

Activities to Drive Results – The 2x2 System

	Monday	Tuesday	Wednesday	Thursday	Friday
Contacts		Reach Out to 2 New Contacts for Speaking, Podcasts, JV's			Follow Up with 2 New Contacts for Speaking, Podcasts, JV's
Content	Post Content in 2 Places		Post Content in 2 Places		Plan Next Week's Content
Clients		2 Connection Conversations		2 Connection Conversations	

Week of February 7th

	Monday	Tuesday	Wednesday	Thursday	Friday
Contacts					
Content					
Clients					

Week of February 14th

	Monday	Tuesday	Wednesday	Thursday	Friday
Contacts					
Content					
Clients					

Week of February 21st

	Monday	Tuesday	Wednesday	Thursday	Friday
Contacts					
Content					
Clients					

Week of February 28th

	Monday	Tuesday	Wednesday	Thursday	Friday
Contacts					
Content					
Clients					

Monthly Check-In & Reflection

Speaking Gigs Booked	
J/V Opportunities	
Increase # Email List	
# New Clients Revenue	
Consistency w/Content	
Happy Surprises & Successes	

Where did I get stuck or stopped?	
What challenges or obstacles arose?	
What do I need to overcome?	
Who can I ask?	
What resources are available?	

Week of March 7th

	Monday	Tuesday	Wednesday	Thursday	Friday
Contacts					
Content					
Clients					

Week of March 14th

	Monday	Tuesday	Wednesday	Thursday	Friday
Contacts					
Content					
Clients					

Week of March 21st

	Monday	Tuesday	Wednesday	Thursday	Friday
Contacts					
Content					
Clients					

Week of March 28th

	Monday	Tuesday	Wednesday	Thursday	Friday
Contacts					
Content					
Clients					

Monthly Check-In & Reflection

Speaking Gigs Booked	
J/V Opportunities	
Increase # Email List	
# New Clients Revenue	
Consistency w/Content	
Happy Surprises & Successes	

Where did I get stuck or stopped?	
What challenges or obstacles arose?	
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Who can I ask?	
What resources are available?	

Week of April 4th

	Monday	Tuesday	Wednesday	Thursday	Friday
Contacts					
Content					
Clients					

Week of April 11th

	Monday	Tuesday	Wednesday	Thursday	Friday
Contacts					
Content					
Clients					

Week of April 18th

	Monday	Tuesday	Wednesday	Thursday	Friday
Contacts					
Content					
Clients					

Week of April 25th

	Monday	Tuesday	Wednesday	Thursday	Friday
Contacts					
Content					
Clients					

Monthly Check-In & Reflection

Speaking Gigs Booked	
J/V Opportunities	
Increase # Email List	
# New Clients Revenue	
Consistency w/Content	
Happy Surprises & Successes	

Where did I get stuck or stopped?	
What challenges or obstacles arose?	
What do I need to overcome?	
Who can I ask?	
What resources are available?	

Week of May 2nd

	Monday	Tuesday	Wednesday	Thursday	Friday
Contacts					
Content					
Clients					

Week of May 9th

	Monday	Tuesday	Wednesday	Thursday	Friday
Contacts					
Content					
Clients					

Week of May 16th

	Monday	Tuesday	Wednesday	Thursday	Friday
Contacts					
Content					
Clients					

Week of May 23rd

	Monday	Tuesday	Wednesday	Thursday	Friday
Contacts					
Content					
Clients					

Week of May 30th

	Monday	Tuesday	Wednesday	Thursday	Friday
Contacts					
Content					
Clients					

Monthly Check-In & Reflection

Speaking Gigs Booked	
J/V Opportunities	
Increase # Email List	
# New Clients Revenue	
Consistency w/Content	
Happy Surprises & Successes	

Where did I get stuck or stopped?	
What challenges or obstacles arose?	
What do I need to overcome?	
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What resources are available?	