

SS Chart Detailed instructions:

The Steady Sales chart breaks down into four sections: two on the back page and two on the inside pages.

The bottom of the back page can be very personal. It can also be a basic business reminder of why you do what you do every day. The section above mission, vision, and destiny is nothing more than a to-do and idea list that corresponds with your stated goals on the inside pages.

At the top of the inside pages are spaces for you to insert goals over the near, intermediate, and long-term, however you define those. Change the durations to any you wish. For example change 6-month goals to 3-month. Change 1-year goals to 6-month. Change 2-5 year goals to 9-12 months.

Next, write any personal or professional goals that you can track over each time frame. For example, in the goal series number one I am writing: "Habituate my 4x40 routine" (3 months). "Complete all chapter outlines for my book" (6 months). "Give 1st draft of my book to Kelley" (9-12 months.)

I encourage you to complete goal series 2 and 3 with professional items that have been dogging you for a long time.

The large, middle section of the inner pages is designed to help you put some teeth into your goals. This section can be confusing if you stay inside the boxes, particularly the left side of the page. Forget about the tricolor band with 30 day, 60 day, in 90 day blocks in it.

Those blocks were originally designed to help users move in 90-day sprints as they worked towards 1-year and longer goals. For our purposes you can eliminate those blocks completely or change the day duration to anything you wish. Transpose one goal from the top of the page to one of the three goal blocks on the left of the page.

The next section, "Starting Point" asks you to write a brief sketch of your current state. I encourage you to notate recurring obstacles that have foiled you in the past. For example, I wrote, "Repeatedly make and fail on this promise to self. Trick myself into thinking I can do it later in the day or week. Have a very hard time starting."

Moving further to the right, sketch the specific "Action Items" critical to your success. Do you need to generate reports, prepare documentation, conduct a survey, join the gym? I wrote, "Mon. Wed. Fri. complete the 40-min by 12 noon"

In the next box, "Expected Results" sketch how the preceding action item will support your goal. Follow that with a very concrete next step and a deadline. I wrote, "Develop confidence that I can cultivate steady discipline when there is no urgency" followed by, "Write unpolished riff on my lost sale by end of weekend."

Keep a copy of the Steady Sales chart on your desk. Write notes all over it. Make it yours. Look at it every day. We are all brilliant masterworks. Let's keep ourselves shiny together. I hope this helps.