

30x500 Workbook

Date

Name

USE THIS WORKBOOK

put your skepticism aside and plan to get shit done

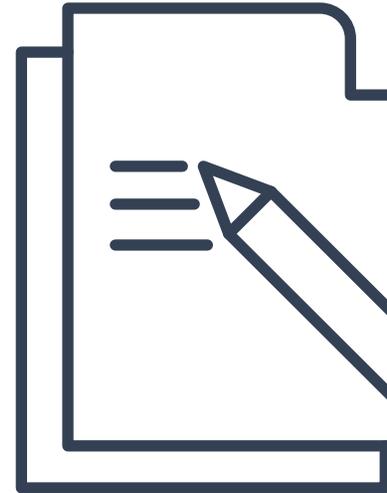
It may seem twee to print out a colorful journal and write in it, but there's reams of research showing that *writing things down* — the old-fashioned way, by hand, on paper — creates a ton of cognitive benefits. You'll focus better, learn better, and remember better. You've thrown down a solid chunk of cash to be here. It's worth the effort to maximize your investment!

Not to mention a physical *workbook* will help you conquer the digital 'out of sight, out of mind' problem that crops up whenever you have instant access to infinite 'content.' This workbook will be your visual reminder *and* handy physical reference to can flip through at any time you want a refresher. Win-win-win!

HERE'S YOUR FIRST ASSIGNMENT:

- ➔ Print these worksheets out (black & white is fine)
- ➔ Get yourself a nice binder, slip cover, or folder
- ➔ Give it a home in a prominent place where you can see it (perhaps a standing clipboard on your desk?)

I've left you ample space on the left for you to punch holes for your notebook system of choice. (Or keep it loose in a folder, or use paperclips — that's what I like to do!)



**Plot
Your
Future**

1

YOUR 12-WEEK PLAN

a flexible roadmap to success

How long does it take to complete 30x500? It depends on your schedule! We've designed the content and exercises to last about 8 hours a week for 12 weeks. One quarter of a year to change your life forever.

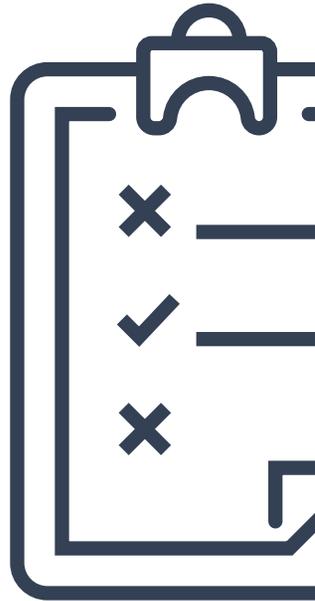
This course is self-paced. But that doesn't mean "only open the courseware when I remember." It's also not a great plan to wait for the mood to strike you. Out of sight, out of mind is a *real* problem.

So take some time to plot yourself a rough *and* flexible map.

PLOT YOUR 12 WEEKS:

- ➔ Familiarize yourself with the courseware, class sections, and list of lessons
- ➔ Check out the printable Progress Trackers
- ➔ Pick one broad focus per *undated* week, such as "Kickoff" or "Audience Selection"
- ➔ Use your calendar to pick and mark off your first 3 days for 30x500

Be realistic about your time and energy levels. Over-planning is just as hazardous to your success as under-planning; over-commit and you'll end up feeling guilty from the start. Give yourself a loose plan for an easy win.





Plan Your 12-Week Adventure

PACE YOURSELF: CHOOSE A SINGLE FOCUS FOR EACH WEEK

Tip: don't over-commit!

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2	<input type="text"/>	<input type="radio"/>	8	<input type="text"/>	<input type="radio"/>
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Plan Your Week



EXECUTE YOUR WEEK

keep your focus on your priorities to get them done

You can only do so much in a day. Or the equivalent 8-hour total, aka a “week” in the class. The more audacious your demands on yourself, the worse it feels when you can’t get it all done. It’s far better to give yourself an achievable goal and feel amazing when you meet it.

That’s why productivity advice always boils down to *scope, focus, prioritize*. And that’s why this worksheet has room for only three to-do’s for each week of your 30x500 adventure.

EXECUTE YOUR WEEK:

- ➔ As you begin each week, print a fresh adventure worksheet
- ➔ Block off some work time (use manageable chunks!)
- ➔ Pick *just three* lessons and/or exercises you’d like to get through
- ➔ Take notes and check off your successes as you go
- ➔ Fill out the reflection worksheet at the end to help your learning stick!

If you only get to one or two priorities during your “week,” that’s fine! That’s just information. Adjust your next adventure plan to be more realistic for your life. Just keep stacking your bricks, slow and steady.





WHAT'S ON DECK THIS WEEK?

Top 3 Priorities

- 1
- 2
- 3

Time Blocks for 30x500

Day	Time	Day	Time
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Progress Notes



HOW DID YOUR WEEK GO?

What did you try?

What happened/did you learn?

What surprised you?

