

The **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and
sustain your online business!**

Tool #1 - Success Simplified: The Complete Checklist For Achieving Objectives

What does it take to be successful in business? This checklist will deliver the answer to that in the form of an overview / checklist.

Let's get started...

Part One: Set Your Goals

1. Determine your overall business goal.
2. Detail your secondary goals that will support your overall goal.

For example, if you set an overall business goal to generate \$X amount of revenue, then you'd set secondary goals related to traffic, list-building, building your social media platforms, conversion rates and so on.

3. Set milestone goals for those goals that take a longer amount of time.

For example, if your goal is to write a book, then set goals for finishing the plotting, finishing 25%, finishing 50% and finishing 100%. That way, you can celebrate smaller achievements, which will keep you motivated and moving forward.

4. Create rewards to celebrate achieving milestone goals, supporting goals and your overall goals (*set rewards appropriate to the size of the goal*).

5. Check that each goal you set is a SMART goal:

- ⇒ Is it Specific?
- ⇒ Is it Measurable?
- ⇒ Is it Achievable?
- ⇒ Is it Relevant?

⇒ Is it Time-bound?

Example: *"I want to increase my monthly traffic"* isn't specific. Instead, you'd set a goal such as, *"I want to increase my monthly traffic by 50% within six months."* That's specific, measurable, achievable, relevant to one's overall goal, and time-bound. Remember, a goal without a deadline isn't a goal - it's a wish / daydream / fantasy.

Part Two: Develop Plans to Achieve Your Goals

1. Created detailed step-by-step plans to achieve your goals.
2. Create monthly, weekly, and daily to-do lists that are designed to help you achieve your goals.
3. Determine what strengths you have that are relevant to your goals.
4. Detail how to leverage your strengths in order to better achieve your goals.
5. List your weaknesses that are relevant to your goals. *How will you overcome these weaknesses to achieve your goals?*
6. Be sure your plan is solid and realistic.

You can:

- ⇒ Study what others have done to achieve similar goals.
- ⇒ Talk directly to experts who've done what you want to do.
- ⇒ Tweak your plans as needed based on expert feedback.

Part Three: Get Motivated and Inspired

1. Ask yourself WHY you want to achieve these particular goals.

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For example: *Are your goals personally meaningful to you? Do you have a strong, positive emotion attached to these goals?*

2. Determine if you have any fears that are holding you back and examine those fears as needed. *How can you overcome those fears?*
3. Read motivational quotes (*and other materials*) to feel inspired.
4. Understand that sometimes you just need to get started, no matter how you feel, and that momentum will keep you going.
5. Tell supportive people about your goals.

Part Four: Get Focused, Manage Your Time and Be More Productive

1. Set a schedule and stick to it.
2. Get an accountability partner.
3. Reduce or eliminate distractions when it's work time.
4. Set boundaries so that other people don't distract you from your goals.
5. Use tools to boost your productivity. For example:
 - ⇒ GetColdTurkey.com
 - ⇒ IFTTT.com
 - ⇒ Calendly.com
 - ⇒ Slack.com
6. Prioritize your to-do lists. Focus on the 20% of tasks that have 80% of the positive impact for achieving your goals.
7. Break down big tasks into manageable bite-size tasks.

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8. Do dreaded tasks first to get them out of the way which frees mental energy.

9. Don't multitask.

10. Batch similar tasks together.

11. Do "*work sprints*" to boost productivity.

12. Create systems to streamline common tasks:

⇒ Outline the steps of the process.

⇒ Research to refine your process.

⇒ Talk to other experts to refine the process.

⇒ Try out the process and tweak further if needed.

⇒ Document the process so that you can do it in the exact same way every time, plus you can hand the task off to others to complete.

SIDEBAR: *What tasks should you create systems for?*

⇒ Large tasks with many steps.

⇒ Tasks that are complicated.

⇒ Tasks that you may want to hand off to other people to complete.

13. Outsource to free up your time.

SIDEBAR: *What can you outsource?*

Consider:

⇒ Tasks that you don't know how to do.

⇒ Tasks where you don't have the skills to create a good end result.

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- ⇒ Tasks that you don't like / don't have any interest in doing.
- ⇒ Tasks that you tend to procrastinate on.
- ⇒ Tasks where a freelancer can do it for less cost than you (*remember that your time is worth something – doing something yourself is not doing it for “free”*).

Where can you find freelancers?

- ⇒ Freelancing sites: upwork.com, guru.com, fiverr.com, peopleperhour.net.
- ⇒ Google searches.
- ⇒ Recommendations from colleagues, friends, followers.

TIP: Be sure to create detailed project briefs for your freelancers – the more details, examples and resources you provide, the better your end result will be.

14. Look for ways to speed up a process. For example, if you're creating content (*which most business owners need to do*), then you can:

- ⇒ Start with PLR content.
- ⇒ Outsource it.
- ⇒ Use templates.
- ⇒ Use a speech-to-text app.
- ⇒ Repurpose your existing content.

15. Learn to recognize and overcome common issues.

For example:

- ⇒ *Feeling stuck?* **Outsource.**
- ⇒ *Getting distracted?* **Focus on why you want to achieve something; get an accountability partner; outsource; do work sprints; “just do it.”**

- ⇒ *Engaging in perfectionism?* **Realize that you can't make anything "perfect," so aim for high-quality rather than perfection.**
- ⇒ *Procrastinating?* **Shine a light on any potential fears; outsource; check if your goals are personally meaningful to you; prioritize work.**

Part Five: Avoid Common Mistakes

- 1.** Don't try to do it all yourself.
- 2.** Don't fleece your customers. Instead, focus on helping them (*and you'll get what you want as well*).
- 3.** Avoid strongarm tactics. You can be persuasive by being helpful without tricking people, using psychological tricks, manipulating people, etc.
- 4.** Always be honest with your prospects, customers and business partners. (*Develop a good reputation as it is among your most valuable assets.*)
- 5.** Don't conflate your preferences with those of your audience – find out what they want through market research, surveying, etc.
- 6.** Do test and track so you can make data-driven decisions.
- 7.** Don't aim for perfection.
- 8.** Don't give up too soon.
- 9.** Do know when a plan isn't working so you can change course.
- 10.** Avoid procrastination.

NOTE: Be sure to print off this checklist and keep it close for easy reference.