

THE WORK LESS & MAKE MORE CHALLENGE

This challenge will help you to find and stay in your zone of genius as the CEO of your company while also enabling you to work less hours and make more money.

Step One LIST YOUR TASKS

Go through each category & tasks listed below. Put a checkmark by what you are currently doing **yourself** in your business. Blank lines are for you to add in anything that's missing in the list.

Which **digital content** tasks do you do yourself?

Content Planning	Facebook Group	TikTok/Reels Video
Blog Writing	Content Schedule	Creation
Blog Scheduling	Facebook Group	Tiktok/Reels Video
Social Media	Engagement	Editing
Caption Writing	Email Marketing	Tiktok/Reels Video
Social Media	Content Writing	Posting
Scheduling	Email Marketing	YouTube Video
Social Media Photo	Scheduling	Content Outline
Sourcing	Podcast Topic	YouTube Video
Social Media	Outline	Content Creation
Engagement	Podcast Scheduling	YouTube Video
Hashtag Research	Podcast Recording	Editing
Hashtag Grouping	Podcast Editing	YouTube Video
(to prevent	Podcast Publishing	Posting
shadowbanning)	TikTok/Reels	Stripping content
Hashtag	Content Outline	from one platform
Implementation		to another

Which **sales** tasks do you perform yourself?

Weekl	y Prospecting			1	Inbox Lead Manage	ement
Social	Media Groups			1	Sales / Pitch Calls	
	Clubhouse Engagement			1	Sales / Pitch Emails	
	TikTok			1	Sales / Pitch DMs	
	NextDoor App			1	Creating & Deliver	ing Quotes
	Linkedin			1	Creating & Deliver	ing Contracts
	Other:			1	Sending onboardin	g emails
	Other:			1	Adding new clients	to workflows
Resear	rch Available Networking			1	Send Thank You Ca	rds/Gifts to New
Group	s/Events				Clients	
Partici	pate in Networking			1	Send Thank You Ca	rds/Gifts to
Group	s/Events				Referral Partners	
Build S	Strategic Alliances (referra			1	Send Testimonial R	equest
partne	ers)			1	Review Sales Pipeli	ne
				1	Review Closing Rat	ios
	Which self -d	ev	elopment to	as	ks do you do?	
Join &	Participate in		Hire & Work w	vit	h 📮	Other:
Maste	rmind		Therapist			
Hire 8	Work with		Research & Att	te	nd 📮	Other:
Busine	ess Coach		Training Works	sh	ops	
Read :	1-leadership		Research & Att	te	nd	
book/r	month		Certification			
Read :	1-strategy		Classes			
book/r	month					

Which **marketing** tasks do you perform yourself?

Create	Create Pinterest	Research Podcas
Facebook/Instagra	Ads	Interview
m Ads	Manage Pinterest	Opportunities
Schedule	Ads, Track Results,	Pitch Podcast
Facebook/Instagra	Etc.	Interview Hosts
m Ads to Business	Research For-Print	Schedule Podcast
Manager	Advertisement	Interviews
Manage Facebook	Opportunities	Attend Podcast
Ads, Track Results,	Plan For-Print	Interviews
Etc.	Advertisement	TV & Radio Spots
Create Google Ads	Create For-Print	Research, Plan, &
Schedule Google	Designs	Promote
Ads in Adwords	Research	Promotional
Manage Google Ads,	Promotional	Giveaways
Track Results, Etc.	Products	Hire & Work with
Run Lead Source	Design for	PR Strategist
Report	Promotional	Other:
Create Pinterest	Products	
Pins for Website	Purchase	Other:
Content	Promotional	
Schedule Pinterest	Products	Other:
Dine		

Which **operational & production** tasks do you do yourself?

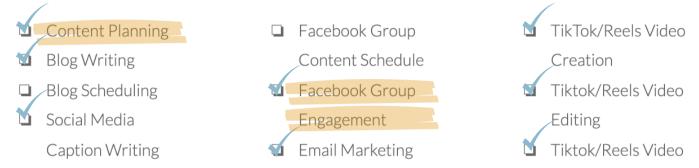
Perform the Service		Weekly Team		Fulfillment
Create the Product		Meetings		Companies
Package the		Write SOPs as		Inventory Control
Product		Process		Other:
Ship the Product		Changes/Improves		
Lead the Support		Coordinate with		Other:
Team		Manufacturers,		
		Subcontractors,		
Which adminis	stra	itive tasks do you do y	OU:	rself?
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		y and the year are y		
Quickbooks		Research &		Quarterly Estimated
expense & income		Interview Team		Federal Tax
matching		Members		Payments
Monthly Bank		Hire Team Members		State Annual Report
Reconciliation		Build & Promote		Filings
Monthly/Weekly Bill		Team Incentives		(Corporations, LLC)
Payments		Send Final Invoice to		Office Supplies
Monthly/Weekly		Customer		Other:
Payroll		Enter Job Related		
Run Financial		Expenses		Other:
Reports		Quarterly State		
Review Financial		Taxes (Sales, Payroll,		
Reports		Franchise, etc)		

Which website maintenance tasks do you do yourself?

