**TO CONQUER AND COMPLETE** (Example)

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| --- | --- | --- | --- | --- |
| Outcome | Action | Tools | Assistance | By When |
| New Client | Contact Past Clients with New Offer | Phone  Email  LinkedIn | NONE | 11/20/15 |
| Grow List by 100 | Create Free Training | GoToWebinar | Video Trainings Provided | 11/17/15 |
| Grow List by 100 | Build New Opt-in Page | Lead Pages | Virtual Assistant | 11/10/15 |
| Grow List by 100 | Invite to Training on Social Media | Facebook  LinkedIn  Twitter | Schedule Posts for Next Week | 11/10/15-11/17/15 |
| Launch First Retreat | Establish Theme and Take Aways | Word Doc | Get My Mentors Feedback | 11/12/15 |
| Launch First Retreat | Create Copy for Landing Page | Marketing Language Workbook | Fiverr.com for Graphic Help | 11/15/15 |
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**Outcome**

Outcome is your desired goal. You will often have multiple actions or steps required for a single outcome so break them out singularly and simply so you can see clearly what you need to accomplish.

**Action**

Action refers to the action you need to take to get to the end result. Be sure to be specific and share as many as necessary. When you bundle them into one giant step you are likely to miss details and derail.

**Tools**

These are the tools you will use whether online or offline. You can list networks, software products, and more.

**Assistance**

This applies if you are going to outsource or delegate the action or if you need assistance with the action. It includes learning a new tool (as in video training provided.)

**By When**

Plain and simple, this is your deadline. If you don’t have a deadline you are unlikely to take the necessary action, leverage the required tools, and get the assistance you need to move forward.

Now it’s YOUR TURN!

Scroll down to the TEMPLATE on the next page.

Either cut and paste the template into a word document you can use or print out several copies to use for the week ahead.

Post me on your progress!

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Do this day by day with step by step detail of what you need to get done and notice yourself getting a boatload more accomplished because you’ve broken it down, ensured you have what you need in tools and support, and a real deadline!

Keep a notebook by week or month of what you’ve accomplished! Take credit for profitable productivity.