

Stop Starting : Start Stopping The Business Detox Intervention

MONDAY 11th May 2020
3pm GMT+1

Book Your Place

<https://chaosification.com/detox-chaos-to-creation-calls/>

Exhausted from too much to do and not enough time?

Paralysed by too many competing ideas, distractions and gurus?

Confused about what tactics will work for your expert business?

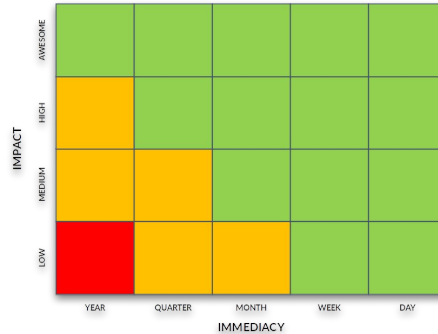
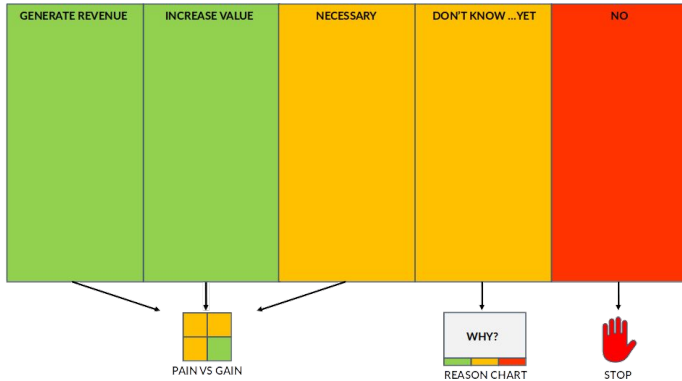
Don't know whether to pivot, pull out or push on?

Join us on this action-focused 2 hour Business Detox so you can decide what tactics you'll focus on and confidently move forward to your goals.



Stop Starting : Start Stopping The Business Detox Intervention

Replay



Debbie Jenkins
Chaosification Expert
www.DebbieJenkins.com



Joe Gregory
Co-founder Rethink Press
www.RethinkPress.com

Stop Starting : Start Stopping The Business Detox Intervention



Housekeeping

In the chat:

#?

#IDEA

#WTF

Mute (till told otherwise)

Turn off video if you want to be anonymous

Debbie Jenkins & Joe Gregory



Chaosification Expert!
www.DebbieJenkins.com



Co-founder Rethink Press
www.RethinkPress.com



It's chaotic out there & it's not your fault!

