

## Leveraging Your time ~ The Blue Ocean Exercise

I learned the phrase 'Blue Ocean' from my coach Alex Moscow. The Blue Ocean specifically refers to there being no competition for you because you've niched so well there is literally no one else who offers what you do the way you do. The feeling of being in the Blue Ocean is the place of peace where you have some space and ease afforded to you by all the hard work you've put in, the financial well-being and savings you've accumulated and the time off you enjoy doing the things you love. I created this illustration to help you divide your tasks and leverage your time to get you to the blue ocean most quickly.

There are 3 ways to categorize the tasks that we need to do for our business ~ all of these need to be done at some point! But here I've categorized them by how fast you want to have money coming in.

I've just seen so many talented guides who are spending so much time on the back end of things when what they need is to sell some offers and get out in front of people. When you have time, energy and money freedom then you can work on the back end stuff and make things look really pretty. For this exercise "Done is better than Perfect."

### **River Tasks** ~ *These flow us directly into the ocean.*

- Sales Calls, Sales Pages
- Creating Promotions
- Sending Email Offers
- Anything that has a CTA (call to action)
- Live offers/Masterclass/Webinar/Summit
- Getting in front of people and making them an offer

### **Stream Tasks** ~ *These support the River Tasks.*

- Finding leads
- Booking Support or Connection Calls
- Nurturing your community (emails, FB groups)
- Writing posts
- FB lives

### **Lake Tasks** ~ *These don't support the flow to the Blue Ocean very quickly.*

- Any activity with no CTA (call to action)
- Website Upgrades
- Logo/Branding
- Launching Podcasts
- Writing articles/Blogs

## Writing course content

Here's the breakdown. Of all your marketing time you should spend 80% on the River and Stream tasks and 20% on Lake tasks. The way I do it is to make sure I have offers and courses in place to sell that meet my financial goals. I work 100% of the time selling and filling the courses and 1:1 coaching. (River and Stream Tasks.) Then when things are steady and my coaching/teaching time is full, and no need to sell for a while, I take on the Brook Tasks of redoing websites, branding, articles, research, course creation, etc.