

A Business Step a Day...

A Month of Getting Focused on Marketing (Month 5)

May 2021

As I write in *The Coaching Business Builder*, and *PlanDoTrack*:

Daily Steps + Consistent Action = Momentum

Small actions every day create momentum. Every month for 2021 I'll be publishing a monthly calendar of quick 15-minute activities geared to be a prompt for these daily steps, getting you into consistent action to create momentum around the things that matter to you.

In today's busy world, we often get so busy in Reacting, that we don't have time to be proactive about the things that are important to us. It is these activities that usually move us ahead in the long term, most times one-step at a time.

With this in mind, these daily prompts are geared to nudge you into daily steps and consistent 15-minute windows of action. This month we focus in on Relationships.

These monthly sprints are intended to be a 15-minute blitz. Set your timer and see how far you get.

DAILY PROMPTS – MAY 2021

- 1 Make a list of your top goals for the month. What are the top 3 things you want to complete? Take stock of last month's achievements. What was the main thing you got done? What are you committed to doing this month? This quarter?
- 2 Clarify expectations with those you work with, especially for work in the remote space. Set, or revisit, expectations in terms of hours of work, personal and work device use, outputs expected, communication.
- 3 Consider the priorities you need to be focusing on this month. How do they connect in with others? What clarity do you need to create around priorities and outputs?
- 4 What are the habits you want to lean into this month?
- 5 What's going to magnify your success around your top 3 goals this month?
- 6 Connections – Who can help you check your goals off your list this month?
- 7 Consistency – What consistent action do you want to take today, and every day, this month around this goal?
- 8 Tackle the hardest task with your main items today for 15 minutes
- 9 Enroll some support around the goals
- 10 What resources will help you be successful with your goals. Add on a resource to support you.
- 11 Focus – Take 15 minutes of focused effort on a key task today.



- 12 Feedback – What feedback do you need from others to help you complete this task. Ask for feedback.
- 13 Get it Done – Take action today until the dangling item with this project gets done.
- 14 Project Blitz – look at the projects you have on the go. What needs to be communicated? What needs to be completed? Take 15 minutes to do that now.
- 15 Clear the decks – what's the one task that NEEDS to be wrapped up?
- 16 Follow-up – What items need follow up? Spend 15 minutes noting and acting on loose ends.
- 17 Connect in with others – Who can help you do this faster or differently?
- 18 Get another pair of eyes on your project.
- 19 Look to see what you can check off your list today – quickly! Get some momentum gong.
- 20 Free Action Day – What do you really want to cross-off your list? Is there something you haven't tackled yet?
- 21 FUN – What can you be doing today to cultivate a bit more fun!
- 22 Communication -what's the communication you want to focus on?
- 23 Self-renewal. Give yourself the gift of focus today.
- 24 Open Day – What needs attention/updating or action?
- 25 Take action and get it done. Be aware of what is good enough vs. what needs to be perfect.
- 26 Give it another push.
- 27 Review your plans from this month and for next month. Are the plans detailed? Prioritized? Are they scheduled?
- 28 Open Day. What needs attention/updating or action?
- 29 Review what worked for you this month, noting what you achieved and what's no longer on your list. What needs to be carried forward or scheduled for future months? Schedule it now.
- 30 Review what metrics you have been tracking. Note changes for next month.
- 31 Celebrate and note your learning. What's shifted in your business this month?

If you want to take an even deeper dive around the topics listed here, consider checking out the posts at the Coaching Business Builder Blog at www.CoachingBusinessBuilder.com, or at the Group Coaching Ins and Outs blog – <https://groupcoaching.blogspot.com>.

Share with others your #1bizstepaday on Instagram or other social media channels using the hashtag #1bizstepaday

You'll also want to follow the #90DaysPlanDoTrack series on Instagram. Enjoy!

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Effective Virtual Conversations (2017), From One to Many: Best Practices for Group and Team Coaching (2013) and Effective Group Coaching (2010)

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