



*The 5 Minute
Focus Formula*

GET UNSTUCK & GROW YOUR
BUSINESS IN 5 MINUTES--OR LESS

A Better Way

Are you, like me, one of those people who is always trying to figure out how to be more productive, but hasn't yet found something that works for you?

I was one of those nerds who had a daytimer in MIDDLE SCHOOL. That's right, while my classmates were off learning how to flirt, I was looking for ways to check things off my to-do list, to get more done.

But no matter how hard I tried, I couldn't seem to MAKE it happen.

And in my work with thousands of my fellow high-achievers in this business, I've heard an...ahem...overwhelming...theme:

"I'm overwhelmed."

Do you find yourself thinking these things too?

"I don't know what to focus on to build my business."

*"I can't sort through allll the ideas/freebies/advice to actually see some actual results [*clients, money, customers*] in my business."*

"I have this HUGE list of ideas/downloaded freebies/webinars/advice, but I never seem to actually implement any of it, and I'm FRUSTRATED."

"If someone would just tell me exactly what to do, I'd go do it already."

And I get it. Our brains are constantly bombarded with options and possibilities for ways to start and grow our businesses, and, especially if we're doing so on the side of a 9-5 job and/or a full life (and who isn't?!), again and again we find ourselves spinning, overwhelmed, and reaching the end of the day, the week, the month with a to-do list longer than we started it with, and still with nothing to show for it.

Have you been there?

If so, there's a better way, and I'm going to teach it to you (and help you implement it for yourself!).

I created **The 5 Minute Focus Formula** to help you go from overwhelmed, stuck, and procrastinating (UGH!) to clear and action-taking to grow your business--in just 5 minutes a day! (Really!)

So let's dive in, shall we?



Set yourself up for success

Grab some paper or your journal, a pen, and your phone.

Yes, a focus challenge where you get to use your phone!

See, it's different and fun already!



— Step One —

*Create some space
in your brain*

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Step 1: Create some space in your brain

I know there's a ton competing for your attention always, but all the shiny objects and squirrels in the world won't feel as good as **getting some real traction in your business this very moment**, so I'm super-excited to help you do just that!

Your first step is designed to quickly create some space in your brain for you to make massive traction! Sounds great, right?

Here's the thing--**the reason we often procrastinate is because we don't know exactly which thing to choose to work on to grow our businesses.**

Often, when I ask people what the **#1 money-making task** is in their business, there's silence (and a deer-in-the-headlights look if we're on video or in person).

What the heck IS that money-making task?

Which one is most strategic?





Your First Task:

1. Grab a pen (or Sharpie, if you like the smell like me!) & paper.
2. Set a timer on your phone for 5 minutes.
3. Write your own list of all the things you COULD do to grow your business. Write it out, by hand, and get it OUT of your head, so you can see what you're dealing with--until your brain is empty or the timer goes off!

There's NO judgment and this is not a "most or least" competition!

Once you've done that, you're done with Step 1! Way to go!!

Now feel all that space you've created in your brain--that was the first step in getting more done in 5 minutes a day than you have in the last few days, weeks or maybe even months!

My brain dump:

Work on podcast launch

Create new community anchor content

Follow up with warm leads

Create content for social media

Connect with influencers

Watch a video training

Journal

Meditate

Clean up my project management tasks

Send a newsletter

Create SOPs for recurring tasks/projects

Plan for next launch

Work on my book

Write a new article

Pitch podcasts

Update books for taxes

Update mileage tracker

Work on retreat planning & invites

Check in with team

Set up new URL redirect

Upload call recordings

Schedule next round of livestream interviews





— Step Two —

Make a micro-decision

Now that you've created much-needed space in your brain with Step 1, it's time to do something with that space and your list.

So now, we're going to **narrow your list down** to your top possibilities.

But first, it's important to learn WHY it's been so hard before and actually HOW to decide, so that you can make this decision from a new place....

because deciding is perhaps the most important entrepreneurial skill you can learn right now.

Why has deciding been so hard in the past?

Well, our brains are wired to make a finite number of decisions each day, and at the same time, **they resist making decisions that are really important, for fear of choosing wrong**, so often we use up our decision-making skillz on things that won't actually grow our businesses forward.