Overload - FOMO, consumption, comparison, guilt, fatigue

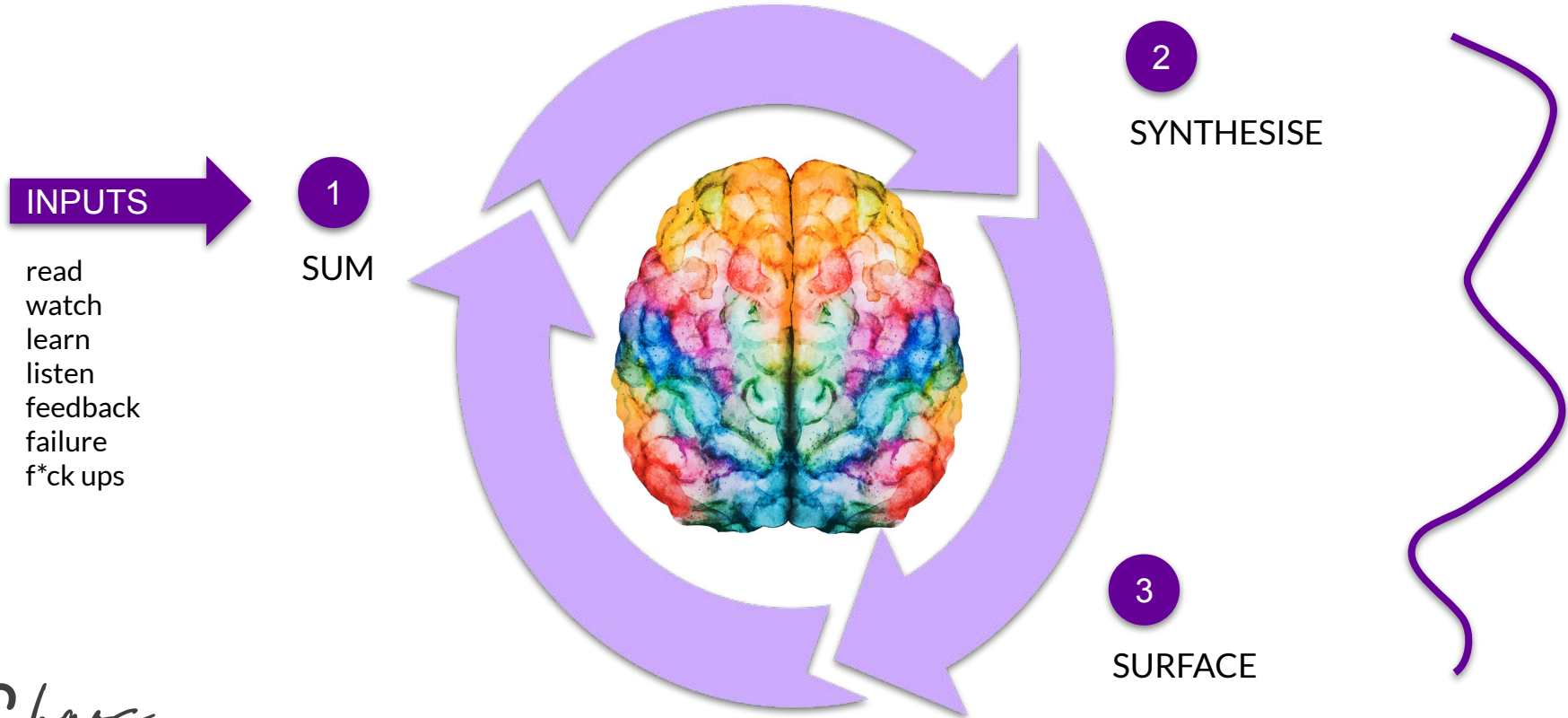
Cached thinking

STOP

START



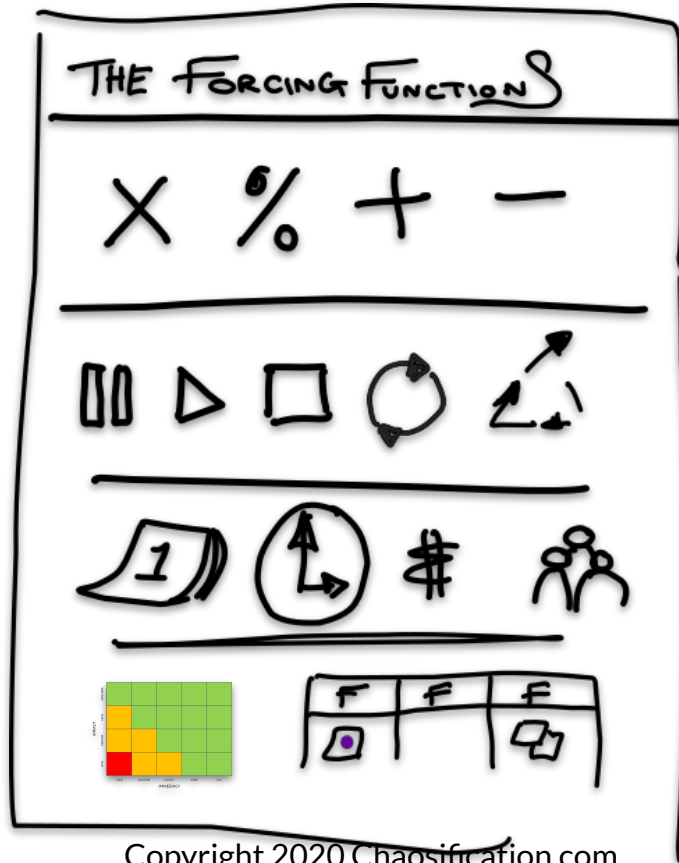
Chaos is a feature not a bug



Creation is your Responsibility



Start With Constraints



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The Business Detox

*Effectively & efficiently doing
the wrong things isn't productivity ...*

... it's waste and leads to madness!



Where did the detox come from?

