



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. This Rule draws a hard line: if you're always working in your business, it will never grow beyond you.

The Hard Truth

If the business can't run without you, 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?

Ask Yourself —

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

What's the one part of your business you're still clinging to because it feels safer to do it yourself?

What's the one improvement that would make it easier next month?

Action Steps —

This Week's Task: Build one system that outlasts you

This week, resist the temptation to simply work harder. Instead, improve how the work gets done.

Choose one recurring task that depends too much on you, something you handle every week because "it's just easier if I do it."

Your goal is to make that task less dependent on your time and memory.

By the end of the week:

- Identify one repetitive task that creates a bottleneck.
- Write a simple step-by-step process for completing it.
- Delegate it, automate it, or improve it so someone else can perform it successfully.
- Test the system by having another team member follow it.
- Record what worked, what didn't, and refine the process.

Success this week isn't measured by how much you accomplish.

It's measured by whether your business becomes just a little less dependent on you than it was last Monday.

Remember: Every documented process is an investment.

Every system you build today buys back your time tomorrow.

Most leaders know it's true. Very few have actually built the habit. Working on the business; designing it, improving its systems, developing its people, building its future, requires time. That time has to be protected deliberately, because the demands of daily operation will consume it otherwise.

Here's why that matters: if you don't deliberately improve the way the work gets done, the work will always own you. The goal isn't to grind harder next month.

The goal is to make next month structurally easier because you built a better system this month.

Build systems. Or you'll wake up one day and realize you built yourself a very demanding job instead.

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Practice the principles.



Recommended Reading —



The E-Myth Revisited: Why Most Small Businesses Don't Work and What To Do About It, by Michael E. Gerber

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

Each day, set 2 specific actions
that move this week's Rule into practice
and help complete the Action Step by week's end.

TOP 3 priorities this week:

WEEK 5

monday

tuesday

wednesday

thursday

friday

saturday

sunday

notes —

this week...