

ACTION TOOLS

These pages are for decisions and execution - not extra reading.

HOW TO USE THIS FOLDER

- Complete the worksheet when the matching module asks for a decision.
- Write in plain language. A useful answer is better than a clever answer.
- Keep the current version. Change it only when evidence gives you a reason.
- Your answers should describe YOUR business, expertise, service or product.

THESE ARE NOT HOMEWORK FOR THE SAKE OF HOMEWORK.

Each page should leave you with a decision, a finish line, a next action or evidence you can use.

RESET CARD

Name the pattern you are leaving behind and the behavior replacing it.

THE OLD PATTERN I KEEP REPEATING

Examples: jumping ideas, overbuilding, endless learning

WHAT THAT PATTERN COSTS ME

THE NEW RULE I WILL FOLLOW INSTEAD

WHEN I FEEL THE OLD PATTERN RETURNING, MY NEXT ACTION IS:

DESTINATION CARD

Turn your expertise or business idea into one clear destination.

THE PERSON / CUSTOMER I WANT TO HELP:

THE PROBLEM THEY HAVE OR RESULT THEY WANT:

WHAT I KNOW / CAN DO THAT HELPS:

WHAT THEY CAN REALISTICALLY PAY FOR:

MY ONE-SENTENCE DESTINATION:

I help _____ solve / achieve _____ through _____.

NOW / NEXT / LATER

Give every important idea a place without making everything today's job.

NOW**NEXT****LATER**

CURRENT MILESTONE:

DEFINITION OF DONE:

V1 FINISH LINE

Define the smallest complete version before adding features.

THE CORE RESULT MY CUSTOMER MUST GET:

MUST HAVE

Required to deliver the promised result

NICE TO HAVE

Useful, but not required for V1

LATER

Future versions

V1 IS DONE WHEN:

ONE OFFER CARD

Make the exchange easy to understand.

WHO IS THIS FOR?

WHAT PROBLEM / RESULT?

WHAT EXACTLY DO THEY GET?

PRICE / EXCHANGE?

WHERE DO THEY BUY OR BOOK?

OFFER IN ONE SENTENCE:

LAUNCH PATH TEST

Walk through the customer's path before sending people into it.

1**FIND / SEE ME**

Test result / problem found:

2**UNDERSTAND THE OFFER**

Test result / problem found:

3**CLICK / CONTACT**

Test result / problem found:

4**PAY / BOOK**

Test result / problem found:

5**RECEIVE / START**

Test result / problem found:

THE ONE THING I MUST FIX BEFORE LAUNCH:

4-4-4 DAILY CARD

Full-time target: 4 hours Sell + 4 hours Create + 4 hours Improve.

SELL

Offers / outreach

Follow-ups

Calls / quotes

Sales actions

CREATE

Content / asset

Demonstration

Lesson / proof

Production

IMPROVE

Feedback

Fix friction

Product / service

Process

TIME AVAILABLE TODAY: _____

If shorter than full-time, scale the unit and keep all three alive.

WEEKLY SCOREBOARD

Measure execution first, outcomes second, then read the pattern.

METRIC	TARGET	ACTUAL	LESSON / SIGNAL
SELL reps	_____	_____	_____
CREATE reps	_____	_____	_____
IMPROVE reps	_____	_____	_____
Leads / inquiries	_____	_____	_____
Customers / bookings	_____	_____	_____
Revenue	_____	_____	_____
Repeated questions	_____	_____	_____
Repeated friction	_____	_____	_____

WHAT DOES THE PATTERN SAY I SHOULD DO NEXT?

V1.1 DECISION CARD

Do not change the product because you are bored. Make evidence earn the change.

KEEP - WHAT IS WORKING?

FIX - WHAT REPEATEDLY CAUSES FRICTION?

REMOVE - WHAT IS NOT HELPING?

ADD - WHAT HAS EARNED A PLACE THROUGH EVIDENCE?

NEXT VERSION / NEXT ACTION:

IDEA PARKING LOT

Capture good ideas without letting them interrupt today's milestone.

IDEA	WHY IT MAY MATTER	REVIEW WHEN
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____

RULE: IF IT DOES NOT HELP THE CURRENT MILESTONE, PARK IT AND KEEP MOVING.