Saying “yes” to everything in an effort to grow


Grew quickly - but chaotically - and it stopped being fun

Developed these tools out of necessity and tested them

Ultimately sacked our biggest client and changed direction

Gorillas Want Bananas: The Lean Marketing Handbook for
Small Expert Businesses

Why & How to Detox



10 Minutes -
listen for the
bell

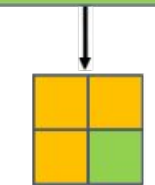
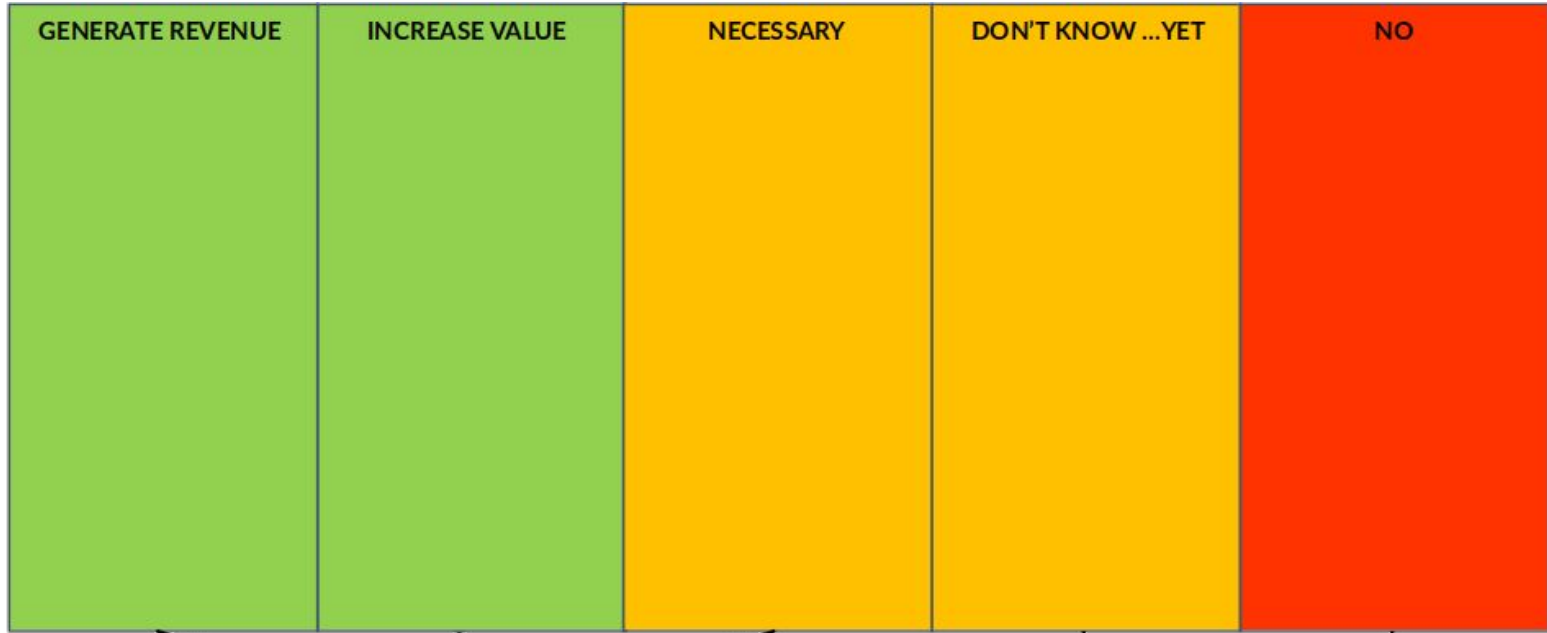
Be honest with yourself

Take the time to collect ALL ideas on post-its - full brain dump

One “thing” per post-it

Things = anything that’s on your to do list(s) right now for your business - marketing, ideas, tasks, creations, promises, unfinished stuff...

The Truth Chart (What)



