

# Making it Happen

# Turning your Ideas into Results

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# Our Goal Today

- To turn the “NOISE” of all your ideas, stress, anxiety, frustration, ambition...
- ***...into results!***

# Today's Agenda

- Your goals – for the next 3 to 6 months
- Identify your constraints
- Put all your ideas together
- Opportunity evaluation
- Prioritise
- Give it legs asap!
- Outsource
- Keep tweaking for better results

# Firstly, stand up

- Introduce yourself to someone from another table
- Tell them WHY you're here?
- What would you like to learn/gain/focus on?

# Your Goals

- What are your goals?
- One month
- Three months?
- One year?

# Your Current Constraints

What are some of your greatest challenges:

- What's holding you back?
- Why haven't you achieved these goals yet?

# What ideas do you have?

- Pair up
- Write down **EVERY** idea you have

# Evaluation Criteria

- What are the evaluation criteria?
- How should they be prioritised?
- Time ?
- Enjoyment/Fun?
- Money?
- Staff?
- Resources?
- Potential revenue?
- Brand value?



Remember...

**No idea is more important  
than what you're  
currently doing right  
now!**

# Time to Test

- Free report
- Print ad
- Flyer
- Existing customers
- Interview
- Google ads
- Facebook ads
- Discussion forums
- Network

# What does success look like?

- What does success look like?
- How will you know if you're onto a winner that you should run with?
- Be ruthless

# Make the most of your strengths

- What are you really amazing at in your work?

# Building your Team

## *Time to Outsource*

- Who is on your team?
- Who do you need to add?

# Outsource

- Write down a list of tasks that need to be done to achieve the goals you want to make happen
- Pick the most important one for NOW
- What is it worth to you to have this job done whilst you do what you do best?
- Now write a job sheet for it (use the template)

# Places to find people

- [Odesk.com](https://www.odesk.com)
- [Remotestaff.com.au](https://remotestaff.com.au)
- [Shorttask.com](https://shorttask.com)
- [Fiverr.com](https://www.fiverr.com)

But the BEST place to find good people is through good people you already know

Remember what your mother always asked you before you went out?

- Who?
- What?
- When?
- Where?
- Why?
- How?



# Rewards

- As you get things happening, make sure you reward yourself

# Planning Model for Projects Step One

- Purpose & Principles
- Why is this being done?
- What is our real purpose in doing this?
- What rules and values will we play by?

# Planning Model for Projects Step Two

- Mission / Vision/ Goal/ Successful Outcome
- What will a successful outcome look like?
- What will it feel like?

# Planning Model for Projects Step Three

- Brainstorming
- What are all the things that occur to me about this project?
- What do I know?
- What do I need to find out?

# Planning Model for Projects Step Four

- Organising
- Identify the components, sequences and priorities
- What needs to occur to make the whole thing happen?

# Planning Model for Projects Step Five

- Next Actions
- What is the next action that needs to happen?

# Keep tweaking

- Test headlines
- Prices
- Up sells
- Payments terms
- Special offers
- Number of special offers
- Bundles

# A Written Daily or Weekly Plan - Six Steps

- Review yesterday – what didn't get done that needs to be moved forward?
- Preview tomorrow (and beyond) – what's coming up that could be prepared for?
- Check commitments for today – what am I locked into today?
- Make a To Do List
- Prioritise your To Do List
- Schedule – book in time for those tasks and activities or they will never happen



# Your Personal Plan of Action

- What are three strategies you will implement over the next thirty days
- Be highly specific



# Thank You

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