



*Genius  
Zone*

# THE WORK LESS & MAKE MORE CHALLENGE

This challenge will help you to find and stay in your zone of genius as the CEO of your company while also enabling you to work less hours and make more money.

SOWBO.ORG

# Step One

## LIST YOUR TASKS

Go through each category & tasks listed below. Put a checkmark by what you are currently doing **yourself** in your business. Blank lines are for you to add in anything that's missing in the list.

### Which **digital content** tasks do you do yourself?

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Content Planning                            | <input type="checkbox"/> Facebook Group Content Schedule | <input type="checkbox"/> TikTok/Reels Video Creation                    |
| <input type="checkbox"/> Blog Writing                                | <input type="checkbox"/> Facebook Group Engagement       | <input type="checkbox"/> Tiktok/Reels Video Editing                     |
| <input type="checkbox"/> Blog Scheduling                             | <input type="checkbox"/> Email Marketing Content Writing | <input type="checkbox"/> Tiktok/Reels Video Posting                     |
| <input type="checkbox"/> Social Media Caption Writing                | <input type="checkbox"/> Email Marketing Scheduling      | <input type="checkbox"/> YouTube Video Content Outline                  |
| <input type="checkbox"/> Social Media Scheduling                     | <input type="checkbox"/> Podcast Topic Outline           | <input type="checkbox"/> YouTube Video Content Creation                 |
| <input type="checkbox"/> Social Media Photo Sourcing                 | <input type="checkbox"/> Podcast Scheduling              | <input type="checkbox"/> YouTube Video Editing                          |
| <input type="checkbox"/> Social Media Engagement                     | <input type="checkbox"/> Podcast Recording               | <input type="checkbox"/> YouTube Video Posting                          |
| <input type="checkbox"/> Hashtag Research                            | <input type="checkbox"/> Podcast Editing                 | <input type="checkbox"/> Stripping content from one platform to another |
| <input type="checkbox"/> Hashtag Grouping (to prevent shadowbanning) | <input type="checkbox"/> Podcast Publishing              |   |
| <input type="checkbox"/> Hashtag Implementation                      | <input type="checkbox"/> TikTok/Reels Content Outline    |   |

## Which **sales** tasks do you perform yourself?

- Weekly Prospecting
- Social Media Groups
  - Clubhouse Engagement
  - TikTok
  - NextDoor App
  - LinkedIn
  - Other: \_\_\_\_\_
  - Other: \_\_\_\_\_
- Research Available Networking Groups/Events
- Participate in Networking Groups/Events
- Build Strategic Alliances (referral partners)
- Inbox Lead Management
- Sales / Pitch Calls
- Sales / Pitch Emails
- Sales / Pitch DMs
- Creating & Delivering Quotes
- Creating & Delivering Contracts
- Sending onboarding emails
- Adding new clients to workflows
- Send Thank You Cards/Gifts to New Clients
- Send Thank You Cards/Gifts to Referral Partners
- Send Testimonial Request
- Review Sales Pipeline
- Review Closing Ratios

## Which **self-development** tasks do you do?

- |   |   |                                       |
|---|---|---------------------------------------|
| <input type="checkbox"/> Join & Participate in Mastermind | <input type="checkbox"/> Hire & Work with Therapist           | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Hire & Work with Business Coach  | <input type="checkbox"/> Research & Attend Training Workshops | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Read 1-leadership book/month     | <input type="checkbox"/> Research & Attend Certification      |                                       |
| <input type="checkbox"/> Read 1-strategy book/month       | <input type="checkbox"/> Classes                              |                                       |

## Which *marketing* tasks do you perform yourself?

- Create Facebook/Instagram Ads
- Schedule Facebook/Instagram Ads to Business Manager
- Manage Facebook Ads, Track Results, Etc.
- Create Google Ads
- Schedule Google Ads in Adwords
- Manage Google Ads, Track Results, Etc.
- Run Lead Source Report
- Create Pinterest Pins for Website Content
- Schedule Pinterest Pins
- Create Pinterest Ads
- Manage Pinterest Ads, Track Results, Etc.
- Research For-Print Advertisement Opportunities
- Plan For-Print Advertisement
- Create For-Print Designs
- Research Promotional Products
- Design for Promotional Products
- Purchase Promotional Products
- Research Podcast Interview Opportunities
- Pitch Podcast Interview Hosts
- Schedule Podcast Interviews
- Attend Podcast Interviews
- TV & Radio Spots
- Research, Plan, & Promote Promotional Giveaways
- Hire & Work with PR Strategist
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_

