

CLEAN SWEEP FOCUS PLAN

Why a Clean Sweep?

I'd like to share a few scenarios of you of **how things you are putting up with can affect your emotional well-being, your ability to accomplish your goals, and most importantly, your financial results.**

You've recently acquired a new computer. In all your excitement, it didn't dawn on you that you have over twelve downloaded software upgrades that you now have to track down to get all your system working on your new computer. You also have all these email addresses you need to set up properly in your new Microsoft Outlook. **Cost: Not having these tools set up is costing you tons of time and frustration. Getting annoyed is draining your energy and after awhile you realize you've spent hours running around in circles getting nothing accomplished.**

You have lost the battle with clutter. There are stacks of papers all over your office. Bills are getting lost because you don't have time to file them. You look for a warranty card from six months earlier and can't find it anywhere. New clients and orders are getting lost which is not good for the bottom line. The big problem is you don't have time to slow down and get things cleaned up. **Cost: You've spent way too much time looking for missing items, lost financial opportunities, extra banking fees, etc. You may have lost a client or a prospect due to lack of organization.**

There is a dent on your car. Every time you see that dent you feel slightly annoyed. You remember the day when backing out of the shopping center a hidden pole jumped out and hit your car. You think to yourself every time you see that dent, "I really have to get that dent fixed." You think through the steps of: get a quote from the body shop, rent a car, and take car in to get fixed. Not to mention what the cost is going to do to your bank account. **Cost: This situation is an energy drain. Energy is seeping out towards an unresolved issue and is costing you by putting you in an annoyed mood. One thing leads to another and you have a pile of emotionally disturbing thoughts trailing through your head.**

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You have a list a mile long of projects you have started and not finished. Of course you have already identified that they are good money makers and deserve your attention. You started in good faith but half way through you realized that you are missing some data, need a website or had to wait on someone else. Six months later these projects are still sitting there, distracting you, calling out to get finished and start making money. **Cost: Incomplete projects drain you, cause you to get distracted and overall become a sense of anxiety. Too much of this gives you a headache or a sick feeling that can only be overcome with a long dose of Oprah and a bucket of ice cream.**

You have an assistant (or other team member, vendor, or client) who every time you talk to them you leave feeling drained and overwhelmed. Ugh. This person is toxic to you and your business. You know you have to do something to handle the situation but the idea of replacing that person seems more overwhelming than dealing with their bad attitude. **Cost: People like this are draining your energy and you need every ounce possible to keep up with your business. When you put off replacing a “bad egg” it can cost you a fortune in lost opportunities. And trust me, if you put off replacing an assistant, eventually the situation will get so bad that you HAVE to handle it at the worst possible time – it will cost you ten times more and be much more draining.**

By putting something on the Focus Plan, you recognize that handling it will help you experience more energy so you can focus on the high pay-off activities that generate massive results.

Step One. Take Inventory.

When you take inventory you are assessing every environment for what’s working and what’s not. The idea here is to get really clear about what is standing in the way of your success. In my years of coaching entrepreneurs, one of the deadliest mistakes a business owner makes is not recognizing the power that distractions, energy drains and incomplete tasks has on your psyche, and therefore your results.

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Start with the Clean Sweep Assessment to get some ideas on what you could focus on. The Clean Sweep focuses on four core areas: physical environment, health & emotional balance, money and relationships.

Take out a piece of paper or a yellow pad and make a list of everything you will commit to handle and/or resolve. Add anything else that you know needs to be specifically addressed. This becomes your Clean Sweep Project Plan. Here are some ideas:

- ✓ Get your technologies working properly (phone, cell, computer, etc.)
- ✓ Review bank statements, P&L and Balance Sheet to get caught up
- ✓ File last year's taxes
- ✓ Set up files for new clients
- ✓ Send all business cards to assistant to scan
- ✓ Call your client /colleague/ vendor who you have "bad energy" with and have that long overdue conversation to get things back on track
- ✓ Fire a team member or vendor who isn't performing properly
- ✓ Hire someone to delegate to
- ✓ Write out your process map or checklist
- ✓ Make follow-up phone calls
- ✓ Handle the pile of clutter on your desk, in your closet, or in your garage.

It is important to remember that not everything on this list must be done right now. Some of these projects will be long-term and that is OK. We are looking for the items that you can create some momentum and high pay-off traction by accomplishing them RIGHT NOW. The next step is to prioritize your projects.

Step Two. Prioritize.

