, or a combination? Are they neat, clean and professional? An embarrassment? Are they ambassadors, representing your store in a professional manner? Do they “wow” your clients with fabulous service? Can you count on them to do quality work? Are they team players? Are they well paid? High turnover or low turnover? Happy to be a part of your team? Are they willing to follow the systems that give you “walk away” power?

Support/Admin staff: Are they neat, clean and professional? An embarrassment? Are they ambassadors, representing your store in a professional manner? Do they “wow” your clients with fabulous service? Can you count on them to do quality work? Are they team players? Are they well paid? High turnover or low turnover? Happy to be a part of your team? Are they willing to follow the systems that give you “walk away” power?

How does your business function when you're not around?

Do you have to “check in” with your business all the time, or do you have systems in place so it runs pretty much on its own? Does your staff continue to provide a high level of customer service & satisfaction when you're gone? Do things “fall through the cracks”—get forgotten? Or do your systems allow it continue to function like a well-oiled machine? Are you able to stop thinking about your business while you're away?

Do your clients respect and trust you and your staff?

How much of your business comes from repeat and referral clients?

Describe any other particulars about your Ideal Business

The Big Rocks Of Your Business

You've created a clear picture of your Ideal Business. What are the business "Big Rocks" that will make this picture a reality? This exercise is very similar to the exercise for determining your personal Big Rocks.

Step 2: Evaluate your picture

Now, go back and review the description of your Ideal Business and answer these questions:

1. Will the Ideal Business I've described allow me to enjoy my Ideal Lifestyle?
Yes _____ No _____
2. Does the Ideal Business I've described leave room for my personal Big Rocks?
Yes _____ No _____
3. Does it give me enough time to do what has meaning purpose and value for me?
Yes _____ No _____
4. Does it provide the finances I need to pay for my personal Big Rocks?
Yes _____ No _____

If your answer to any of these questions is "no," then you'll need to "tweak" or rework some aspects of your Ideal Business. You might find that you need to re-answer all of these questions. That's okay! You're laying the foundation. Better to take the time and think it through now rather than two, three, or five years down the road after you realize you've built a business that doesn't facilitate and fund your Ideal Lifestyle.

Unfortunately, this is how MOST business owners build their businesses. They spend years and years pouring their time, energy and money into growing it, but give little or no thought about what they're growing it *into*.

"Will it fund and facilitate my ideal lifestyle?" Most business owners never ask themselves this question. You should feel very good about working through this workbook because it's forcing you to ask yourself these critical questions; questions that virtually none of your competitors, or the other business owners in your town for that matter, are asking themselves.

Step 3: Identify the "Big Rocks"

Big Rocks in your business are things that will enable you to live your Ideal Lifestyle and achieve the Big Rocks in your personal life.

To get the most power from identifying your Big Rocks, it's important to be very specific. Here are some examples:

- "My store has gross sales of \$3.5 million dollars."
- "I have a net income—before taxes—of \$500,000 per year."

- “I only go to the store on Mondays from 9:00 until Noon, three weeks out of the month. My business continues to run like a well-oiled machine and make a lot of money even when I’m not there.”

For this part of the exercise, take out a clean sheet of paper and write out all your Big Rocks. Again, don’t worry about how impossible it seems or how you’ll accomplish these things. Just get them down on paper.

To get started, read through your Ideal Business again and ask, “Which of these are my Big Rocks?” Some of the things might be expectations of others, or things that are motivated by fear or negative thinking. Circle the items that qualify as Big Rocks and copy them onto your “Big Rock” sheet.

Step 4: Prioritize your Rocks—pick 2 or 3 to accomplish in the next 12 months.

Now go through your Big Rock list and find two or three that will move towards your Ideal Lifestyle the quickest. Use another sheet paper to write out all your Big Rocks in order of priority; put the two or three you will accomplish during the next 12 months at the top.

12 month Total Transformation

Your Ideal Business might be something that takes several years to achieve. For example, you might currently have only one store location, but you want to grow it to 5 locations. Or, you might be grossing \$900,000 and you want to increase it to \$5 million. Anything that takes more than 12 months to accomplish we’re going to call a “long-term Big Rocks.”

What we’re going to do next is pick the two or three business Big Rocks that you’ll accomplish over the next 12 months. These should take you towards the long term vision you have of your business, and at the same time fund and facilitate your Ideal Lifestyle in the short term.

One goal that I’ve talked about many times is the 12-Month Total Transformation:
Double your net income and take at least extra day off each week.

You may want to use this as your model. In this case the Big Rocks would be:

- Double my net income by _____ (date within next 12 months)
- Take Fridays off by _____ (date within next 12 months)

The beauty of this goal is, once you’ve achieved this in the first 12 months, all you have to do is repeat it and within a few years you will have created total freedom and tremendous wealth for yourself. It’s also flexible. You might decide that your income is just fine, but you would rather have two or three extra days off within 12 months. Great! Or, doubling your net income may require changes to your business that will require more than 12 months. Great! Make your goal to increase your net income by 20% or 30% or 50%. Whatever you can make happen in the next 12 months, but what will also stretch you and make you grow and excite you.

