



# CONQUER CAMP



## SESSION 2:

THE ROCKET FUEL FORMULA



Entrepreneurs love to talk about growth, going bigger, serving more clients... but how do you actually get there?

What does it take to *really* level up? What do you need? Who should you be talking to?

Enter the Rocket Fuel Formula!

**TASK + CONSCIOUS ACTION  
= DESIRED RESULT**

Here's one example. By refining your message, and trimming down the number of programs or products you offer, you can...

**Action: REDUCE the options you give people**

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**Reaction: By reducing the options, you may increase your sales.**



Another good example includes shedding those “small time” offerings that suck up a ton of your energy for very little return. Things like 30-minute free coaching sessions, programs you’re tired of leading, etc.

**Action: Shed short-term revenue**

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**Reaction: Increase revenue in the longer term**

**Action 3: Work fewer hours**

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**Reaction: Achieve higher productivity**

**Affirmation:** By clarifying and doing less, I can take off faster, and make a bigger difference with my mission

**Exercise:** Over the next 48 hours, I want you to take your business on a walk through the fire, to pinpoint where you need to refine your strategies and systems.

Here’s how: Pay attention to where you get frustrated and disheartened and write it down.



- What tasks do you hate doing and avoid?
- What exhausts you?

Reflect on this list and name an action you want to take and the reaction you hope for:

Task	Action I'll take	Reaction I want
<i>ex. I hate rescheduling calls, it takes forever</i>	<i>Set up an automated scheduling software</i>	<i>Clients and leads use the software to reschedule appts</i>

What Rocket Fuel strategy in this video spoke to you the most?

What strategy will you use this week?

How will changing this impact your business and your life?





## LET'S APPLY THE ROCKET FUEL FORMULA TO YOUR MISSION:

### MISSION #1 - Building your team

- Most people assume that you need a huge team and full-time workers in order to make an impact. That's simply not true! What you *do* need, though, is a team member who believes in your vision, takes action on tasks given, and who is given the right tools for their job.
- If you have an existing team, set aside some time to review what they're working on and how you can make things more efficient. There might be tasks that you can eliminate or streamline.

For example, if you write a blog post, admin #1 edits it, someone else makes the graphic, and then the first admin adds it to your website, it might be worth training your admin to design simple graphics to expedite the process AND free up your graphic designer for bigger projects.

### MISSION #2 - Organizing systems

- You might think that you need to take a month or two to “get organized” before you can move forward in your business and that's not true! Instead of thinking about systems as this big, complex thing you need to do all at once, break it down into smaller pieces that can be done in 20 minutes.
- Maybe you're intrigued by the mission surrounding teams - you don't need to build a complete team training program in a day. Start by making a list of what a new employee would need to receive or complete in your business. This might include tax documents, a contract, forms for payments, getting an email set up... you don't need to *do* all these things right now, just start with a simple list.



## MISSION #3 - Content that delivers

- We all have these big dreams for our content to appear in mass media, go viral, or end up on the front page of Reddit. But before you get there, your first mission is writing consistent content. One of the biggest problems you're going to come across (which you might be familiar with already) is sitting down to write and having the dreaded thought: "I can't think of what to say!"

To combat writer's block, your mission is to start a list of topic ideas. This can be done in your workbook or online but start filling in stories you want to share, lessons learned, success stories, and anything that comes to mind that you want to share with your audience. Then, when it comes time to batch content you have a ton of ideas to pull from!

- Record a video, even if you don't share it. Use it as a sample of finding your real voice and transcribe your talking points for a written article.
- Focus on progress, not perfection. Lots of typos and bad formatting can be distracting to a reader, but don't let your fear of mistakes keep you from sharing your story.



How is your mission coming along? If you're feeling stuck or need a boost to complete the task then be sure to join us tomorrow (Friday, October 23rd) for our live implementation call with Natalie and Kelly! We love jamming with you guys, so even if you just have a quick question, or want to say hi, come join us!

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- This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.

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