Top 3 takeaways:

1

2

3

**Maximize
Your
Learning**

3

WORK THE LESSONS

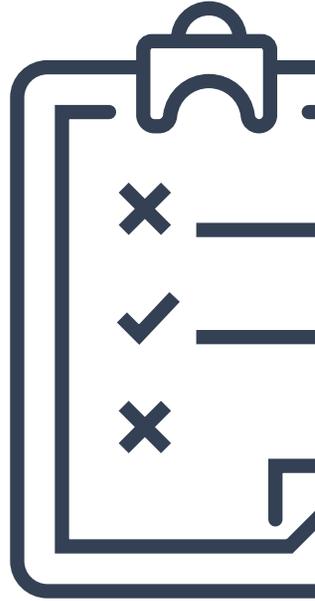
yes, it's a pain in the butt but it will help so much!

Use active learning. It's easy to just sit and watch a video or read an essay and think, "Yep, makes sense, I'll remember that." But how often does that *really work*? The best way to internalize learning is to *actively* work at retention. That means expectation-setting, note-taking, and reflection.

ACTIVATE YOUR LEARNING POWERS:

- ➔ Print these worksheets for *every* lesson — yes really! (you'll find them in a separate PDF for easy re-printing)
- ➔ **Before the lesson:** Lay out what you think you know, what you've tried before, what you expect, and what questions you want answered
- ➔ **During the lesson:** Take active notes, especially when something is new, exciting, surprising, "seems obvious", or confusing... including if you disagree
- ➔ **After the lesson:** Take some time to go over your experience and your notes and write down what you learned, what surprised you, and what your top 3 takeaways are

Save these notes in a safe place because you'll find them invaluable especially for exercises and real-world execution! (Plus it's awesome to leaf through your old notes to see how far you've come!)



1. BEFORE THE LESSON

What do you know about the topic?

What have you tried before?

What questions do you have?

What do you hope to learn?

Other notes:

2. DURING THE LESSON

Quotes & Notes

3. AFTER THE LESSON

What did you learn?

What are you excited to try?

What surprised you?

Top 3 takeaways:

1

2

3

**Track
Your
Progress**

4

TRACK YOUR PROGRESS

make your path visible

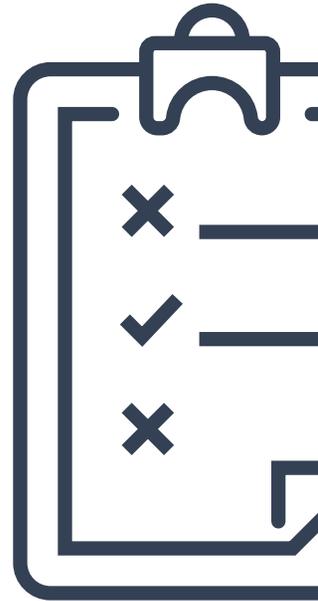
Make it visible. No matter how old we get, our brains never tire of sticker charts and to-do lists and ripping up notes when we're done with them. There's just something about that physicality — the actual action of striking it off — that makes our progress *real*. (JFS Principles #4, Break it Down, and #9, Track Your Progress!)

That's why I designed these progress trackers with a start date and end date for each section — *and* a little dot for every single lesson, review, and exercise, no matter how small.

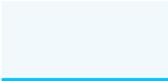
TRACK YOUR PROGRESS:

- ➔ Familiarize yourself with the courseware, class sections, and list of lessons
- ➔ Print out the two Progress Trackers
- ➔ Pick or buy a fancy marker in a color you like (or honest-to-god stickers!)
- ➔ Set aside a handy, convenient spot
- ➔ Check off each lesson, review, and exercise as you do it!

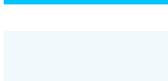
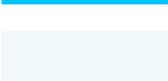
And remember... don't over-schedule yourself. Better to get stuff done on your own time and get that juicy feeling when you tick it off your list, than to excessively pre-plan and feel miserable when you can't hit arbitrary and unimportant deadlines.



★ Read Their Minds Progress Tracker

Section	Start	Finish	Progress
1 Kickoff			○ ○ ○ ○
2 Where to start?			○ ○ ○ ○ ○ ○ ○ ○
3 Pain: Where to find it?			○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○
4 Found Pain?			○ ○ ○ ○ ○ ○ ○ ○
5 Find MORE Pain			○ ○ ○ ○ ○ ○ ○ ○
6 Get your audience's attention			○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○
7 Score your ebombs			○ ○
8 Build your ebomb strategy			○ ○ ○ ○ ○ ○ ○ ○
9 What comes next?			○ ○ ○

★ Build Your Business Progress Tracker

Section	Start	Finish	Progress
1 From Here to Sales			<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
2 Pitch-First Product Development			<input type="checkbox"/>
3 The Infinite Pitch Generator			<input type="checkbox"/>
4 Narrowing Your Pitches			<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
5 Perfectly Crafted Pitches			<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
6 Scope & Build			<input type="checkbox"/> <input type="checkbox"/>
7 Ready to Build?			<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
8 How to Launch			<input type="checkbox"/> <input type="checkbox"/>
9 4 Surprising Things about Launch Day			<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>