

WAHM in Focus – Checkin' In

Issue #8 – WORKING BACKWARDS TO MOVE AHEAD

It isn't the mountain ahead that wears you out; it's the grain of sand in your shoe.

Robert W. Service

Ain't that the truth!

That's one of the reasons that working backwards with your 4 keys works so well.

It gives you a surefire method to identify and remove all those little grains of sand that have been wearing on you as you have carried them in your shoe for too long – and as they have kept you from the mountain ahead.

1) IN FOCUS THIS WEEK – WORKING BACKWARDS TO MOVE AHEAD

Lately you have worked on creating a business model or platform that works for you and using that as your focal point, you have identified your 4 keys – the 4 activities or main areas to work on that will build a solid platform.

Here are the 4 keys that I've identified for my business at this time (don't forget, they may and very likely will evolve over time as will yours – don't be afraid to start the ball rolling – nothing is written in stone...)

1. Create Article Database.
2. Develop Lists.
3. 1 -2 Blog posts per week.
4. Product Development and Completion.

ACTION STEPS -

1 - Look at your 'keys' list and note the first things that pops into your head that you need to do with them. These will often be things that have been 'on your list' for quite awhile - the things that you know you should do but just haven't gotten around to it.

It's time to get around to it!

2 – Create your 'instant list' of top priority things to do.

At this point it may become obvious that a little bit of working backwards is going to be necessary in order to get ahead.

3 – **Plan a few steps down** if there are things that you need to take care of to make it flow.

If you're wondering how you can apply this, **here's my example.**

Before I could really start on any of the above, I needed to tweak my homepage - this was one of my 'things to do that just never got done'.

Jan Ferrante – feel free to pass this issue along to your friends.
<http://www.queenofkaos.com/wahm-in-focus>

When I had a look at it I realized that I also needed to fix a few pages that linked to the new homepage.

It so happened that they were opt in pages for my 3 main newsletters.

I also decided to do some split testing, so I got started on making a few versions of opt in pages and creating a split test for them - I still need to do a few but I've got a good start.

So in order to finish the first task to be done to make all the rest of them work which was to tweak my homepage - I needed to go a little deeper first and work backwards by fixing the pages that the links would be leading to and to set up a system to track them so that I could continue to make improvements to make the most of all of the work that has gone into the process. It's only logical :0)

CAUTION: It can be overwhelming, so if you have to, make it a PUSH item while you can, and then schedule it in smaller chunks throughout your work weeks until it's finished. Testing can go on indefinitely but at some point you will be testing small tweaks.

And try not to go too far back – that can cause overwhelm and you may find yourself completely off track.

Create a reasonable cut off for yourself as to exactly how deep you need to go keeping your main objective in mind.

FYI, here is my old opt in page for WAHM in Focus (I didn't keep my old-old version, but this one is 'older')

<http://www.queenofkaos.com/SWAHMINFOCUS/subscribe.shtml>

And the New Improved Version

<http://www.queenofkaos.com/SWAHMINFOCUS/subscribe3.shtml>

Testing is always more effective when you have more traffic. If you know of anyone who might benefit from subscribing to WAHM in Focus, I'd really appreciate it if you could share the link - to the new version of course :0)

4 – Don't forget to keep your notes somewhere that you can easily access them, tweak them, add to them and track what you've done, when you've done it and what you still need to do. It will be very handy and will quadruple your chance of taking it to the finish line – were the results are.

It's part of a great system – easy and at your finger tips. The QK Home Biz BOOST system that I created and use is the perfect companion to keep you consistent and on track.

BE SURE TO USE your free [Home Biz BOOST template](#) that comes with your subscription to test drive the power that using a simple system can give you.

I've tweaked the download to work specifically with the 4 keys as well, so it will be especially useful for you now.

Here's a recap of what working with the 4 keys have inspired me to do over the past few weeks...

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Since I've began working backwards with my 4 keys I have

- redone my home page to be much more effective and less overwhelming than it was.
- created a great freebie for WAHM in Focus that will be incredibly useful
- updated Home Biz BOOST so that I can make the sales links live (finally)
- revamped the WAHM in Focus opt in page
- created a Home Biz BOOST sales banner for my site
- created a good sales page for Home Biz BOOST

And I'm just getting started.

This is a good illustration of the kind of focus you will get in your business once you identify your 4 Keys and identify your starting point from them.

You can let me know your thoughts and progress at the blog and get the links to recap the last few weeks information as well as the audio that I did to expand on the 4 Keys information here...

<http://queenofkaos.com/WAHMblog/1152/4-keys-of-business-focus-in-action/>

Check it out if you want to review, and then let's get down to it!

Your Partner in ACTion
Jan Ferrante

PS: Don't forget that there is a busy Christmas season right around the corner, keep that in mind when you are creating your top priority tasks to start out with.

2. Today's Issue Is Sponsored By:

THE SWEETIE SATURDAY REPORT CLUB

This month's report - **"21 Strategies for Generating More Product Launch Sales"** is all about getting traffic to your product – be it old or new, information or service.

I'm not talking about the kind of product launches that everyone is getting tired of, I'm talking about a really useful checklist of things to do that will help to get your product out there once it's ready to go. That is the next logical step after all of your hard work in getting your own product completed.

If you have got a product of your own and don't know what to do with it, you'll find this month's Sweetie Saturday Report to be very useful. (If you don't have your own product, that is one of the things that you may want to give some serious thought to.)

<http://www.queenofkaos.com/sweetie-saturday-report-club.shtml>

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ESSENTIAL BIZ NOTES:

I always enjoy the Essential Biz Notes supplement that comes with the report.

This month it was kick you know what!

It's about how hard it is to let go of projects and how to decide what to let go.

I know that I've struggled with this for a very long time, I can personally relate – I think most of us can. But the really great thing is that Melissa has provided us with some worksheets that allow us to see at a glance how much each project is making us – our expenses/sales/income.

And whether we like it or not, unless we have lots of spare time to play with and don't have to think much about having a profitable business – this information is pivotal in helping us to decide what to do – and what not to do. It's actually make or break information that can save a business over time.

I am going to have more about this coming up because I have found a very funny thing about tracking this kind of information daily. I hope that you are sure to grab this month's Sweetie Report and you will get the audio, Essential Biz Notes as well as the Product Launch Sweet Cheat Sheet and of course the forum where you can discuss the report with Melissa and Alice and the rest of us if you like.

<http://www.queenofkaos.com/sweetie-saturday-report-club.shtml>

3. Not a Subscriber?

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PSSST... Don't forget to pass it on.

That's All for Now Folks!

Let's get busy!

Jan Ferrante

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