## Which **operational & production** tasks do you do yourself?

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Perform the Service   | <input type="checkbox"/> Weekly Team Meetings                           | <input type="checkbox"/> Fulfillment Companies |
| <input type="checkbox"/> Create the Product    | <input type="checkbox"/> Write SOPs as Process Changes/Improves         | <input type="checkbox"/> Inventory Control     |
| <input type="checkbox"/> Package the Product   | <input type="checkbox"/> Coordinate with Manufacturers, Subcontractors, | <input type="checkbox"/> Other: _____          |
| <input type="checkbox"/> Ship the Product      |   | <input type="checkbox"/> Other: _____          |
| <input type="checkbox"/> Lead the Support Team |   |  |

## Which **administrative** tasks do you do yourself?

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Quickbooks expense & income matching | <input type="checkbox"/> Research & Interview Team Members                      | <input type="checkbox"/> Quarterly Estimated Federal Tax Payments        |
| <input type="checkbox"/> Monthly Bank Reconciliation          | <input type="checkbox"/> Hire Team Members                                      | <input type="checkbox"/> State Annual Report Filings (Corporations, LLC) |
| <input type="checkbox"/> Monthly/Weekly Bill Payments         | <input type="checkbox"/> Build & Promote Team Incentives                        | <input type="checkbox"/> Office Supplies                                 |
| <input type="checkbox"/> Monthly/Weekly Payroll               | <input type="checkbox"/> Send Final Invoice to Customer                         | <input type="checkbox"/> Other: _____                                    |
| <input type="checkbox"/> Run Financial Reports                | <input type="checkbox"/> Enter Job Related Expenses                             | <input type="checkbox"/> Other: _____                                    |
| <input type="checkbox"/> Review Financial Reports             | <input type="checkbox"/> Quarterly State Taxes (Sales, Payroll, Franchise, etc) |  |

## Which **website maintenance** tasks do you do yourself?

- SEO Keyword Research
- SEO Keyword Implementation & Updates
- SEO on Yoast Plugin for New Blogs
- Rename Images & Descriptions to match SEO Keywords
- Update Plugins
- Update Images Quarterly
- Update Portfolio
- Updating Pricing
- Updating Copy

## Which **annual planning** tasks do you do yourself?

- Review Insurance Policies with Agent (Professional, Liability, Auto, Worker's Comp)
- Review Tax Planning with CPA
- Review Legal Setup, Intellectual Property, & with Business Attorney
- Business Building Plan with Business Coach
- Review & Plan Diverse Revenue Streams
- Review & Update Customer Avatars
- Review & Update SWOT (Strategy)
- Review & Update Product/Service Offerings
- Innovate & Create New Products/Services
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_

# Step Two

## IDENTIFY YOUR GENIUS

Review each checked item on the previous pages (checked means that YOU perform this task). Highlight which tasks fall in your "zone of genius." Your zone of genius is something you are GREAT at, enjoy doing, & is considered your superpower. Your list should look a little something like this:

- |  |   |  |
|--|---|--|
| <input checked="" type="checkbox"/> Content Planning | <input type="checkbox"/> Facebook Group             | <input checked="" type="checkbox"/> TikTok/Reels Video |
| <input checked="" type="checkbox"/> Blog Writing     | <input type="checkbox"/> Content Schedule           | <input type="checkbox"/> Creation                      |
| <input type="checkbox"/> Blog Scheduling             | <input checked="" type="checkbox"/> Facebook Group  | <input checked="" type="checkbox"/> Tiktok/Reels Video |
| <input checked="" type="checkbox"/> Social Media     | <input type="checkbox"/> Engagement                 | <input type="checkbox"/> Editing                       |
| <input type="checkbox"/> Caption Writing             | <input checked="" type="checkbox"/> Email Marketing | <input checked="" type="checkbox"/> Tiktok/Reels Video |

# Step Three

## IDENTIFY WHAT CAN BE DELEGATED

Review the check-marked tasks again. This time, identify which tasks *could* be delegated to an admin, marketing assistant, bookkeeper, etc. You may not have an admin right nor or even be able to afford it. Just entertain the concept for the sake of the goal. Do not highlight any "zone of genius" tasks - those are your superpowers that you enjoy. Highlight delegated tasks with a different color.

- |  |   |  |
|--|---|--|
| <input checked="" type="checkbox"/> Content Planning | <input type="checkbox"/> Facebook Group             | <input checked="" type="checkbox"/> TikTok/Reels Video |
| <input checked="" type="checkbox"/> Blog Writing     | <input type="checkbox"/> Content Schedule           | <input type="checkbox"/> Creation                      |
| <input type="checkbox"/> Blog Scheduling             | <input checked="" type="checkbox"/> Facebook Group  | <input checked="" type="checkbox"/> Tiktok/Reels Video |
| <input checked="" type="checkbox"/> Social Media     | <input type="checkbox"/> Engagement                 | <input type="checkbox"/> Editing                       |
| <input type="checkbox"/> Caption Writing             | <input checked="" type="checkbox"/> Email Marketing | <input checked="" type="checkbox"/> Tiktok/Reels Video |

# Step Four

## IDENTIFY WHAT CAN BE AUTOMATED

Review the check-marked tasks again. This time, identify which tasks *could* be automated through a software, CRM, or program. You may not have the software yet or even be able to afford it. Just entertain the concept for the sake of the goal. Highlight automated tasks **with a different color**.