The prioritization step is **vital to eliminating any feeling of overwhelm**. The bottom line question is: What needs to get handled first? Here are some things to consider for the prioritization order:

- ✓ Anything urgent that must get done because of a client deliverable, financial payoff, or other non-negotiable deadline.
- ✓ Anything that is a small chunk that will help you feel the momentum. Sometimes it's more important to just get some small stuff handled to feel things moving again.
- ✓ Anything that will free up mental space, time and energy to accomplish bigger projects.
- ✓ Special Note: Anything that you have been talking about for more than two years that is never going to get done please remove it from your list. It is probably more of a "should" than a high payoff.

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Take your project list from Step One and prioritize it. This will help you know where to start on your Clean Sweep Challenge Day. Now it is time to establish the goal for your Clean Sweep Challenge Day.

Step Three. Set Your Goal.

Now that you have identified all of the incomplete tasks, energy drains and clutter, **set a goal for your Clean Sweep Challenge Day.** Even though all of the items on your list need to get handled, you may not have all the time and resources to complete it all.

I invite you to use the Unstoppable Goals formula. If you don't have the [Unstoppable Goals Program](#), I'll give you the highlights:

- C** – Concise (Specific and measurable outcome at the end of the day.)
- R** – Realistic (Knowing how much time you have, what you can reasonably accomplish.)
- E** – Ecological (Good for you, the people around you, and the world.)
- A** – Action-Oriented (Use action language.)
- T** – Towards positive (Claim the goal as if it already exists right now.)
- E** – Evidence (How will you really know you accomplished it. What will it look and feel like?)

Here are some examples:

“It is now 5:00 pm on October 5th and I have officially completed the bio page of my website. I have pressed the send button on my email sending it my web designer to be loaded up. I feel so elated to have completed this major undertaking.”

“It is now 5:00 pm on October 5th and after four hours of research, phone calls and planning, I have now completed my affiliate marketing action plan. I even signed up my first three new affiliates right there on the phone and they agreed to start marketing my program next week! I now have three new passive revenue streams that are estimated to bring in an extra \$3,000 in revenue next month!”

“It is now 5:00 pm on October 5th and I am so relieved to have finally had the big conversation with my client Nancy to resolve our renegotiated project timeline. Nancy is happy that we worked everything out and to top it all off, we negotiated an extra \$10,000 in changes that will be in my bank account by Monday afternoon!”

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It is important to get clear on what you plan to accomplish. And please, be realistic. I always say, “under-commit and over-perform.” Plus, if you are planning to work on something that you haven’t done before, there may be some tasks that you don’t know how long it will take to complete.

Now take out a new piece of paper and write out all of the tasks that you will commit to focus on for the Challenge Day. Put them in order of highest priority to lowest priority. Now, as you prepare for your Challenge Day, step four will help you prepare to be totally successful with your goal.

Step Four. Prepare.

What do you need to have access to on the Clean Sweep Challenge Day to be successful? Do you need to order any supplies? Do you need access to a resource? How about blocking out the time in your calendar and letting other people know you are not available? Whatever you might need ahead of time so you can just sit down and focus, this is the step to handle it in.

Preparing ahead of time will help you get a jump start. It might be that you use your Clean Sweep Challenge Day to just get everything going. That’s OK too.

Step Five. Execute.

It’s Clean Sweep Challenge Day. To be successful with your challenge you have cleared your calendar, turned off your email and phones, and have notified all family and team members that you are on “do not disturb.”

It’s time to get into power mode.

Go on to the www.cleansweepchallenge.com/blog and post your goal for the day (if you hadn’t already.)

Get your Focus Plan out, jump in and get ready to check off projects!

At the end of the day, be sure to get back on the www.cleansweepchallenge.com/blog/ and share your wins, learnings and accomplishments. Remember, we are looking for the participants who have the GREATEST ACCOMPLISHMENTS with their Clean Sweep Challenge to feature in our ezine! But we have to hear from you within 48 hours of the completion of the day to hear your big wins.

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Oh No! I'm Off Track! Some Tips to Get Back on Track

In case of emergency "stuckness" or breakdown, here are some tips to help you get back on track.

- Take a five minute break to clear your head.
- Get out of your chair (if you are sitting) and stretch.
- Get a drink of water or a snack. Refueling is important!
- Change gears and work on the next project on your list. It's OK, sometimes you just have to have a change of scenery.
- Meditate for five minutes. Or visualize yourself having completed the day and how you want to feel.
- Call in from **10:00 - 10:30am pacific & 1:00 - 1:30pm pacific at (818) 530-4884 x 9** for "open coaching time. My team of coaches will be standing by to help you with anything you get stuck on.
- Post your question or challenge on the www.cleansweepchallenge.com/blog. Someone else may be having the same problem and can share a tip.

Bottom Line: Remember why you are doing the clean sweep challenge in the first place and reconnect with how it will feel to get his handled. For instance, you start up your computer and all the programs are working perfectly. Or you call your new assistant and she (or he) just jumps on the task at hand with lots of enthusiasm.