Think about it--this business that matters so much to you? If you decide wrong, it could potentially ruin it, right? In fact, **I learned from Jen Sincero (so good) that the Latin roots of the word "decide" literally mean "to cut off."**

Yikes!

If you do decide, you risk cutting off other options, so you naturally try to try a bunch of different things in the hopes that one of those things works and effectively chooses the right thing FOR you, right?

The problem with this is that in reality, **we never give any of these things enough attention, energy, consistency or focus** to actually see results from them when we're splitting our focus that much.

So, we never can determine which is a **money-making task in our business**, because we haven't done enough with any of them to tell!

But we're going to change that right here and right now, in a no-pressure way!



Your Second Task:

1. Set a timer on your phone for 5 minutes (though it will likely take you less--yay!).
2. Look at your full list and to ask yourself, which things feel most exciting, easy or strategic to do in your business right now? Which ones would feel the absolute BEST to have done?
3. Circle the top 3-5 things that stand out to you.

This is just like they used to tell us about standardized tests--go with your first instincts, and don't overthink this.

My example:

Community anchor draft
Podcast launch
Follow up with past leads



— Step Three —

Choose what's right for you!

Now that you've practiced using that decision-making muscle, we're going to choose the best thing for you to work on in your business right now--the one that focusing on for, you guessed it, 5 minutes a day, will help your business grow the MOST!

Are you as excited as I am? I live for this kind of clarity!

Now it's time to set your timer for 5 minutes, pull out that list of 3-5 things from yesterday and ask yourself, which one do I feel most excited about and most capable of doing now?

Which one is going to get you moving forward? Which one feels like the easiest/most fun?

For example, if you've never created a website and that feels overwhelming and stressful, it might not be to do a website. **(In fact, I tell my clients that I want them selling without a website--and they do!)** Now that's not to say there isn't a time & place for one or that there aren't exceptions, but just because it feels like something you SHOULD have, doesn't mean it's the quickest way for YOU to grow your business, make sense?

Note: You're likely to feel excited and scared about this at the same time. That's normal because both of these feelings come from the same part of your brain--but now that you know that, it doesn't need to stop you anymore!





Your Third Task:

1. Set a timer on your phone for 5 minutes.
2. Look at your shortlist, and choose which 1 thing you want to work on.



— Step Four —

Do the thing!

4 *Step 4: Do the thing!*

Wow wow wow--you're on fire!

You now know exactly what to work on to grow your business, and you've determined that 5 minutes--or less--at a time--GO YOU!! I knew you could do it!!

Now going to put that decision into action so that you can feel confident you're heading in the right direction--and see results from your focus!

To quickly recap, you have already:

1. Made a list of all of the things rattling around in your brain that you COULD or "should" be doing to grow your business.
2. Narrowed them down based on what makes the most sense for you.
3. Chose 1 to knock out to get some traction around here.





Your Fourth Task:

1. Set a timer on your phone for 5 minutes.
2. Take your choice from yesterday, and take the teensiest, tiniest step you possibly can. You only have to do it for 5 minutes, seriously.

But here's the caveat: **I recommend you AVOID the deep, dark pit of Googling to research the "best" way or learn some big system you can't possibly implement.**

This is about keeping it SUPER-simple and knocking out that first step.

For example, did you choose to:

Create social media content? --> Write a quick introductory (or re-introductory) post.

Make your website? --> Buy the domain name.

Go on a podcast? --> Decide the first one you're going to pitch.

Create your offer? --> Write down 1 thing you know you want to include.

Follow up with leads? --> Send 1 email, PM or DM.

I chose to work on this draft, and so my 1 step was creating my own list of possibilities that you saw on page 7.



— Step Five —

Mark your progress
(aka time to PARTY!)

Congratulations! In just 5 minutes per step, you've made more **streamlined, efficient progress on something that's been sitting on your to-do list** than you likely have in months.

That's worth recognizing, and that's what we're going to do in this final step--not just for the sake of it, but because it's actually super-strategic to do so.

Why?

When our to-do lists are never-ending, **we often don't take time to appreciate our progress because we're not at the end goal yet...but**, contrary to popular belief, celebrating is NOT going to take away your motivation or make you stop working toward your goal.

