Step 1

Brain Dump Sheet

Clear your mind. Let it flow freely without judgment.

Do not organize!

Date / /

Use this sheet at the start of each week or anytime your mind feels overwhelmed. The process takes about 10–15 minutes and will leave you calmer, clearer, and ready to take action.

Step 2 Weekly Focus Template

Follow Instructions below:

1. Review your brain dump.

Ask yourself the 3 Filter Questions

1. Does this directly support revenue?
2. Does this simplify my business?
3. Can this wait until next season?

The Rule

1 or 2 = NO then 3 = YES

2. Label each item with 1, 2, or 3 based on the answered questions above
3. Cross out all the 3's; Circle 1's and 2's
4. Review 1's and 2's to determine which one is the most urgent (drives revenue)
5. Choose your three most important focuses for the week. Not tasks - focuses. Each focus should represent an area of meaningful progress. Then break each one into a single, concrete next action.

My THREE FOCUS AREAS for the week:

1. ----------
2. ----------
3. ----------

My PRIMARY Focus is:

Next Action:

By (date/time):

My Secondary Focus is:

Next Action:

By (date/time):

My Supporting Focus is:

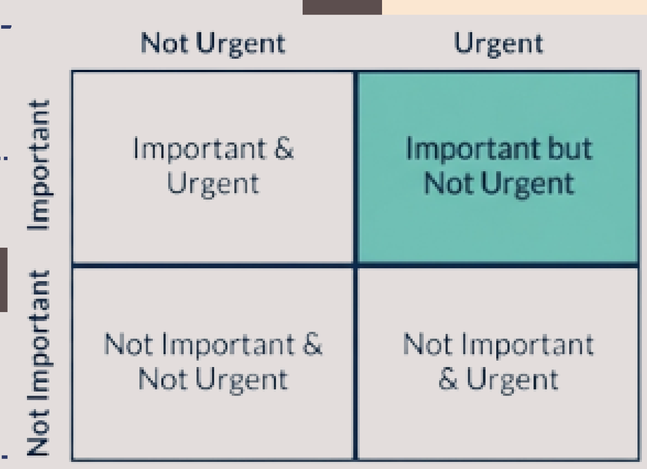
Next Action:

By (date/time):

Three focuses is the maximum, not the minimum. If you only complete your Primary Focus this week, that is a successful week. Progress on what matters most is always enough.

Clarity Matrix

	Not Urgent	Urgent
Important		
Not Important		



Most of what feels urgent isn't important.
And most of what is important doesn't feel urgent.