It is okay for the highlights to overlap if they fall in both categories.



- Creating & Delivering Contracts
- Sending onboarding emails
- Adding new clients to workflows
- Send Thank You Cards/Gifts to New Clients
- Send Thank You Cards/Gifts to Referral Partners
- Send Testimonial Request

# Step Five

## IDENTIFY WHAT CAN BE BATCHED

Review the check-marked tasks again. This time, identify which tasks *could* be batched into one single day. If you had 8-hours of uninterrupted time, what could you knock out? Underline these tasks with a colorful pen (not green).

- Content Planning
- Blog Writing
- Blog Scheduling
- Social Media
- Caption Writing

- Facebook Group Content Schedule
- Facebook Group Engagement
- Email Marketing

- Tiktok/Reels Video Creation
- Tiktok/Reels Video Editing
- Tiktok/Reels Video

# Step Six

## IDENTIFY WHICH TASKS MAKE YOU MONEY

Review the check-marked tasks again. This time, identify which tasks directly make you money. Meaning - every time you do them... you earn income. These tasks most likely fall under sales, marketing, or production. Circle these items with a green ink pen or a vibrant color.

- |  |   |  |
|--|---|--|
| <input checked="" type="checkbox"/> Content Planning | <input type="checkbox"/> Facebook Group             | <input checked="" type="checkbox"/> Tiktok/Reels Video |
| <input checked="" type="checkbox"/> Blog Writing     | <input type="checkbox"/> Content Schedule           | <input type="checkbox"/> Creation                      |
| <input type="checkbox"/> Blog Scheduling             | <input checked="" type="checkbox"/> Facebook Group  | <input checked="" type="checkbox"/> Tiktok/Reels Video |
| <input checked="" type="checkbox"/> Social Media     | <input type="checkbox"/> Engagement                 | <input type="checkbox"/> Editing                       |
| <input type="checkbox"/> Caption Writing             | <input checked="" type="checkbox"/> Email Marketing | <input checked="" type="checkbox"/> Tiktok/Reels Video |

# Step Seven

## NON-HIGHLIGHTED ITEMS

Review the check-marked tasks again. Which tasks are not highlighted? These should be tasks you currently do, but do not fall in your zone of genius nor are they tasks that can be delegated. Ask yourself if and why they are important. Do you need to keep doing them? If they do not bring you joy and they are not needed to make money, then cross them off your list. These tasks are wasting your time.

- |  |   |   |
|--|---|---|
| <input checked="" type="checkbox"/> Content Planning | <input type="checkbox"/> Facebook Group             | <input checked="" type="checkbox"/> <del>TikTok/Reels Video</del> |
| <input checked="" type="checkbox"/> Blog Writing     | <input type="checkbox"/> Content Schedule           | <input type="checkbox"/> <del>Creation</del>                      |
| <input type="checkbox"/> Blog Scheduling             | <input checked="" type="checkbox"/> Facebook Group  | <input checked="" type="checkbox"/> <del>Tiktok/Reels Video</del> |
| <input checked="" type="checkbox"/> Social Media     | <input type="checkbox"/> Engagement                 | <input type="checkbox"/> <del>Editing</del>                       |
| <input type="checkbox"/> Caption Writing             | <input checked="" type="checkbox"/> Email Marketing | <input checked="" type="checkbox"/> <del>Tiktok/Reels Video</del> |

# Step Eight

## WORK LESS

Looking at your full list, you should be able to clearly identify how to work less. Everything that is marked through (Step 5) and everything that is delegated (Step 3) is now *off your task list*. We suggest adding up the amount of hours each removed task takes. That amount of time is what you now have available! All you have left to do is implement your new plan!

2-Hours/Week	4-Hours/Week
.50 Hours/Week	.X
1.25 Hours/Week	52 Weeks
.25 Hours/Week	<hr/>
<hr/>	208-Hours
4-Hours/Week Extra	/ 12 months
	<hr/>
	17-Hours/Month Extra

Do your math:

# Step Nine

## MAKE MORE

Hopefully you have freed up enough time to focus a little more on your zone of genius tasks & prioritize those tasks that directly make you money. You can dedicate a little more time and effort to the *making money tasks* so that your income increases. Write down how you will make more money.

Example: *By delegating & batching blog writing tasks, I will be able to increase my time spent on prospecting.*



## GOOD LUCK!

Keep in mind, making profit is a numbers game so consider your overhead budget before diving into your next team hires. These changes may not happen overnight, but this completed worksheet is now your plan for how you can make it happen. Cheers to working less & making more!

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