



MAD Monday = Massive Action Day

Every Monday, before you answer an email or pick up the phone, complete this sheet to focus your attention on what is going to make the biggest impact this week.

Answer the following 5 questions:

1. What is our HUG - Huge Uncompromising Goal? Are our results showing that we are on track to achieving our HUG?
2. What opportunities am I not taking advantage of right now?
3. What project could I roll out and compete this week that would make a major impact in our results?
4. If I could improve one thing in our studio right now, what would it be?
5. What is the ONE most important task that needs to be completed TODAY to move us towards achieving our HUG?