PAIN VS GAIN



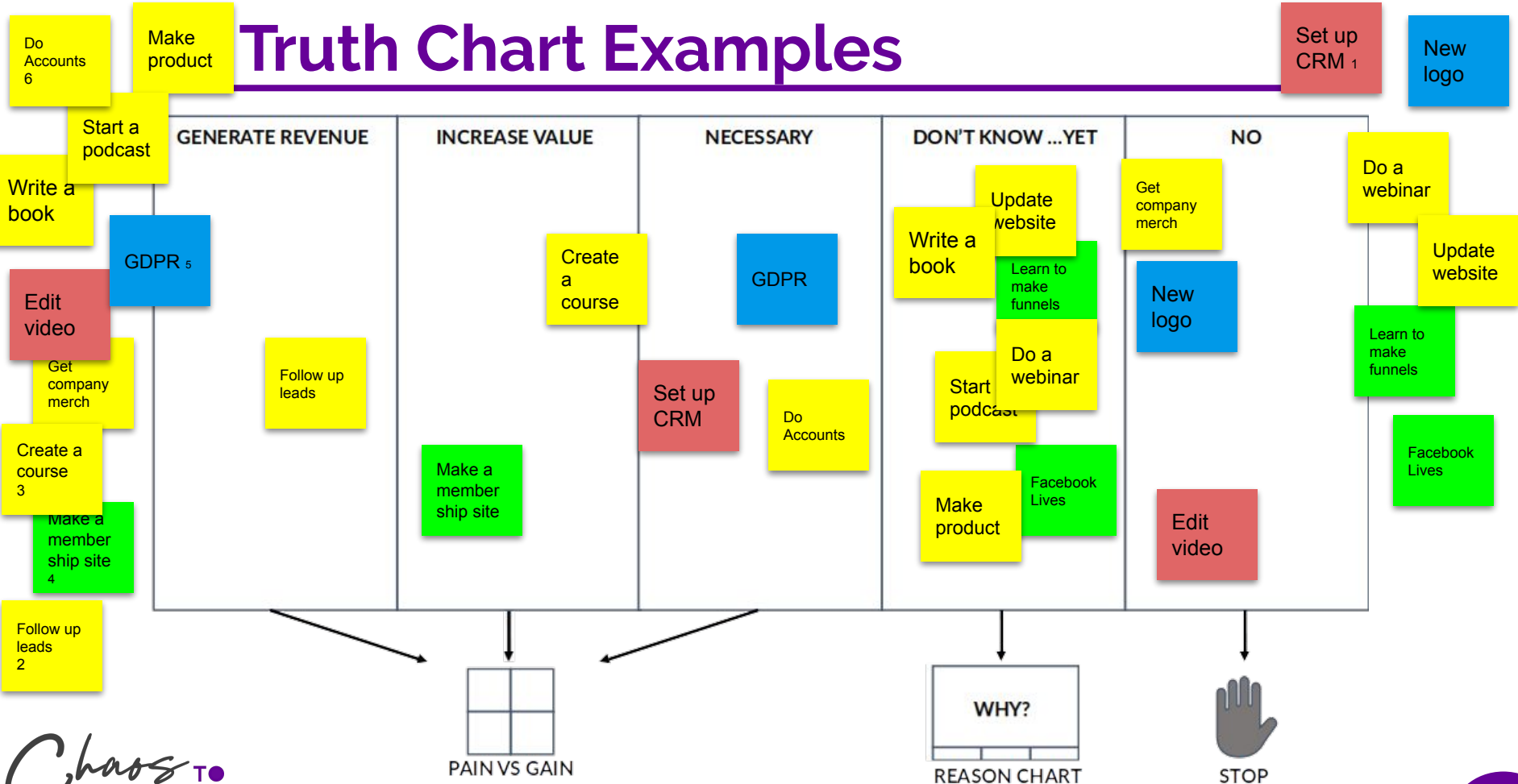
REASON CHART



STOP



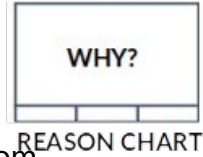
Truth Chart Examples



Map Your Own Truth Chart

GENERATE REVENUE	INCREASE VALUE	NECESSARY	DON'T KNOW ...YET	NO

10 Minutes -
listen for the
bell



The Most Powerful Question

Why?

