

START WITH FOCUS

WTF: Where to Focus

The challenge isn't finding more information. The challenge is knowing where to put your attention.

Before you get anything out of the room: head, heart, and feet need to be in the same place.

BE A PROBLEM SEEKER - NOT A PROBLEM SOLVER

Find the problem before someone starts looking for a solution

Become exceptional at identifying the problem worth solving.

Ask different questions

What problems are the people I want to work with experiencing right now?

IF I CAN IDENTIFY THE PROBLEM
EARLY ENOUGH, YOU MAY BE
THE ONLY HORSE IN THE RACE.

WHO ARE YOU ACTUALLY TRYING TO HELP?

Who do you want more of?

What is your Goldilocks number?

Can you describe the exact people you're trying to find?

IF YOU'RE NOT CHOOSING YOUR CUSTOMERS,
YOUR CUSTOMERS ARE CHOOSING YOU.

THINK LIKE YOU ARE PLANNING A DINNER PARTY

Decide who you are inviting - list of specific people.

You create a list of specific people. Our business should work the same thing.

PRIORITY LADDER

Immediate → Urgent → Important → Essential → Aspirational

WE'RE TRYING TO SELL
SWIMMING LESSONS TO
SOMEONE WHO'S DROWNING.

EFFECTIVE COMMUNICATION > EFFICIENT COMMUNICATION

- Moment: When are you communicating?
- Modality: How are you communicating?
- Message: What are you saying?

The right words delivered at the wrong moment can still be the wrong communication.

STOP CREATING RANDOM ACTS OF CONTENT

Create answers to problems that exist inside the world of people you care about helping.
Content should be a piece of help.

- Stop asking: what should I post today?
- Start asking: What problem can I help someone solve today?