

# CEO DATE

## Checklist & Ideas

Want \*one thing\* that's going to change the trajectory of your business foreverafter? It's making the commitment to having regular CEO dates with yourself.

In our overstimulated and over-stuffed society, we need to regularly carve out time for deep thinking, reflection, strategising, creativity and daydreaming. Nobody is ever going to give us this time – we need to reach out and take it. We need to regularly make time for this, and experience the ripple effect of good things that flow from it.

Setting a date in your diary or calendar is one thing – and an essential start. Actually respecting your past self and taking your CEO date is another thing entirely.

If you repeatedly make the date and then ignore it, it's time to call in help! A business buddy, a spousal declaration, even a donation to a political party that you abhor, should you miss the date! Don't be afraid to bring in the self-binding big guns, should you need.

## Left & right **BRAIN**

There are two key areas to your CEO date – one uses the left brain, one uses the right. You may like to separate these out into separate dates: your CEO date for analytical thinking and your Creativity date for right brain thinking. Notice what comes easier to you (both are needed).

Creativity date	CEO date
<ul style="list-style-type: none"><li>Using your Content Marketing Brainstorm for a particular offering you're wanting to promote.</li></ul>	<ul style="list-style-type: none"><li>Reviewing your financials.</li></ul>
<ul style="list-style-type: none"><li>Dreaming up different collaboration partners or writing a wish list of Dream Clients that you'd love to work with.</li></ul>	<ul style="list-style-type: none"><li>Reviewing and updating your key marketing metrics, including your email list growth, your overall web visitors, your unique web visitors to specific sales pages on your site.</li></ul>
<ul style="list-style-type: none"><li>Briefing your copy writer, graphic designer, videographer, etc. or reviewing their work and giving feedback.</li></ul>	<ul style="list-style-type: none"><li>Reviewing your pricing and positioning and updating key sales documents, such as your client agreements or quotations or proposal documents.</li></ul>
<ul style="list-style-type: none"><li>Getting funky in Canva.</li></ul>	<ul style="list-style-type: none"><li>Writing a job description or job ad and interviewing prospects.</li></ul>
<ul style="list-style-type: none"><li>Choosing images, editing and organising these.</li></ul>	<ul style="list-style-type: none"><li>Writing or refining a written process. Writing or refining your SOPs (standard operating procedures).</li></ul>
<ul style="list-style-type: none"><li>Writing blog posts, articles or web pages, for your own business, others' or media.</li></ul>	<ul style="list-style-type: none"><li>Technical training, or briefing someone to implement technical changes.</li></ul>
<ul style="list-style-type: none"><li>Filming videos or recording audios.</li></ul>	<ul style="list-style-type: none"><li>Researching software and making a decision on this.</li></ul>
<ul style="list-style-type: none"><li>Creating assets you can sell over and over again or templates you can use repeatedly.</li></ul>	