





5 VITAL TIPS TO SUCCESS

THE LOFT  STUDIO

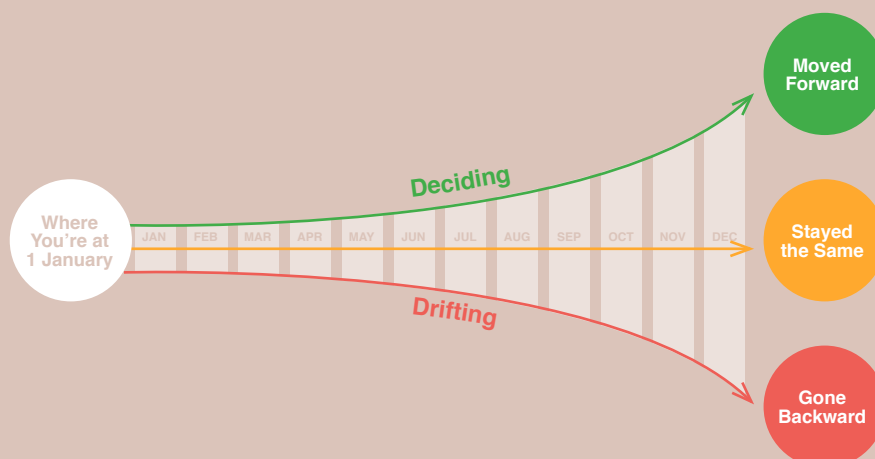
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1. Focus on PROGRESS

It is not uncommon to set goals and make grand plans at this time of year. Sometimes these can be met with mountains of energy in January but by February they are being powered by a whisper and by March they have often completely disappeared. If this resonates with you, I suggest you try a different approach this year....focus on PROGRESS instead. Basically, this time in 12 months you will land in one of three places (see below) and a surprisingly small number of factors determine which of the three it will be.





2. Build the **GAME PLAN**

Get super clear on what it is that you would like to achieve this year. Be realistic as most people over estimate what they can achieve in a month but significantly underestimate what they can achieve in 12 months by taking steady, consistent action. Take some time to really think about the impact you would like to make this year. Consider these areas of your life:- business, finances, family, health, connection – they are all integrated and combined can give you an amazing life – the one that you constantly dream of! The Game Plan is simply getting clear on what outcomes you would like to achieve in these areas over the next 12 months so you can continue **MOVING FORWARD** and making progress!



