

Focus Checklist for Slower Seasons

What to do when business feels tighter than usual

When the market gets cautious, scattered effort makes things worse. Use this checklist to focus on what actually moves the needle. Pick the items most relevant to your situation this week.

1. REVIEW

30 minutes — Get clear on what's actually working

- Look at where your income came from in the last 3 months
- List the activities you've been spending time on
- Identify what's producing results vs. what's just taking time
- Decide what to stop doing, at least for now

2. REACH OUT

1 hour across the week — Your existing relationships are your most valuable asset

- Send 5 check-in messages to past clients or contacts
- Follow up with any leads that went quiet
- Thank someone who referred business to you recently
- Reconnect with a referral partner you haven't talked to in a while

3. REDUCE

30 minutes — When revenue slows, the expense side matters more

- Review subscriptions and cancel what you're not using
- Identify one expense you could pause for a few months
- Look for tools you're paying for separately that could be consolidated

4. RECHARGE

Ongoing — Your energy is a resource. Protect it.

- Set a boundary around news consumption (twice a day, not constantly)
- Schedule one thing this week that recharges you
- Talk to another business owner about how they're navigating this

5. RETHINK YOUR OFFERS

1 hour — Make it easier for cautious people to say yes

- Consider a smaller version of your main service
- Think about what would lower the commitment without lowering the value

- Write out one new offer idea and test it with a past client

● THE FOCUS FILTER

For any task, ask these three questions:

1. Does this bring in money or directly lead to money?
2. Does this serve people who already know and trust me?
3. Can I do this with the energy I actually have today?

If YES to all three: do it first. **If NO to all three:** it can wait.

● THE 3-3-3 WEEKLY PLAN

Instead of an overwhelming to-do list, plan just 9 things this week:

3 Money Activities	3 Relationship Activities	3 Maintenance Activities
1. _____	1. _____	1. _____
2. _____	2. _____	2. _____
3. _____	3. _____	3. _____