



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.

SOWBO.ORG



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?*

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

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

- | | |
|--|--|
| <input type="checkbox"/> Weekly Prospecting | <input type="checkbox"/> Inbox Lead Management |
| <input type="checkbox"/> Social Media Groups | <input type="checkbox"/> Sales / Pitch Calls |
| <input type="checkbox"/> Clubhouse Engagement | <input type="checkbox"/> Sales / Pitch Emails |
| <input type="checkbox"/> TikTok | <input type="checkbox"/> Sales / Pitch DMs |
| <input type="checkbox"/> NextDoor App | <input type="checkbox"/> Creating & Delivering Quotes |
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> Creating & Delivering Contracts |
| <input type="checkbox"/> Other: _____ | <input type="checkbox"/> Sending onboarding emails |
| <input type="checkbox"/> Other: _____ | <input type="checkbox"/> Adding new clients to workflows |
| <input type="checkbox"/> Research Available Networking Groups/Events | <input type="checkbox"/> Send Thank You Cards/Gifts to New Clients |
| <input type="checkbox"/> Participate in Networking Groups/Events | <input type="checkbox"/> Send Thank You Cards/Gifts to Referral Partners |
| <input type="checkbox"/> Build Strategic Alliances (referral partners) | <input type="checkbox"/> Send Testimonial Request |
| | <input type="checkbox"/> Review Sales Pipeline |
| | <input type="checkbox"/> Review Closing Ratios |

Which ***self-development*** tasks do you do?

- | | | |
|---|---|---------------------------------------|
| <input type="checkbox"/> Join & Participate in Mastermind | <input type="checkbox"/> Hire & Work with Therapist | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Hire & Work with Business Coach | <input type="checkbox"/> Research & Attend Training Workshops | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Read 1-leadership book/month | <input type="checkbox"/> Research & Attend Certification | |
| <input type="checkbox"/> Read 1-strategy book/month | <input type="checkbox"/> Classes | |

Which *marketing* tasks do you perform yourself?

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

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

- | | | |
|--|---|--|
| <input type="checkbox"/> Perform the Service | <input type="checkbox"/> Weekly Team | Fulfillment |
| <input type="checkbox"/> Create the Product | Meetings | Companies |
| <input type="checkbox"/> Package the Product | <input type="checkbox"/> Write SOPs as Process | <input type="checkbox"/> Inventory Control |
| <input type="checkbox"/> Ship the Product | Changes/Improves | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Lead the Support Team | <input type="checkbox"/> Coordinate with Manufacturers, Subcontractors, | <input type="checkbox"/> Other: _____ |

Which **administrative** tasks do you do yourself?

- | | | |
|---|---|--|
| <input type="checkbox"/> Quickbooks expense & income matching | <input type="checkbox"/> Research & Interview Team Members | <input type="checkbox"/> Quarterly Estimated Federal Tax Payments |
| <input type="checkbox"/> Monthly Bank Reconciliation | <input type="checkbox"/> Hire Team Members | <input type="checkbox"/> State Annual Report Filings (Corporations, LLC) |
| <input type="checkbox"/> Monthly/Weekly Bill Payments | <input type="checkbox"/> Build & Promote Team Incentives | <input type="checkbox"/> Office Supplies |
| <input type="checkbox"/> Monthly/Weekly Payroll | <input type="checkbox"/> Send Final Invoice to Customer | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Run Financial Reports | <input type="checkbox"/> Enter Job Related Expenses | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Review Financial Reports | <input type="checkbox"/> Quarterly State Taxes (Sales, Payroll, 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 Product/Service Offerings
- ☐ Innovate & Create New Products/Services
- ☐ Other: _____
- ☐ Other: _____

Step Two

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:

- | | | |
|--|---|--|
| <input checked="" type="checkbox"/> Content Planning | <input type="checkbox"/> Facebook Group | <input checked="" type="checkbox"/> TikTok/Reels Video |
| <input checked="" type="checkbox"/> Blog Writing | <input type="checkbox"/> Content Schedule | <input type="checkbox"/> Creation |
| <input type="checkbox"/> Blog Scheduling | <input checked="" type="checkbox"/> Facebook Group | <input checked="" type="checkbox"/> Tiktok/Reels Video |
| <input checked="" type="checkbox"/> Social Media | <input type="checkbox"/> Engagement | <input type="checkbox"/> Editing |
| <input type="checkbox"/> Caption Writing | <input checked="" type="checkbox"/> Email Marketing | <input checked="" type="checkbox"/> Tiktok/Reels Video |

Step Three

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.

- | | | |
|--|---|--|
| <input checked="" type="checkbox"/> Content Planning | <input type="checkbox"/> Facebook Group | <input checked="" type="checkbox"/> TikTok/Reels Video |
| <input checked="" type="checkbox"/> Blog Writing | <input type="checkbox"/> Content Schedule | <input type="checkbox"/> Creation |
| <input type="checkbox"/> Blog Scheduling | <input checked="" type="checkbox"/> Facebook Group | <input checked="" type="checkbox"/> Tiktok/Reels Video |
| <input checked="" type="checkbox"/> Social Media | <input type="checkbox"/> Engagement | <input type="checkbox"/> Editing |
| <input type="checkbox"/> Caption Writing | <input checked="" type="checkbox"/> Email Marketing | <input checked="" type="checkbox"/> Tiktok/Reels Video |

Step Four

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

Step 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).

- ☒ Content Planning
- ☒ Blog Writing
- ☐ Blog Scheduling
- ☒ Social Media
- ☒ Caption Writing

- ☐ Facebook Group Content Schedule
- ☒ Facebook Group Engagement
- ☒ Email Marketing

- ☒ TikTok/Reels Video Creation
- ☒ Tiktok/Reels Video Editing
- ☒ Tiktok/Reels Video

Step Six

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.

- | | | |
|--|---|--|
| <input checked="" type="checkbox"/> Content Planning | <input type="checkbox"/> Facebook Group | <input checked="" type="checkbox"/> TikTok/Reels Video |
| <input checked="" type="checkbox"/> Blog Writing | Content Schedule | Creation |
| <input type="checkbox"/> Blog Scheduling | <input checked="" type="checkbox"/> Facebook Group | <input checked="" type="checkbox"/> Tiktok/Reels Video |
| <input checked="" type="checkbox"/> Social Media | Engagement | Editing |
| Caption Writing | <input checked="" type="checkbox"/> Email Marketing | <input checked="" type="checkbox"/> Tiktok/Reels Video |

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.

- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> Content Planning | <input type="checkbox"/> Facebook Group | <input checked="" type="checkbox"/> TikTok/Reels Video |
| <input checked="" type="checkbox"/> Blog Writing | Content Schedule | Creation |
| <input type="checkbox"/> Blog Scheduling | <input checked="" type="checkbox"/> Facebook Group | <input checked="" type="checkbox"/> Tiktok/Reels Video |
| <input checked="" type="checkbox"/> Social Media | Engagement | Editing |
| Caption Writing | <input checked="" type="checkbox"/> Email Marketing | <input checked="" type="checkbox"/> Tiktok/Reels Video |

Step Eight

WORK LESS

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!

2-Hours/Week	4-Hours/Week
.50 Hours/Week	.X
1.25 Hours/Week	52 Weeks
.25 Hours/Week	<hr/>
<hr/>	208-Hours
4-Hours/Week Extra	/ 12 months
	<hr/>
	17-Hours/Month Extra

Do your math

Step Nine

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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