HOMEWORK TRACKER

PRE-WORK

Complete before Session 1

	#	Assignment	Due Before	Completed
☐	0.1	**Client Input Brief** Complete your intake form. What you sell, who you pay, what information you have.	Session 1	
☐	0.2	**Where Do I Stand** Score yourself across the four life and business areas. Be honest.	Session 1	
☐	0.3	**Before The Work Starts** Answer three questions about why you are doing this and what you want from it.	48 hrs before S1	
☐	DISC	**DISC Behavioral Assessment** Complete via the link Frank sends. Allow 20 to 25 minutes.	Session 1	
☐	READ	**Intro and Chapter 4** Read the Introduction and Chapter 4 of The Business You Meant to Build. Answer the Put It to the BS-Free Test questions.	Session 1	

SESSION 1

Why the Hell Are You Doing This?

Due before Session 2

	#	Assignment	Due Before	Completed
☐	1.1	**Your Business In 6 Words** Finalize the six-word statement started in session. Keep sharpening until it feels uncomfortably specific.	Session 2	
☐	1.2	**Three Eyes of the Business Owner** Map every activity to a role. Estimate time split across Tactician, Manager, Entrepreneur.	Session 2	
☐	1.3	**Business Model Tool** Rough first pass. What you sell, who buys, what you charge, why they buy, what it costs to run.	Session 2	
☐	1.4	**Your Three Constraints** Write the three things holding the business back right now. Gut answers only.	Session 2	

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	#	Assignment	Due Before	Completed
☐	**1.5**	**The Business Before** Fill in Section 1 now while the session is fresh. This is your baseline.	Session 2	
☐	**READ**	**Chapters 1 and 5** Read Chapters 1 and 5 of The Business You Meant to Build. Answer the Put It to the BS-Free Test questions for both.	Session 2	

SESSION 2
What Does Your Business Actually Cost? | Due before Session 3

	#	Assignment	Due Before	Completed
☐	**UPDATE**	**Business Model Tool** Verify every estimated number. Pull three months of actual revenue by source.	Session 3	
☐	**2.1**	**The Constraint Inventory** Continue from where the Three Eyes work left off. Complete the constraint reflection and full activity checklist.	Session 3	
☐	**2.2**	**The Lost Opportunity Filter** Read the context before completing. Apply your hourly rate to the activity inventory. Commit to Three.	Session 3	
☐	**2.3**	**What Gets Measured Gets Managed** Read before Session 3. Answer the five-number question and bring the list.	Session 3	
☐	**ACTION**	**Compliance Commitments** Find the status of everything flagged. Set recurring calendar reminders.	Session 3	
☐	**READ**	**Chapter 7** Read Chapter 7 of The Business You Meant to Build. Answer the Put It to the BS-Free Test questions.	Session 3	

SESSION 3
Numbers You Can Actually Use | Due before Session 4

	#	Assignment	Due Before	Completed
☐	**3.1**	**The Handoff Plan** Document each of the three commitments with solution, how it works, how you know it is working, and the date.	Session 4	

	#	Assignment	Due Before	Completed
☐	3.2	**Ideal Customer Reality Check** Complete both parts. Part 1 defines the customer. Part 2 tests whether enough exist and whether they are finding you.	Session 4	
☐	READ	**Chapter 3** Read Chapter 3 of The Business You Meant to Build. Answer the Put It to the BS-Free Test questions.	Session 4	

SESSION 4
Your Customer and the Experience That Wins Them | Due before Session 5

	#	Assignment	Due Before	Completed
☐	4.1	**Your Customer's Journey** Map at least one more customer profile or journey type independently using the tool from session.	Session 5	
☐	4.2	**Your Marketing Audit** Complete all four parts honestly. The channel audit in Session 5 starts from what you bring here.	Session 5	

SESSION 5 | Your Marketing Reality | Due before Session 6

	#	Assignment	Due Before	Completed
☐	5.1	**The Funnel Channel Audit List** Leverage this tool to identify marketing channels you may not be taking advantage of for where your customers are.		
☐	5.2	**Channel Strategy Tool** For each item on the committed short list, complete one row. If you cannot answer every column you are not ready to run it.	Session 6	
☐	5.3	**My Business Workbook** Complete through Section 5. Read through everything you have built since Session 1. Tighten anything still vague.	Session 6	
☐	5.4	**My 90-Day Operating Plan** Add marketing KRI and KPI pairs. Complete first two sections. Draft your full KPI list.	Session 6	

	#	Assignment	Due Before	Completed
☐	**READ**	**Chapter 2** Read Chapter 2 of The Business You Meant to Build. Answer the Put It to the BS-Free Test questions.	Session 6	

SESSION 6 HOMEWORK | Complete this week

	#	Assignment	Due Before	Completed
☐	**READ**	**Chapters 6 and 8** Read Chapters 6 and 8 of The Business You Meant to Build this week. Do not read them before Session 6.	This week	
☐	**ACTION**	**Re-Score the BS-Free Tests** Score yourself across Got It, In Progress, BS Alert. Send the numbers to Frank.	This week	
☐	**ACTION**	**Execute First 7 Days** Run the first seven days from Section 6 of My Business Workbook. That week sets the pattern.	This week	