

**THE CAPITALISER WEEKLY WORKSHEET**

ATTRACT xxx PRIORITY/GOAL ONE PRIORITY/GOAL TWO PRIORITY/GOAL THREE

ENGAGE xxx

CAPITALISE xxx

INSPIRATIONAL QUOTE OR FEELING FOR YOUR WEEK HEALTHY MIND, HEALTHY BODY

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MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY

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Daily Value Daily Value Daily Value Daily Value Daily Value

**Weekly Priorities/Key Goals/Actions**

To set ourselves up for success each week, we must be clear on what our ‘MUST DO’ CEO-level type priority tasks are. Three for one week is realistic. We usually over-estimate what we can get done in a day. We can then become overwhelmed, we under-deliver and this can lead to feeling demotivated.

Over to you….

Start with thinking bigger picture as a CEO would do and what your core priorities should be this week. Then start to put your committed actions down on the relevant days and as I mentioned above, be realistic. Keep 20% of time free per day for the unexpected!

**Daily Value**

You should consider at the end of each day what value have you achieved ie. if you completed one session of a workshop that you’ll going to sell, then give it a monetary value. If you’ve created a blog and you’ve pushed it out to your network, guestimate how much this could convert a client. Or if you’ve completed a piece of work for a client, put down the fee that you’ll be receiving. This will keep you focused on what are the things that are giving you must ROI. This helps with a mindset shift.

An alternative to this approach is to think about your core values, and which one or two you will focus on to help you delivery to your best ability.

**Attract/Engage/Capitalise**

There are two approaches to this section. If you’re working for a business, this is all about growing your profile and network which will enable you to do you job better and get promoted faster. Who do you want to attract that week as someone new to your network or reconnect? From an engagement perspective, with the work you’re carrying out and what you need to accomplish who should you be engaging with this week? To capitalise on your performance and productivity, what do you need to do?

If you’re working for yourself, then ‘attract/engage/capitalise’ is all about your marketing strategy. Try and think about five people per week that you want to ‘attract’ from your network and convert to a customer and think of the most effective way you can attract them. Regarding engagement, think about whether you should be creating a blog or sharing a useful article with your tribe. The ‘capitalise’ aspect is think about what you’ve got planned that week, how will you use it to capitalise on by potentially upselling or repurposing it.

**Inspirational Quote or Motivating Feeling of the Week**

Find an inspirational quote or think of how you want to feel this week and jot this down and keep referring to it at the start and end of every day.

**Healthy Mind, Healthy Body**

It’s important to be at your best and having a healthy mind and body are both important. Think of what you will do that week to strengthen your mind and body.

**Finally**

Keep referring to this and track your progress. Every week, put a date and time in the diary to make sure you’re on track for success. If you feel that you need more help then this and would like some project management support, take a look Asana, Trello or Basecamp.

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