

finish what you start



**BIG IDEA TO REMEMBER:
Every decision is a trade-off**



YOU CAN ONLY DO ONE THING AT A TIME

Every decision that you make is a trade-off. If you choose to do one thing, you can no longer do something else with that time.



PICK & CHOOSE

Trying to be everything to everyone might just be what's getting in the way of your progress.



TAKE CARE OF YOURSELF

The counter-intuitive truth is that if you want to help more people, you need to selfish at times so that you can take care of yourself first. You have to show up less for others, and more for yourself.

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BIG IDEA TO REMEMBER:
Knowing when it's appropriate to say "yes"

↻ PRIORITIZATION IS KEY

Prioritization is what will set you apart from the rest.

↻ FOMO IS REAL

More online trainers get derailed by shiny objects than anything else—the newest social media change, a new way to promote, or anything that others tell you that you should do or else you'll miss out. FOMO (FEAR Of Missing Out) is real, and it's intense, and it's generally a result of poor planning.

↻ USE THE DREAM WEEK SYSTEM

Your first tool to assessing a situation and whether it's worth your time is the Dream Week system we outlined a bit in the third video of this course, and in much more detail in Module 1 of the Academy.

↻ COMPARE & EVALUATE

Armed with the blocks of your time booked into your calendar, it becomes much easier to say no to things that don't align. Whenever you get a request on your time, you simply visit your Dream Week to know what it will be replacing. This helps you make a better decision whether it is worth it or not.

↻ FOCUS ON WHAT'S IMPORTANT

Remember—there are endless things you can do. The secret? None of them work if you try to do them all.

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BIG IDEA TO REMEMBER: How to say "no"

↻ AIM FOR LONG TERM RESULTS

Remember—it's often the unpopular thing in the short term that leads to better results in the long term.

↻ USE TACT & HONESTY

Of course you can simply say "no," but that's not a very nice way to turn somebody down. Turn down every request with tact and honesty

↻ SHOW APPRECIATION

Always show gratitude and appreciation for the request itself. Make sure the person asking you knows how much you appreciate the thought.

↻ MAKE A REFERRAL

If you can, make a referral for somebody or something else that can help them.