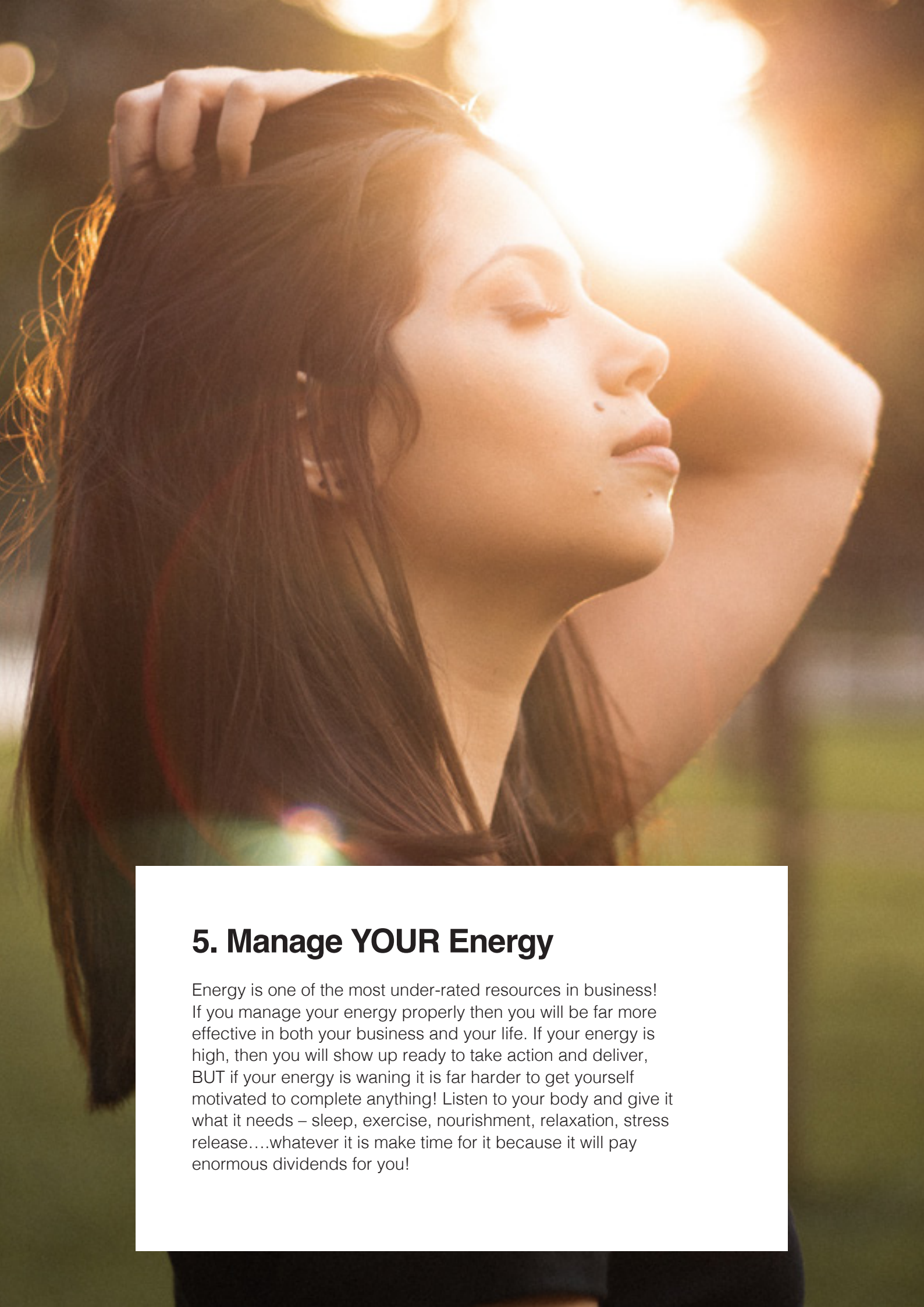
3. Target Your TOP 10

Now that you have identified what outcomes and impact you would like to make in 2019, identify your TOP 10 Projects. A project is something that, if completed will make a big impact! For example, if you want to make more money in your business this year, then you will most likely need more clients, so create a project that focuses entirely on increasing your client numbers. Tasks could include, creating 3 pieces of content that could be used on social media to capture attention and educate potential clients about your expertise. Next it could be to create a video to be used in a Facebook Ad, then build a Landing Page that allows for online bookings and increases your conversion rate, making your Facebook advertising worthwhile. All these tasks combined form a project that if executed well, will deliver huge results into your business. Often, we try to do things too quickly, we don't give it the time it requires to generate an effective result. Focus on execution this year by identifying your Top 10 projects – basically this is one a month, allowing for holidays etc. Spending four weeks on generating a kick-ass marketing campaign that really works to consistently deliver new clients to your business seems like a great use of time don't you think?

4. Scrap the TO DO LIST

Get rid of your never-ending TO DO list! There are 2 things that will significantly help you to do this. First, build your Top 10 project list above and plan those out as most of the time these are what clutter a To Do List and never seem to get crossed off because they are actually too big and feel too overwhelming to even start! Scrap them off your To Do List and approach them as a project. Second, plan your ideal week – if you are not currently planning your time, then you will be wasting it instead. Plan time in your diary for any recurring task that you have to complete – payroll, team meetings, banking, rosters, exercise - anything important you have to do regularly should be allocated time in your schedule, otherwise you will be in a constant state of clutter and have 5 different versions of your To Do List that just continue to grow....scrap it and plan it instead!





5. Manage YOUR Energy

Energy is one of the most under-rated resources in business! If you manage your energy properly then you will be far more effective in both your business and your life. If your energy is high, then you will show up ready to take action and deliver, BUT if your energy is waning it is far harder to get yourself motivated to complete anything! Listen to your body and give it what it needs – sleep, exercise, nourishment, relaxation, stress release....whatever it is make time for it because it will pay enormous dividends for you!