

How to embrace

THE FOUR FE4RS®

of Business Ownership

A Brilliant Business Backbeat

MAXIMISE THE IMPACT OF EVERY ACTION YOU TAKE

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THE FOUR FEARS® GUY

A Brilliant Business Backbeat

Let's start where we left off back in Chapter Three ("You Do Have Time") and, following on from the *One-Day 20-Point Challenge* activity, let's refresh your memory of all the things you noted on your "do and to-do" list.

"Act, Auction, Avoid"

Write out your "doing / to-do" list and then (based on the scores you gave each task in the 20-Point Challenge), decide whether you are going to act, auction or avoid them:

Task	Score	Act	Auction	Avoid

Action, Impact, Energy, Technique

Focusing now solely on the tasks (or actions) in your Act column, think about how you can improve on the impact and results each one can bring to your business. Consider the following:

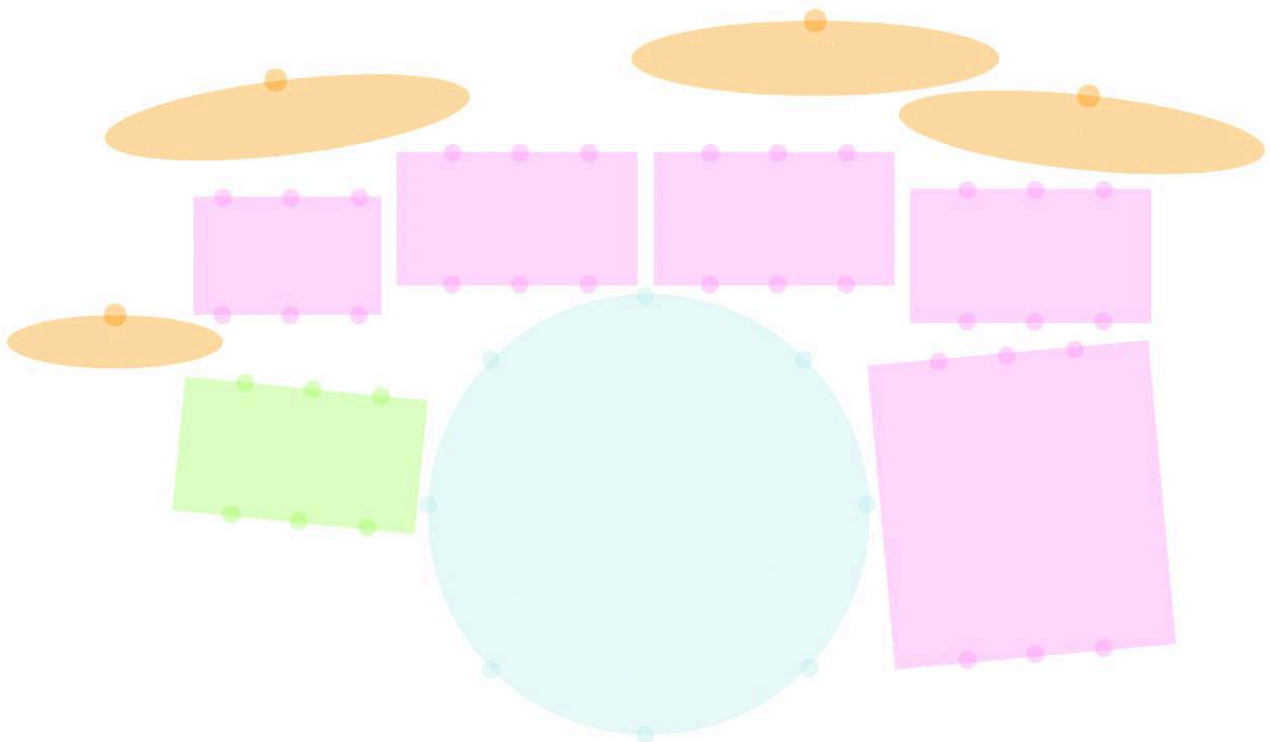
- How could you be more efficient in completing this task?
- What is the ideal impact you want to create from completing this task?
- What momentum will this task create (how will it help you move forward)?

Task	Improvements

Your Business Drum Kit

Using the drum kit picture (below), mark out the areas of your business that you now want to concentrate on. Use the following, suggested, thinking:

- **Bass drum** = The heart of your business
- **Snare drum** = Reliable, identifiable beat that drives your momentum
- **Hi-Hats** = Consistent rhythm to keep people's attention
- **Toms** = Colours and accents to excite and delight
- **Cymbals** = Flourishes to make you stand out from everyone else in your *oeuvre*



You can switch up your groove at any time

But as long as you stay focused on the actions that create the best and most appropriate impact for your *Big Business Wish* (without wasting precious energy), then you will keep your audience on the dancefloor.

Count them in - one, two, three, four!