In fact, it actually HELPS you accomplish more, and faster, because the less pressure and the more excitement your brain feels, **the more your motivation increases, and the better, more inspired ideas you have access to** (it's neuroscience)!

In short--it's worth doing, **even if part of your brain wants to down-play your accomplishment** and say it's not a big deal and that you'll celebrate when you hit your first \$1k, \$5k, \$10k, X# of clients, or whatever your big goal is (I see you!).

Instead, shift your focus to look at what you just got done, in only 5 minutes per step!

That's BIG.

And it's worth celebrating, which is what you're going to do in your final step!





Your Fifth Task:

1. Set a timer on your phone for 5 minutes.
2. Choose one little thing you can do to recognize your progress, and either do it or schedule it.

Here are some ideas:

Grab your favorite coffee shop drink (a tea latte for me), or go crazy and get the next size up.

Order yourself a little bracelet off your Etsy wish list to look down at and remind you of what you're capable of.

Make a date to do something you've been wanting to do but you've been telling yourself you don't have time for.

Put on your favorite song and have a dance party.

Plan to go out to dinner (or order take-out), and choose something based on how good it sounds instead of the price.

Pour yourself a glass of your favorite fancy beverage (a big, oaky, buttery Chardonnay is mine).

You Did It!

In 5-minute chunks, you:

- Acted like a super-strategic, decisive entrepreneur by taking a step back, STOPPING those spinning wheels, taking a deep breath, and getting all of the ideas flying around in your head out onto paper.
- Narrowed them down based on your goals and what feels exciting to create in your business right now.
- Chose 1 of those possibilities to focus in on to grow your business.
- Took the first step toward knocking out that project!



That's right, your next step, the one that's been hanging over your head for EVER, is now officially underway!

Look at you, you amazing person!

Now, let's keep this momentum going!

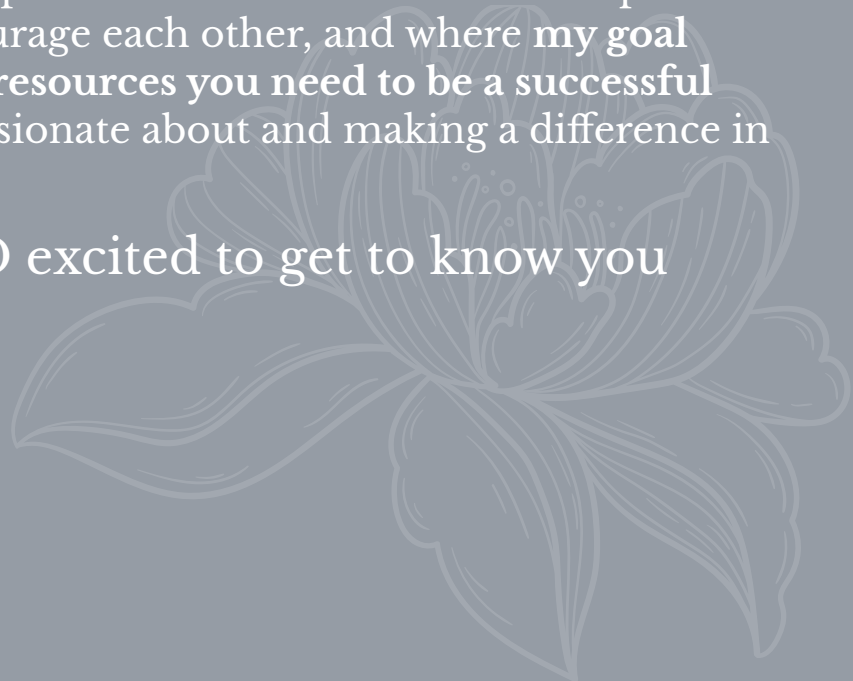
Come on over to [my Facebook community](#) and share what you accomplished, using #5minfocus!

This isn't just another Facebook group--it's one where real relationships are formed, where we support and encourage each other, and where my goal is to provide you with the tools and resources you need to be a successful entrepreneur, doing what you're passionate about and making a difference in the world.

Ready? [Join us right here!](#) SO excited to get to know you better and to help you more!

Christine

Christine McAlister
christine@lifewithpassion.com





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