SEO Keyword Research
SEO Keyword Implementation & Updates
SEO on Yoast Plugin for New Blogs
Rename Images & Descriptions to match SEO Keywords
Update Plugins
Update Images Quarterly
Update Portfolio
Updating Pricing
Updating Copy
Which annual planning tasks do you do yourself?
Review Insurance Policies with Agent (Professional, Liability, Auto, Worker's Comp)
Review Tax Planning with CPA
Review Legal Setup, Intellectual Property, & with Business Attorney
Business Building Plan with Business Coach
Review & Plan Diverse Revenue Streams
Review & Update Customer Avatars
Review & Update SWOT (Strategy)
Review & Update SWOT (Strategy) Review & Update Product/Service Offerings
Review & Update Product/Service Offerings

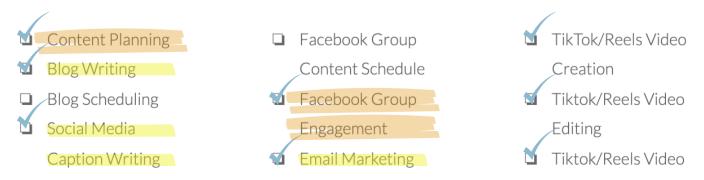
IDENTIFY YOUR GENIUS

Review each checked item on the previous pages (checked means that YOU perform this task). Highlight which tasks fall in your "zone of genius." Your zone of genius is something you are GREAT at, enjoy doing, & is considered your superpower. Your list should look a little something like this:



IDENTIFY WHAT CAN BE DELEGATED

Review the check-marked tasks again. This time, identify which tasks *could* be delegated to an admin, marketing assistant, bookkeeper, etc. You may not have an admin right nor or even be able to afford it. Just entertain the concept for the sake of the goal. Do not highlight any "zone of genius" tasks - those are your superpowers that you enjoy. Highlight delegated tasks with a different color.



IDENTIFY WHAT CAN BE AUTOMATED

Review the check-marked tasks again. This time, identify which tasks *could* be automated through a software, CRM, or program. You may not have the software yet or even be able to afford it. Just entertain the concept for the sake of the goal.

Highlight automated tasks with a different color.

It is okay for the highlights to overlap if they fall in both categories.



Creating & Delivering Contracts

Sending onboarding emails

Adding new clients to workflows

Send Thank You Cards/Gifts to New

Clients

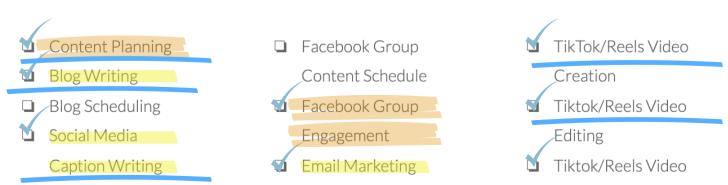
Send Thank You Cards/Gifts to

Referral Partners

Send Testimonial Request

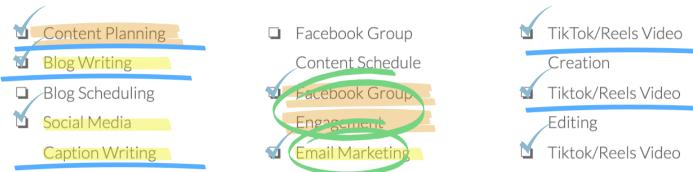
Tep Five IDENTIFY WHAT CAN BE BATCHED

Review the check-marked tasks again. This time, identify which tasks *could* be batched into one single day. If you had 8-hours of uninterrupted time, what could you knock out? Underline these tasks with a colorful pen (not green).



IDENTIFY WHICH TASKS MAKE YOU MONEY

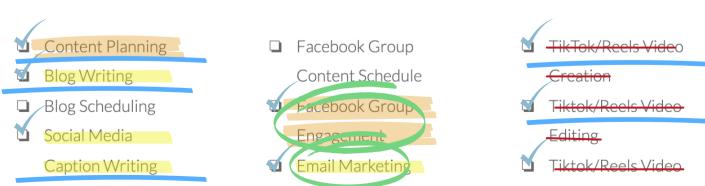
Review the check-marked tasks again. This time, identify which tasks directly make you money. Meaning - every time you do them... you earn income. These tasks most likely fall under sales, marketing, or production. Circle these items with a green ink pen or a vibrant color.



Step Seven

NON-HIGHLIGHTED ITEMS

Review the check-marked tasks again. Which tasks are not highlighted? These should be tasks you currently do, but do not fall in your zone of genius nor are they tasks that can be delegated. Ask yourself if and why they are important. Do you need to keep doing them? If they do not bring you joy and they are not needed to make money, then cross them off your list. These tasks are wasting your time.





Looking at your full list, you should be able to clearly identify how to work less. Everything that is marked through (Step 5) and everything that is delegated (Step 3) is now off your task list. We suggest adding up the amount of hours each removed task takes. That amount of time is what you now have available! All you have left to do is implement your new plan!

Do your math

2-Hours/Week		4-Hours/Week
.50 Hours/Week 1.25 Hours/Week		.x 52 Weeks
.25 Hours/Week		208-Hours /12 mouths
4-Hours/Week Extra	17-Hou	ars Month Extra

Step hine

MAKE MORE

Hopefully you have freed up enough time to focus a little more on your zone of genius tasks & prioritize those tasks that directly make you money. You can dedicate a little more time and effort to the *making money tasks* so that your income increases. Write down how you will make more money.

Example: By delegating & batching blog writing tasks, I will be able to increase my time spent on prospecting.



GOOD LUCK!

Keep in mind, making profit is a numbers game so consider your overhead budget before diving into your next team hires. These changes may not happen overnight, but this completed worksheet is now your plan for how you can make it happen. Cheers to working less & making more!

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