

Keyboard CEO: Post Course TO DO List

One of my superpowers is note taking.

I also love a good TO DO List (and expensive stationary).

Even more so, I love crossing items off from my TO DO List.

If you share this obsession, you might be interested in this TO DO List that I have created from the course.

I'm going to be using it over the next few weeks to make sure this isn't just another great course that I only half-heartedly follow up.

Having lost 80% of our business, this isn't a time for half measures.

Need some help? ***Tasks in italics could be perfect for an intern.***

So perhaps a virtual intern could be useful after all?

Register your interest in growing your business while helping to launch the career of an international intern at: <https://www.professionals.global/keyboard-ceo.html>.

Want more information? Drop me an email at bella@professionals.uk.com or connect on LinkedIn: <https://www.linkedin.com/in/bellacranmore/>.

I look forward to hearing from you!

Bella

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Ensure I am bringing my A game:

1. Research online the morning routines of successful people
2. Create my own recipe and routine (including tiny habits)
3. Repeat for evening routines

Get clear on who is your Betty?

1. *Research my tribe. Stalk them online. Who are they following? Where do they hangout? What do they read? What is their struggle?*
2. Who is the human being on the other side?
3. Answer these questions:
 - What are they running from?
 - What are they running towards?
 - What emotion do I want them to feel?
 - How am I going to make them feel this emotion?
 - What transformation do they want?
 - How can I interrupt the conversation already going on in their head?
 - What is my desired outcome? Be specific.
 - What are their beliefs and their desires? How can I connect these?
4. Create a short description of my Betty based on the research.
5. Ask questions of followers on Twitter
6. Read this article: <https://blog.hootsuite.com/target-market/>

BJ Fogg and B = MAP

1. Look up notes on BJ Fogg model
2. Who are my customers who are highly motivated and highly able?
3. How can I make it easier for the highly motivated but low ability?
4. Can I engage the low motivated but high ability with humour?
5. Review my Ability Chain. Which of the 5 links is weakest: money, time, ease of use, mental effort, routine?

Grow My Capabilities

1. Create a system (aka 2nd brain) for collecting and curating information and ideas
2. Explore and download Apps: Instapaper, Evernote and Medium
3. Set up IFTTT to link the apps (link Twitter likes to Evernote)
4. Identify my role models - 10 Pure Gold people to follow on Twitter
5. Follow David Perell for great writing
6. Follow Brene Brown for empathy
7. Follow Tim Ferris for life hacking
8. Follow Benjamin Hardy on Medium for platform strategy and research
<https://benjaminhardy.com/>
9. Follow Rich Schefren <https://strategicprofits.com/>
10. The magic of Deep Work: try out Pomodoro Technique
11. Creative routine for writing: write each and everyday
12. Try out Otter app for automatic transcription of voice messages (link to Evernote)
13. Collect great examples of writing and write out 10, 20, 100 times!
14. Study [8 Things Every Person Should Do Before 8am](#)

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15. *Collect Quotes around specific subjects to share on social media*
16. *Explore presenting my systems and compound processes as flywheels to get clear on thinking*

Power of going Niche

1. *Google research: What can I become an expert in, in 20 hours or less?*
2. *Start saying No. Put together a 'To Don't List'*
3. *Brain storm ideas for creating my Skyscraper(s).*

My big idea

1. *What is my big idea that I am willing to spend 10,000 days on?*
2. *How can I best be in the results business? (and not compete on price or value)*
3. *Brainstorm – I am the company THAT... (what is my Wim Hof?)*
4. *Arrange Zoom with friends to test out my ideas*
5. *How can I build my community? My email list?*
6. *Brainstorm Email strategy. What can I give?*
7. *Research and create manifesto for my tribe*
8. *Test idea with a landing page – sign up for <https://www.leadpages.net/>*
9. *Research ideas using Google Trends*

How to gain Influence – be different, separate yourself from the herd

1. *Think about 80/20 rule. What is the 20% of my time which creates 80% of results?*
2. *Which magazines / websites do I want to be in to give a message to my tribe?*
3. *Brainstorm: Different beats better. How can I be different and get attention of tribe?*
4. *Competitor research: what are the competition doing? I am want to do something completely different to standout)*
5. *Research Typeform to do survey to find out what they value?*
6. *Research ideas for evergreen content*
7. *Research opportunities for collaboration*
8. *Research competition ideas (get free photography)*
9. *Research an enemy (climate change)*
10. *Research and brainstorm report / white paper ideas and content*
11. *Research cheat sheet content*
12. *Research list (makers and mavericks) and build influence by approaching people/companies included*
13. *Research and design manifesto*
14. *Research podcast opportunities – what niche is available?*
15. *Brainstorm club ideas (i.e. no wash club)*
16. *Research possible awards and deadlines and how to enter – add to calendar*
17. *Research hashtags*
18. *Research refer a friend ideas and referral incentives*
19. *Research – how can I use LinkedIn better?*

How to write hooks

1. *How can I get my tribes attention?*
2. *How can I be relevant?*
3. *How can I serve my tribe?*
4. *What big claim can I make? And back up.*

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5. Promise myself to spend more time on my headlines and subject lines for emails etc.
6. How can I use emotion?
7. Brainstorm metaphors (i.e. Alan Greenspan's Goldilocks economy)
8. Write 30 headlines for my next email newsletter
9. Try writing using Journalist framework of: who, what, when, where, why and how?
10. Explore Instagram as a writing platform

My Demand System

1. Brainstorm: how can I plant seeds for future customers?
2. What content can I give away free now in exchange for email sign up and possibility of buying in distant future? Manifesto? Yearbook?
3. What is my counter intuitive idea? (i.e. eat fat and lose weight).
4. Research Rich Schefren (sold £millions reports)

Finding my voice

1. *Research manifestos – Holstee, Lululemon and Nike*
2. Research and write own manifesto
3. *Design up manifesto*
4. Think about my voice – it can be many things – 5 senses – smell, texture, colour.
5. Brainstorm: how can I be more fun in my writing?
6. Document more stuff – take videos and photos (tiny habit?)
7. Write up note to self: Perfectionism is a form of procrastination. It's okay to be scrappy and vulnerable and real.
8. How can I make emotion my super power?
9. Don't play small. Put myself out there for Podcasts, talks etc.

Books to research/read

1. [Do The Work](#) – Steven Pressfield
2. [Nobody wants to read your Sh*t](#) – Steven Pressfield
3. [Tiny Habits](#) – BJ Fogg (ask Mike for secret 'Behaviour Design chapter'!)
4. [Influence](#) – Robert Cialdini
5. [Pre-suasion](#) – Robert Cialdini
6. [The Book of Rest](#) – James Reeves and Gabrielle Browne
7. [Deep work](#) – Cal Newport

Other follow ups

1. Connect with people from the course on LinkedIn
2. Buy Blackwing Pencils and Leuchtturm notebook as gift to self!
3. Sign up to host an international virtual intern: <https://www.professionals.global/keyboard-ceo.html>