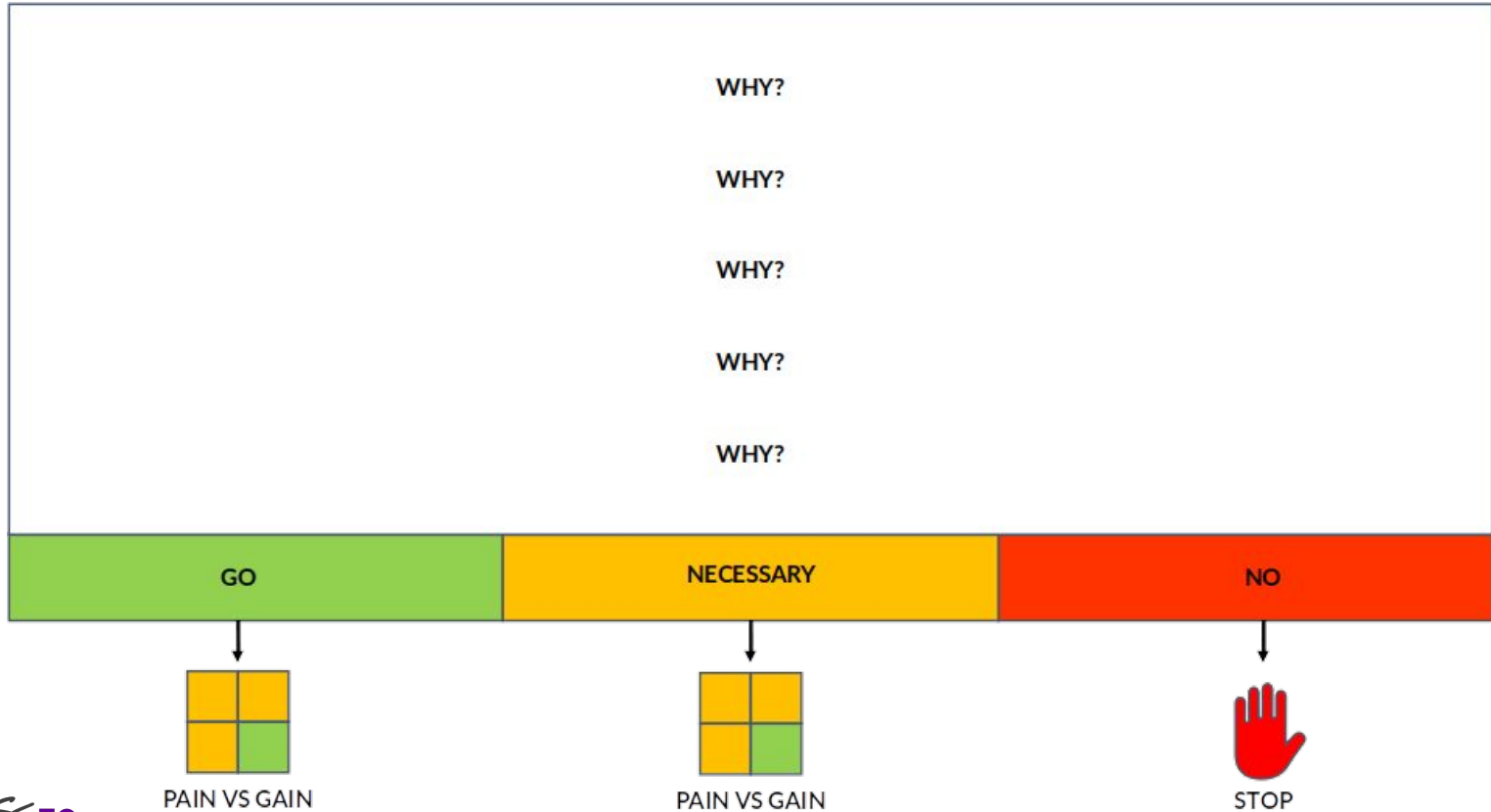
Sakichi Toyoda developed 5 Whys in 1930s

Chain of reasons that lead to root cause or root purpose

For this process we're sorting purely for 3 good reasons

- Generate Revenue
- Increase Value
- Necessary

The Reason Chart (Why)



The Reason Chart Example

Learn to make funnels

Write a book

Start a podcast

Update website

Facebook Lives

Do a webinar

Make product

WHY?

WHY?

WHY?

WHY?

WHY?