For the rest of this workbook, I'm going to use "Double your net income and take an extra day off each week" as the Big Rocks example. Feel free to make adjustments to fit *your* Ideal Business and Ideal Lifestyle.

Putting It All Together To Achieve Your 12-Month Total Transformation

Alright, so far you have

1. Created a clear picture of your Ideal Lifestyle.
2. Created and prioritized a list of personal “Big Rocks.”
3. Created an Ideal Business that will fund and facilitate your Ideal Lifestyle.
4. Created and prioritized a list of business “Big Rocks” that will maximize your efforts to create your Ideal Business

You’ve accomplished a lot and done what 99% of all business-owners everywhere will never, ever do! Kudos to you! Give yourself a pat on the back! You deserve it!

Okay, now comes the most important part: putting together all the concepts you’ve learned. You are now going to choose the personal and business Big Rocks to accomplish during the next 12 months, and create an action plan to make sure they happen.

Again, if you’re not sure where to start, I think two fantastic business “Big Rocks” to begin with are doubling your net income and taking an extra day off every week. Then choose one, two or three personal “Big Rocks” to accomplish with that extra day off. (Use extra sheets if necessary.)

Personal Big Rocks

1. Write down the two or three personal Big Rocks you want to accomplish during the next 12 months.

Remember to include Big Rocks in the areas of fitness, family and faith as discussed earlier. This is important for keeping balance in your life.

2. Select RPA's to accomplish these Big Rocks.

Using the RPA examples above, create a list of RPA's to achieve your personal Big Rocks

3. Using the Time Blocking concept, make appointments with yourself to accomplish these RPA's.

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

Business Big Rocks

Again, two suggested business “Big Rocks” for the 12-month Total Transformation are to double your net income and take at least an extra day off per week. However, this is YOUR life and YOUR business and you have to walk your own walk. There is no “best” Big Rock. Choose whatever Big Rocks get your heart pounding and get you excited!

1. Write down the two or three business Big Rocks you want to accomplish during the next 12 months.

These should be Big Rocks that will have MAXIMUM IMPACT in moving you towards your Ideal Lifestyle, and accomplishing your personal Big Rocks. (Don’t forget: the purpose of your business is to fund and facilitate your Ideal Lifestyle.)

2. Create RPA’s to accomplish these Big Rocks.

Using the examples above, create a list of RPA’s to achieve your business Big Rocks. If you don’t have the systems and strategies from the 60-Day Rapid Launch implemented in your business, start with those.

3. Using the Time Blocking concept, make appointments with yourself to accomplish these RPA's in your business.

Monday

Tuesday

Wednesday

Thursday

Friday

~~**Saturday**~~

~~**Sunday**~~

I don't want my Inner Circle members working weekends. If you HAVE to work weekends temporarily, then do the following:

1. Make taking weekends off your number one Big Rock. You can have other business Big Rocks, but make this the top priority.
2. Set a TIME LIMIT. For example: "Saturday, April 3rd will be my last weekend working."
3. Honor that time limit.

Keep Your Game Plan Updated

As I said at the beginning of this workbook, make a weekly appointment with yourself to spend 30 minutes reviewing and updating your Game Plan. This is not something you fill out once then toss in a drawer and forget about. As you participate in the Inner Circle Club, as your business and marketing knowledge grows, and as you gain a clearer understanding about what you want for your Ideal Lifestyle, your Game Plan will evolve with you.

Right Now...

go to your calendar and Time Block weekly, 30-minute appointments with yourself to update, review and revise this workbook. Make one appointment per week for the entire year.

Don't turn the page until you do it.

I'll wait while you get it done...

Congratulations!

By completing the exercises in this workbook, you have just put into place your action plan to achieve the things in life that are truly important to you! You have:

- Created a picture of your Ideal Lifestyle and identified your personal Big Rocks!
- Created your Ideal Business which will fund and facilitate your Ideal Lifestyle, and identified your business Big Rocks!
- Selected 2-3 personal Big Rocks to accomplish during the next 12 months, along with an action plan of RPA's to make them happen!
- Selected 2-3 business Big Rocks to accomplish during the next 12 months, along with an action plan of RPA's to make them happen!

That's powerful! Give yourself a pat on the back because you deserve it!

As you continue to participate in the Inner Circle Club, and continue to update this Game Plan, you will find your freedom increasing, your income going up, and your stress melting away.

Remember: anything worth having is worth putting in the effort for. Your Game Plan will require effort, but, what the heck! You've already been putting in a ton of effort to build a business that until now may not have been giving you what you wanted. Now you can direct that effort towards achieving your *Ideal* Business, and as a result, your Ideal Lifestyle.

Sincerely,



Jim Armstrong
The "Coach"



"Just do it."