

# MY DAILY FOCUS

## USING THEME DAYS TO REACH YOUR GOALS

We all have certain tasks that we need to do for our business. And there are tasks that will produce results if we do them consistently.

Think about the goals you have for this year. Is it to increase your personal sales, personal recruiting, or to promote more leaders? Or, maybe you want to increase your show average or earn an incentive trip. Once you set those goals, figure out what tasks will help you achieve what you desire. Then break those tasks into a daily focus.

This gives you permission to focus on ONE set of actions each day instead of being overwhelmed by what can feel like an endless list of “things to do”. This can also help you stay balanced in your business, because it prevents important tasks from falling through the cracks.

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**I'VE INCLUDED AN EXAMPLE OF WHAT YOUR DAILY FOCUS COULD LOOK LIKE. DEPENDING ON WHAT YOUR GOALS ARE, YOU MAY CHOOSE TO HAVE THE SAME DAILY FOCUS MULTIPLE TIMES A WEEK.**

**TAKE THIS EXAMPLE AND MAKE IT YOUR OWN!**

LYDIA MARTIN

Digital Strategist & Trainer, Step Into Success

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## PERSONAL SALES

- Follow Up with Booking Leads
- Make Customer Care Calls
- Coach Upcoming Hosts
- Send Customer Newsletter or Email
- Host your own Home Party or Virtual Party
- Contact customers for re-orders

## PERSONAL RECRUITING

- Follow Up with Recruit Leads
- Invite past hosts and customers to learn more
- Meet with a potential consultant
- Host an opportunity event
- Work on improving how you INFORM and INVITE guests to learn about your opportunity

## TEAM SALES

- Do coaching calls
- Schedule posts for your team's Facebook group
- Send encouraging postcards and messages to team members
- Work on training segments for your upcoming meeting
- Connect with your new consultants and those working toward a specific goal

## TEAM RECRUITING

- Do coaching calls with potential and current leaders
- Host an information call, meeting, webinar or Facebook event where team members can invite guests to learn more
- Invite team members to join you on an interview
- Do 3-way-calls with team members and their leads

## CONTENT CREATION

- Create images for social media posts
- Write a blog post or article for your newsletter
- Record a Video
- Plan for your next Facebook Live broadcast
- Create flyers or handouts for your vendor events
- Write emails for upcoming launches or events

## SOCIAL MEDIA

- Schedule posts for your business page
- Schedule posts for your VIP group
- Set up your Facebook events
- Make new connections
- Send personal messages
- Take a training
- Go LIVE in your Facebook page or group

**THESE TASKS ARE JUST EXAMPLES.**

**YOUR DAILY FOCUS AND THE TASKS RELATED TO THAT FOCUS WILL BE UNIQUE TO YOU.**

**THE GOAL IS NOT TO DO ALL OF THE TASKS LISTED EACH DAY. IF YOUR FOCUS ON MONDAY IS PERSONAL SALES, THEN SCHEDULE TIME ON MONDAY TO DO ACTIVITIES RELATED TO BUILDING THAT AREA OF YOUR BUSINESS.**

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WHAT WILL YOUR WEEK LOOK LIKE? HERE'S AN EXAMPLE:

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	Personal Sales	Personal Recruiting	Content Creation	Personal Sales	Social Media	

HAVE A TEAM? HERE'S HOW YOUR WEEK MIGHT LOOK:

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Social Media	Personal Sales	Personal Recruiting	Team Sales	Personal Sales	Team Recruiting	Content Creation

WHAT TO LEARN HOW TO TRACK THIS INFORMATION DIGITALLY?  
VISIT [WWW.STEPINTOSUCCESS.COM/PAPERLESS](http://WWW.STEPINTOSUCCESS.COM/PAPERLESS)

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