

# 3 Qs

to help you

# Get

# Unstuck

(and stay unstuck!)

**Angela Treat Lyon**

# 3 Questions to help you GET and STAY UNSTUCK!

1. Where's your focus?
2. Are you getting the most out of the least actions?
3. Are your activities too complex?

## 1. FOCUS

**Are you losing energy and power because you've lost sight of your core direction, and you're focusing on insignificant and/or trivial activities?**

**Result: confusion and paralysis.**

1. Can you sleep at night after a day's activities knowing you've accomplished what you said you wanted, and will get you the results you want?
2. Are you absolutely clear on what the essential activities are that you need to do?
3. Are you balancing your learning with what you're earning?
4. Do you know which tactics work for you and your biz in order for your biz to either grow or flourish?
5. Are you consistently applying those marketing strategies and tactics?

### **Examples:**

1. Thinking you need to do 1000 little different things when only 4 or 5 critical actions will get you more success. (Wendy Lipton-Dibner - gives events)
2. Chasing every next trick, shiny object syndrome.
3. Taking courses on business information and tactics you'll never use.

## 2. REVERSE LEVERAGING

**Are you working really hard, yet getting the least out of everything you do?**

**Result: exhaustion and discouragement: "I work so hard but it doesn't seem to make a difference."**

1. Has anything you've done ever gotten you a huge response and lots of profits?
2. Have you ever been surprised at how one product or service offering got you huge signups or profits?
3. Are you happy with the results you get with the time and energy you put into your work?
4. Did you do anything a long time ago that is still paying you day after day?
5. Do you have a strong online presence in your niche through your website, blogs, articles and social media?

### **Examples:**

1. Did you write and self-publish an ebook that still brings in money every month?
2. Are you only selling on your own website rather than on 10 or 12 others?
3. Did you create a product...and then not repurpose it?
4. Are you robbing your own time by doing things you hate and are not good at?

For instance: "I don't hire VAs or outside help because I don't know what to ask them to do, and I can't afford them anyway."

So instead of paying them \$25 for one hour's work, you spend 4 hours doing something you don't like and might not be so good at.

If your hourly fee is \$150, you just spent \$600 of your time for something a VA would charge a fraction of that for. Oops.

## 3. TOO MUCH, TOO COMPLEX

**Are you trying to be and do everything, as well as trying to make it perfect, *and* save money?**

**Result: more exhaustion and break down**

1. Has setting up and running your biz it been as simple as you dreamed?
2. Do you know your fastest route to your goals and objectives?
3. Do you have systems in place to get your there easier and faster?
4. Do you start each project with repurposed end results in mind?
5. Do you go to bed at night worrying that you coulda shoulda done more today?

**Examples:**

1. Thinking you need to know how to do everything
2. Wanting to get everything right before you start
3. Surprising yourself with how long everything takes

“I work hard, struggle more and longer, with smaller results than I wanted.”

---

**MARKETING MISTAKES:**

Talking about features, facts, benefits, behaviors BEFORE the WHY.

Working on the mechanics rather than with your Core Gift.

**EVERY DAY MUSTS:**

You must simplify!

Become a leader in your field.

Concentrate on ONE thing (for now).

Schedule yourself - and FOLLOW your schedule!

Focus ONLY on what you do well.

Let others do the rest. (Fiverr.com)

TAP!!!!

**CREATE VALUE.  
LEVERAGE IT.  
REPURPOSE IT.**

## **APPLE'S CORE PHILOSOPHY:**

**WHY:** "Everything we do is intended to change the status quo. We believe in thinking differently."

**HOW:** Everything we do is beautifully designed and user-friendly."

**WHAT:** We just happen to make great computers (etc.) - want to buy one?

**People buy what you believe,  
not what you do or create.**

**YOUR CORE WHY:**

---

**YOUR CORE HOW:**

---

**YOUR CORE WHAT:**

---

# REPURPOSE YOUR WORK

Blogging  
Facebook  
Twitter  
Instagram and other social media  
Facebook groups  
Guest articles  
Podcasts  
Radio shows  
Zoominars  
Transcripts  
Software  
Free Reports  
Ebooks  
Print books  
Workbooks  
Cheat sheets  
Tip sheets  
Author one-sheets  
Upsells  
Live events  
Summits, virtual and live  
Videos  
Programs - short and long-term  
Courses, virtual and live  
Membership sites  
Affiliate programs  
JVs

---

## WANT MORE GOOD STUFF?

**More tapping, teleclasses, audios & ebooks:**

[EFTBooks.com](https://EFTBooks.com)

Powerful interviews of inspiring experts, speakers, daring dreamers and entrepreneurs, support resources:

[IDareYouRadio.com](https://IDareYouRadio.com)