Do a webinar

Learn to make funnels

Update website

Start a podcast

Facebook Lives

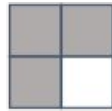
Write a book

Make product

GO

NECESSARY

NO



PAIN VS GAIN

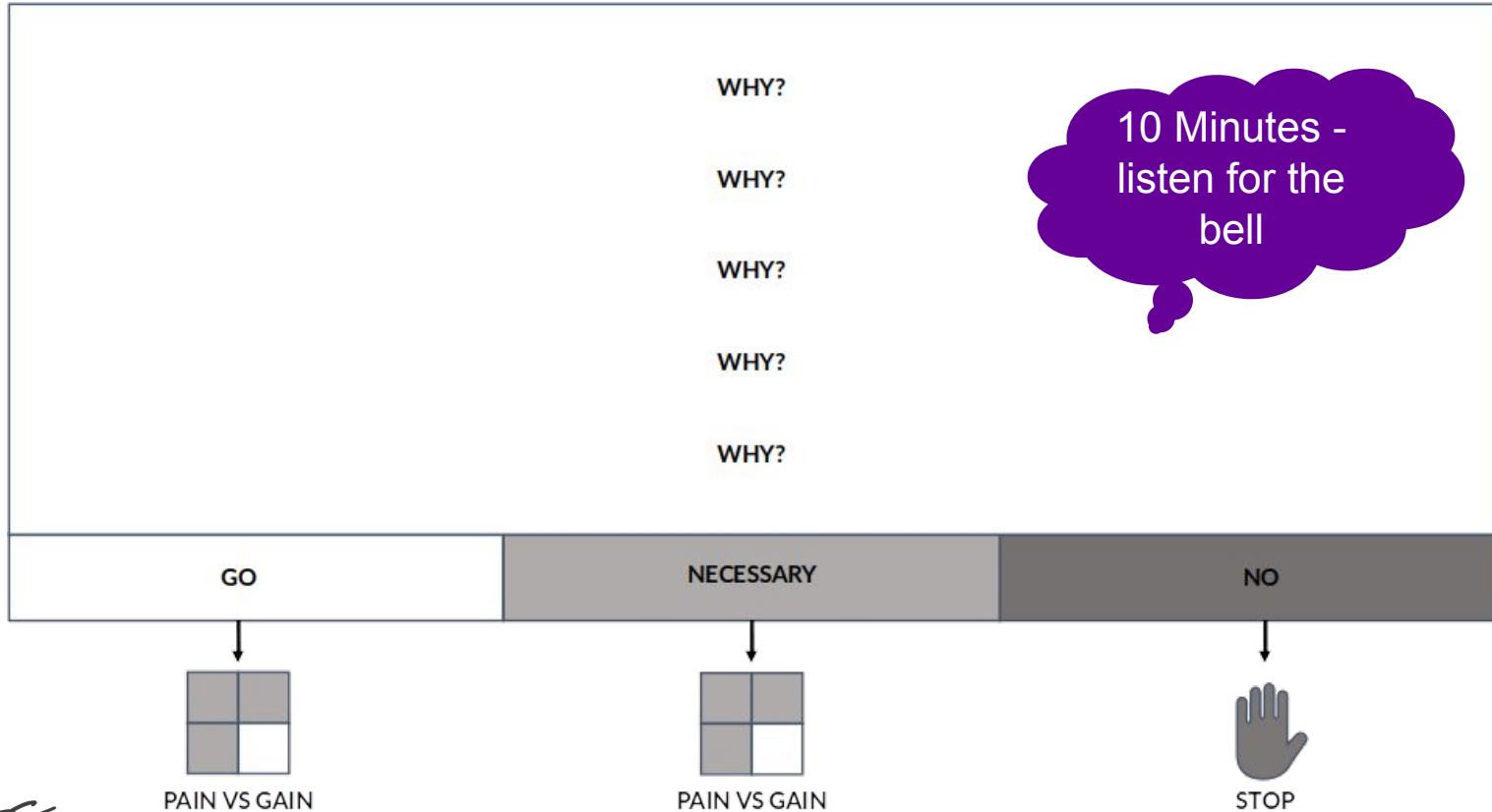


PAIN VS GAIN

