

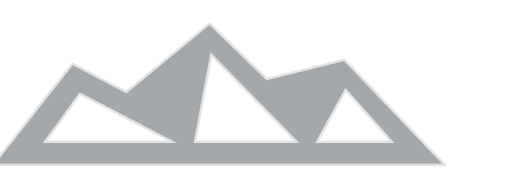
# **BUYBACK BLUEPRINT™**

**W O R K S H E E T**





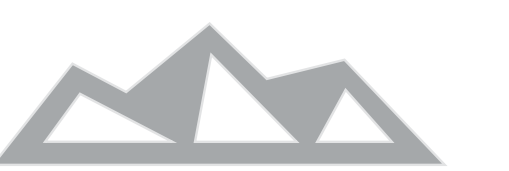
# Notes



# The Pain Line™



# Notes



# Buyback Rate™

---

**Formula:**  $(\text{Income (Profit, Salary, Expenses)} / 2000) / 4 \text{ (4X ROI)}$

---

**Examples:**  $(\$500,000 / 2000) / 4 = \$62.50$   
 $(\$100,000 / 2000) / 4 = \$12.50$



# CEO Time Scorecard

Name:

Date:

\$10 (Admin)	\$100 (Work)	\$500 (Manage)	\$5000 (Strategy)
Administrative	Publishing Content	Leadership Development	Business Development
Running Errands	Post Production	Playbook Design	Strategic Planning
Travelling / Details	Processing Email/Social	Planning With Team	Innovative Campaigns
<b>In The Business</b>		<b>On The Business</b>	





# Notes



# The Camcorder Shot List

Define the tasks that take up your time, are low value and can be delegated to others. Once identified, outline the major piece then record them using the Camcorder Method™.

Name:

Date:

<b>Task</b>	<b>Video Outline</b>	<b>Team Member</b>





# Tools for Recording

Name:

Date:

Name	URL	Why I like it...
Loom	<a href="http://www.loom.com">http://www.loom.com</a>	Allows you to record your computers desktop, audio, video and works on both Mac & PC.
CloudApp	<a href="https://www.getcloudapp.com">https://www.getcloudapp.com</a>	Allows you to record and SHARE easily on Mac & PC.
Zoom	<a href="http://www.zoom.com">http://www.zoom.com</a>	Deliver training to remote teams, host meetings and record at the same time.
iPhone Video (Mobile)	<a href="https://www.getcloudapp.com">https://www.getcloudapp.com</a>	Allows you to record anything, add audio notes and then save on Dropbox for processing.
Voxer (Mobile)	<a href="https://www.voxer.com/">https://www.voxer.com/</a>	Allows you to quickly record voice message when disconnected (i.e. in flight) and send to your team when reconnected.



# Notes





# Email GPS™

---

## Email

**Plan Your Day  
First**

**Auto Filter**

**Give Assistant  
Access**

## 7 Folders

**All Mail**

- ! - (Your Name)**
- ! - Newsletters**
- ! - Responded**
- ! - To Respond**
- ! - Receipts**
- ! - Review**

## Responding

**Inbox  
Procedure**

**Communication  
Guidelines**

**This is Lauren, Dan's assistant :)**

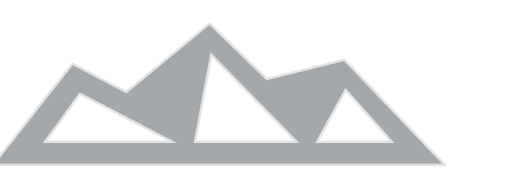
**I got to this email before he did and  
thought you'd appreciate the speediest  
reply...**

**Power Move: Turn off ALL application notifications**





# Notes



# Replacement Ladder™

Hire	Feeling	Ownership



# The 95/5 Rule

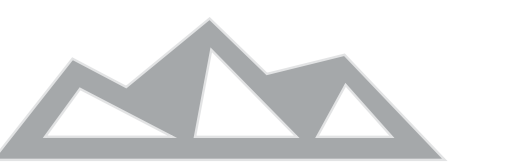
List everything in the left column that needs to get done in a month period in your business (95%). In the right column, select only the things that drive the business forward.

Name:

Date:

**95%**

**5%**





# Energy & Time Study System

Log everything you do in 15 minute increments for 2 weeks. At the end of each day, right T or S next to each item (Tactical or Strategic), then highlight in Red (took energy) or Green (gave energy) for each entry.

Name:

Date:

## Week 1

## Week 2

8-9am - Process Email

T

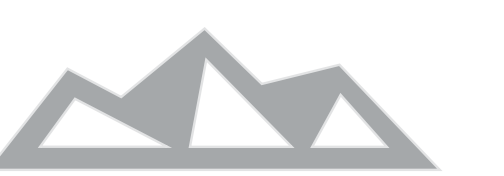
10-11am - Designed Marketing Playbook

S



# Notes

A large grid of small dots for taking notes, covering the majority of the page.



