

*How to Embrace*

THE  
FOUR  
FE4RS®

*of Business Ownership*

*A Brilliant Business Backbeat*

*Mark*  
FRANKLIN  
THE FOUR FEARS® GUY

## MAXIMISE THE IMPACT OF EVERY ACTION YOU TAKE

### *A Brilliant Business Backbeat*

Let's start where we left off back in Chapter Three (You Do Have Time) and, following on from the *One-Day 20-Point Challenge* activity, let's refresh your memory of all the things you noted on your "do and to-do" list.

#### *Act, Auction, Avoid*

Write out your "doing/to-do" list and then (based on the scores you gave each task in the 20-Point Challenge), decide whether you are going to act, auction or avoid them:

Task	Score	Act	Auction	Avoid

## Action, Impact, Energy, Technique

Focusing now solely on the tasks (or actions) in your *Act* column, think about how you can improve on the impact and results each one can bring to your business. Consider the following:

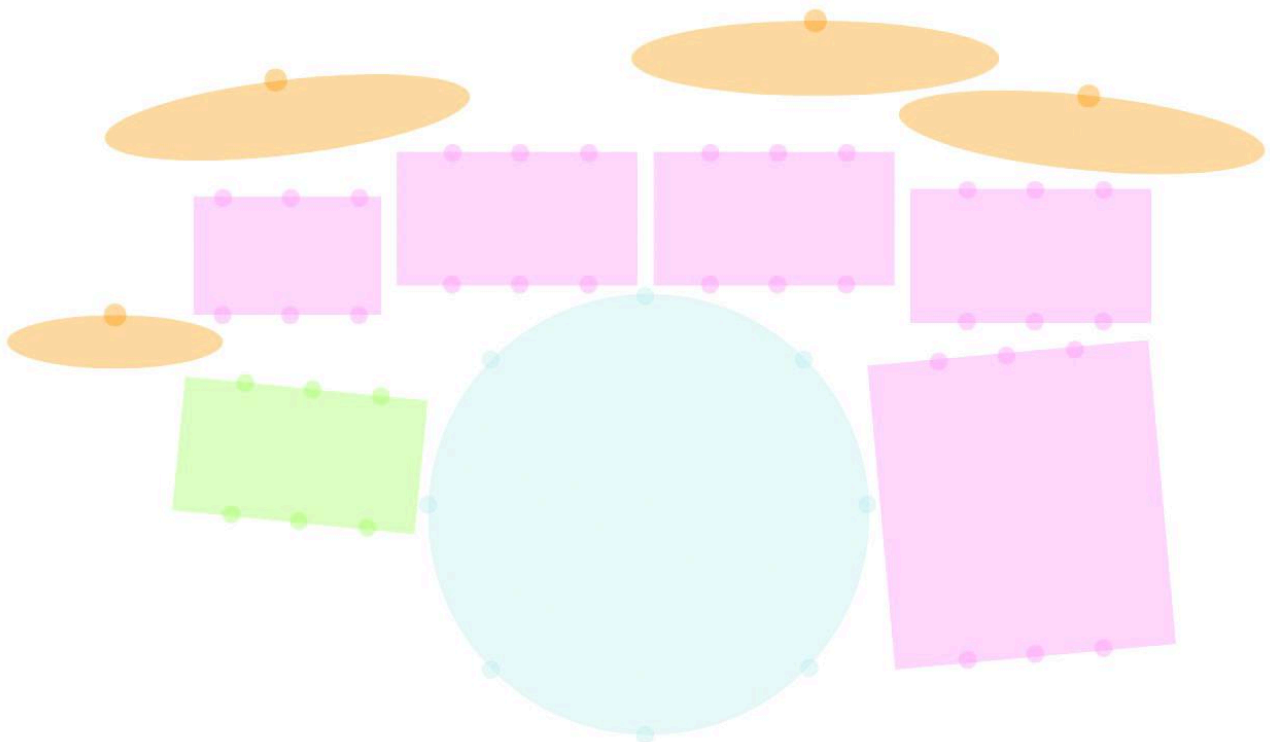
- How could you be more efficient in completing this task?
- What is the ideal impact you want to create from completing this task?
- What momentum will this task create (how will it help you move forward)?

Task	Improvements

## *Your Business Drum Kit*

Using the drum kit picture (below), mark out the areas of your business that you now want to concentrate on. Use the following, suggested, thinking:

- **Bass drum** = The heart of your business
- **Snare drum** = Reliable, identifiable beat that drives your momentum
- **Hi-Hats** = Consistent rhythm to keep people's attention
- **Toms** = Colours and accents to excite and delight
- **Cymbals** = Flourishes to make you stand out from everyone else in your *oeuvre*



*You can switch up your groove at any time*

But as long as you stay focused on the actions that create the best and most appropriate impact for your *Big Business Wish* (without wasting precious energy), then you will keep your audience on the dancefloor.

*Count them in - one, two, three, four!*