

Rule No. 15 —Work on your business, not just in it.

Most entrepreneurs don't build businesses—they build traps. They start with a skill, launch into doing the work, and before long, they're drowning in tasks, chained to the very thing they thought would give them freedom. Rule No.15 draws a hard line: if you're always working in your business, it will never grow beyond you.

Ask Yourself:

What parts of my business still rely solely on me—and what's the cost?

The Truth Is:

If your business can't function without you in it all day, you don't own a business — you own a job. The goal is to build something that runs with you, not because of you. If you got hit by a bus tomorrow, what breaks first?

If the business can't run without you, you don't own a business—you own a job.

Action Step:

Block two hours this week for strategic planning, not daily operations.

Recommended Reading:

The E-Myth Revisited, by Michael Gerber

"The problem is not that people fail to work hard enough. The problem is that they work hard at the wrong things." — Michael Gerber

What this week revealed:

This week I gained clarity on _____

This week I said no to _____

WEEK 5

MONDAY

DATE _____

- _____
- _____
- _____

TUESDAY

DATE _____

- _____
- _____
- _____

WEDNESDAY

DATE _____

- _____
- _____
- _____

THURSDAY

DATE _____

- _____
- _____
- _____

FRIDAY

DATE _____

- _____
- _____
- _____

SATURDAY

DATE _____

- _____
- _____

SUNDAY

DATE _____

- _____
- _____

STILL UNFINISHED

- _____

TOP 3 PRIORITIES THIS WEEK

- _____
Why now? _____
- _____
Why now? _____
- _____
Why now? _____

Notes:

THIS WEEK I'LL PROTECT TIME FOR