# Next Hire Evaluator

Answer the questions below to help you decide on who to hire. Then outline 3 potential hires and score them for most efficient impact. Finally define the outcomes and playbook for the new hire.

Name:

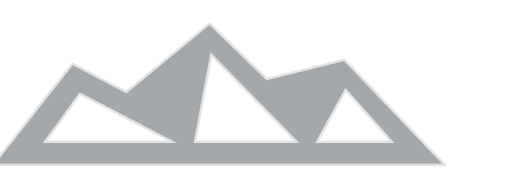
Date:

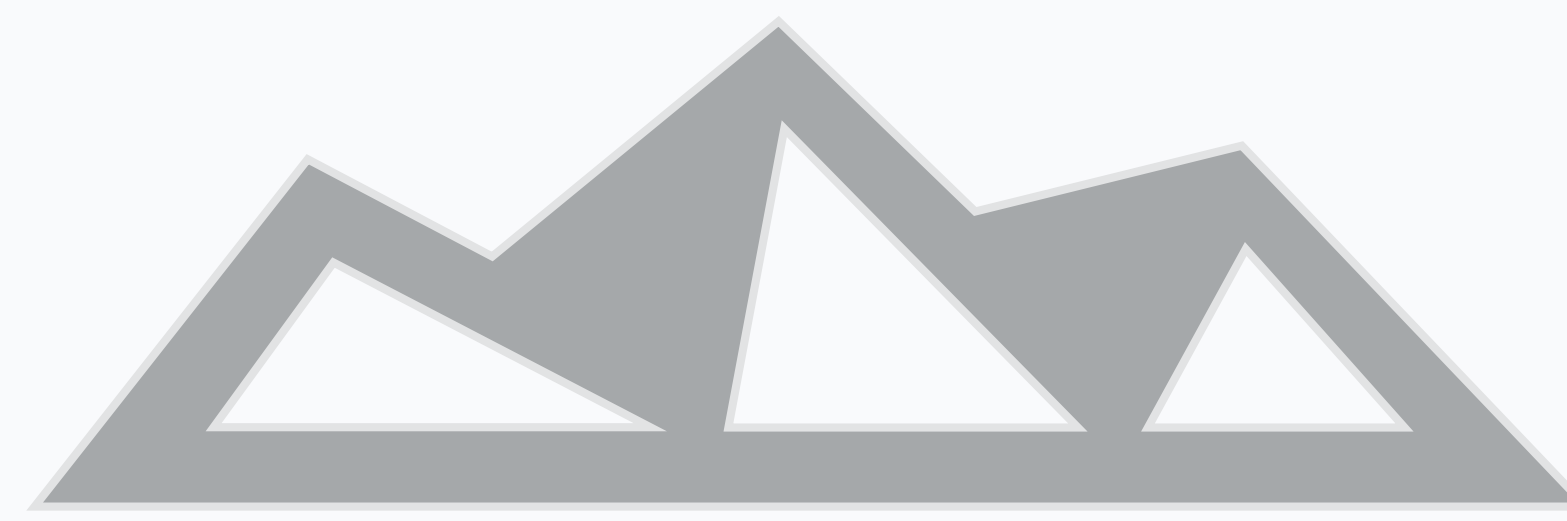
Questions	Top 3 Hires		Alignment
<p><b>Low Value Time Suckers</b>   What \$10 dollar tasks are you still managing? Inbox? Calendar? Reporting?</p>		<p><b>Make \$</b>      1 2 3</p>	<p><b>The Final Hire Decision</b></p>
<p><b>Bottlenecks</b>   If your business tripled in size next month what would break?</p>		<p><b>Time Saved</b>    1 2 3</p>	
	<p><b>Affordable</b>    1 2 3</p>		
	<p><b>Total:</b></p>		
	<p><b>Make \$</b>      1 2 3</p>		
<p><b>Curse of Gifted</b>   What are you good at, that takes up a lot of your time that's valuable to the company?</p>	<p><b>Time Saved</b>    1 2 3</p>		
	<p><b>Affordable</b>    1 2 3</p>		
	<p><b>Total:</b></p>		
	<p><b>Make \$</b>      1 2 3</p>		
<p><b>Revenue Focus</b>   What do you need most: Retain more customers? Make more from each customer? Or get more customers?</p>	<p><b>Time Saved</b>    1 2 3</p>	<p><input type="checkbox"/> <b>Playbook Outline?</b></p>	
	<p><b>Affordable</b>    1 2 3</p>		
	<p><b>Total:</b></p>		





# Notes





[danmartell.com](http://danmartell.com)