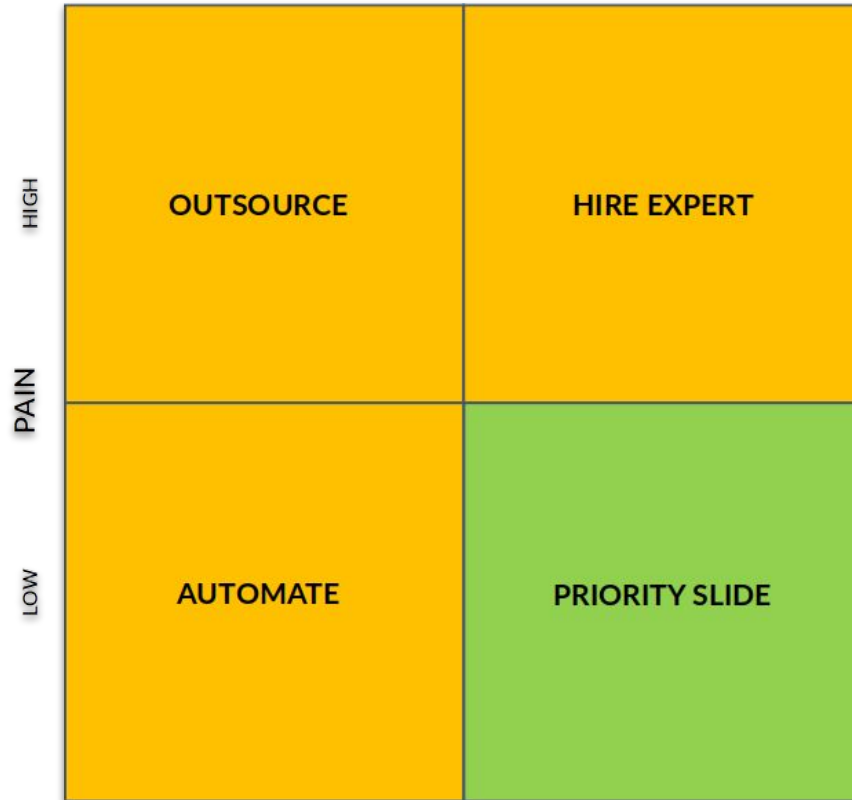


STOP

Make Your Own Reason Chart



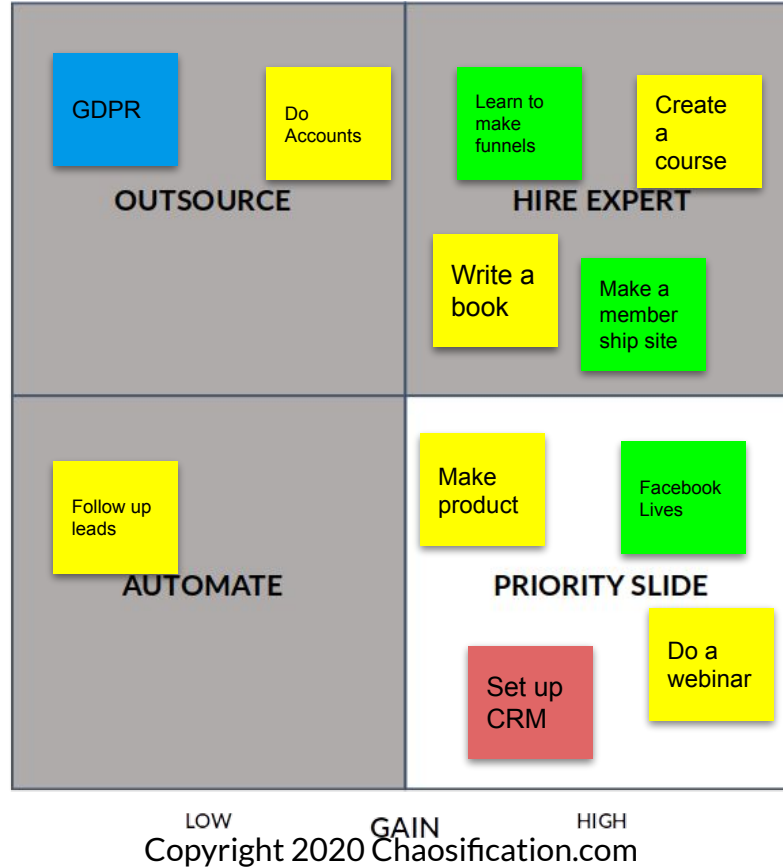
Pain vs Gain (How & Who)



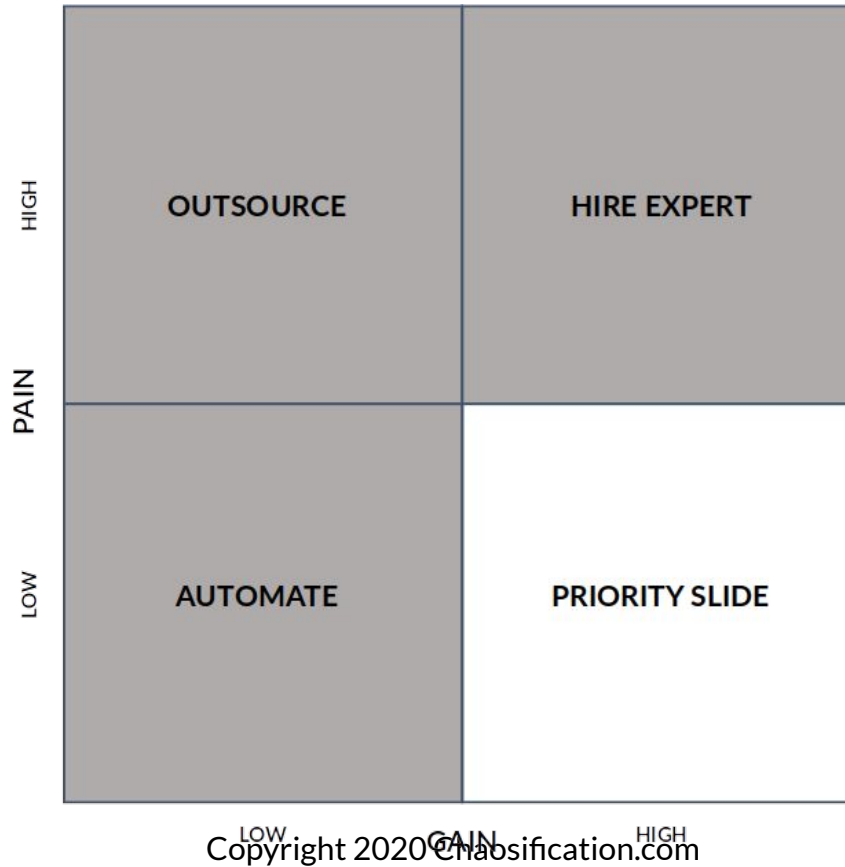
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Pain vs Gain Example

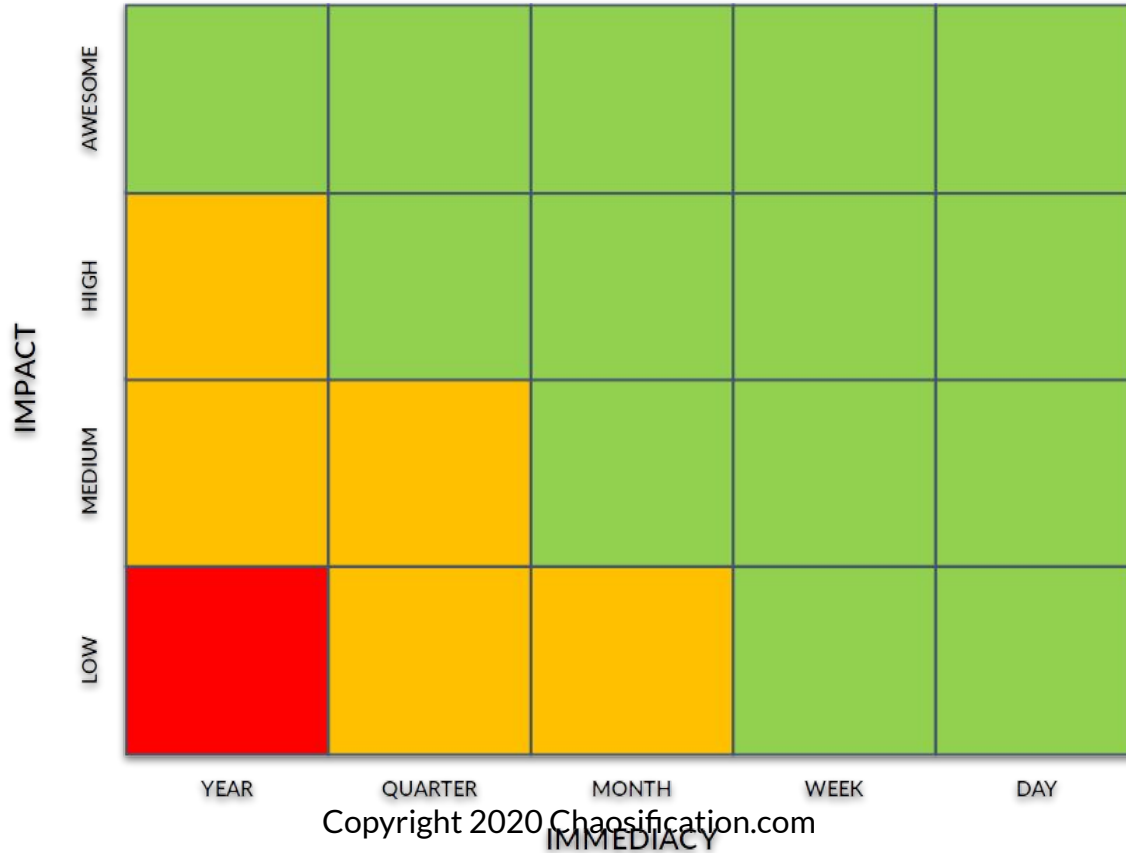


Make Your Own Pain vs Gain



10 Minutes -
listen for the
bell

The Priority Slide (When)



Priority Slide Example



IMPACT	AWESOME	Write a book	Make product	Set up CRM	Do a webinar	Follow up leads
	HIGH			Create a course	Make a member ship site	
	MEDIUM				Do Accounts	GDPR
	LOW					
		YEAR	QUARTER	MONTH	WEEK	DAY

Make Your Own Priority Slide

	YEAR	QUARTER	MONTH	WEEK	DAY
AWESOME					
HIGH	Medium Gray				
MEDIUM	Medium Gray	Medium Gray			
LOW	Dark Gray	Medium Gray	Medium Gray		

10 Minutes -
listen for the
bell

What Next?

Q&A

Replay, chat & slides will be available to all

Join the Chaos Compass and get the transcript too



Housekeeping

Networking spreadsheet will be sent to everyone

Don't be an armhole!

Contact Joe: joe@rethinkpress.com

Contact Debs: debs@debbiejenkins.com



Benefits for Founding Members

- Discover what assets to create that will generate revenue or increase value
- Get a 15 minute Chaos Consult - let's fix whatever burning issue you have right now
- Monthly 2 hour intervention or interactive (like this)
- Monthly ask me anything (within reason!)
- Access to all recordings, transcriptions and PDFs
- Access to toolkits, cheatsheets, specially created assets
- Massive discounts on creation courses
- Email consults (max 1 per day)
- Get clarity and control in the chaos!

Founding members lock all this in for just £120 per year
Limited member numbers so you get personal attention
Opening up in Autumn at a much higher price

Stay on the call to get the link

Get access to more intensives in the
Chaos to Creation Compass

Sign up:
www.chaosification.com

