



The *Sweet Spot* Strategy

Discover Your Zone of Genius

Grow Your Business With Ease And Joy
By Getting Into Your Genius Zone



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Simplify Your Business. Amplify Your Success.

Introduction

Hello, Gorgeous!

Ready to give your business a boost and start working with clients and on projects that truly light you up? When you're doing work that aligns with your values and actually means something to you, it's so much easier (and way more fun) to stay focused and bring your best to the table.

On the flip side, if you're stuck with projects — or people — that drain your energy, it's natural to feel like procrastinating or secretly counting down the minutes until the call ends so you can move on to something you actually enjoy.

And honestly, that's not great for you or your client. You deserve to do work that brings you joy, and your clients deserve your full energy and brilliance (especially when they're paying for it!).

That's exactly what this workbook is here to help with. It'll guide you through sorting your everyday business tasks into four zones: Incompetence, Competence, Excellence and Genius. As you work through the exercises, these zones will start to make more sense... and you'll probably get excited about bringing more of those Genius tasks into your daily rhythm.

You'll also find a 4-week calendar to help you stay organised as you go, plus a handy checklist so you can keep track of where you're at and easily revisit anything that needs a little more love.

Take your time with this. It's not a race, especially with the introspective bits that ask you to dig a little deeper. And remember—your answers might shift as your business grows (that's totally normal). There are no right or wrong answers here. Just be real with yourself.

So... are you ready to dive in?



Step One

THE ULTIMATE SECRET
TO DOING HIGHLY PAID
WORK YOU LOVE

Step One:

What sense does it make to start a business if you don't want to get highly paid? None, plain and simple. If you can create the foundation of your business doing what you love AND get highly paid, you'll be less stressed and happier.

Worksheet

THE ULTIMATE SECRET TO DOING HIGHLY PAID WORK YOU LOVE

It's time to take an inventory of ALL the tasks you do on a daily, weekly, and monthly basis that allows you to have a coaching business. Nothing is too big or too small to add here. Use this space like a big brain dump and put EVERYTHING here. We'll sort through the mess later.

List ALL the tasks you perform for your business.

Keep listing ALL the tasks you perform for your business.

Worksheet

INTRODUCING YOUR FOUR WORK ZONES

It's time to sort all your business tasks from the last worksheet into these four work zones. Don't think too much about this sorting; follow your gut and put each one into the first zone you think of.

Zone of Incompetence

You don't know how to do these tasks and/or you truly dislike doing them.

Zone of Competence

You CAN do these tasks, but you don't like to do them.

Zone of Excellence

You enjoy doing these tasks and you have innate talents here, but is it your life's calling?

Zone of Genius

Your zone of productivity! You enjoy these tasks, you have great strength and talent, AND you feel that these are part of your life's calling. Remember...only put 3-5 tasks here.

Now, take a break and then come back after a little reflection and **CROSS OFF** any of these tasks that don't have a firm use in your business. This is your elimination list. Your business doesn't need these tasks so don't think about them anymore!

Worksheet

EXPLORE THE USE OF TECHNOLOGY AND AUTOMATION

After the elimination round, take a new, refreshed look at your task list. Are you working efficiently? Are there ways you can streamline some of your processes to make them easier or more efficient? Ask business friends for suggestions, ask for help from social media followers, or get recommendations from mastermind peers of what works for them.

What business processes take a long time?

Research ways to streamline those processes.

Can it be automated? Is there a new software or platform that can make the process easier?

Worksheet

INVESTIGATE OUTSOURCING OPPORTUNITIES

We're still whittling down this task list! Now look at the tasks and ask yourself if YOU are truly the only one who can complete these tasks. If you can hire someone to do this work, add those tasks to this list.

Which tasks can be outsourced?

List any hesitations you may have about outsourcing.

Worksheet

FINDING YOUR ZONE OF GENIUS

Self-exploration is an important step in discovering your Zone of Genius. Instead of listening to what OTHERS think your genius is, be selfish and explore what YOU want out of life and your business.

Describe yourself. What type of person are you?

Do you enjoy the work you're currently doing? Why or why not?

What kind of work would you truly love?

Be honest. If you had unlimited funds, what type of work would you want to do?



step two
FIGURE OUT WHAT
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This is the fun part! Once you figure out what you want to do, it becomes easier to seek out those opportunities. And where there are opportunities, there is earning potential.

Worksheet:

TAKE A GUESS AT WHAT FALLS INTO YOUR ZONE OF GENIUS

What does your Zone of Genius look like?

What tasks make you feel resentment or make you procrastinate?

Did these tasks make it onto your eliminate or delegate list? Why or why not?

Think of 3 times when you were “in the zone”.

Describe what you were working on.

1

2

3

What skills were you using?

1

2

3

Who were you working with? Who were you working for?

1

2

3

Look for similarities between these 3 events.

1

2

3



step three

PINPOINT WHAT ISN'T "YOUR THING"—SO YOU CAN FINALLY FIND WHAT IS!

Worksheet:

HOLD YOURSELF ACCOUNTABLE

Create a DO NOT DO task list. This is basically a run down of your Zone of Incompetence tasks. Keep this list handy as a reminder of where to focus your energy.

DO NOT DO THESE TASKS!!!



step four

WHY YOU SHOULDN'T JUST "STICK WITH WHAT YOU'RE GOOD AT" IF YOU WANT TO MAKE MORE CASH—WITHOUT THE CRASH!

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Dream big! If you want a bigger business with higher income potential, then it's time to step outside of the Zone of Excellence and make the leap into your Genius!

Worksheet:

DISCOVER YOUR ZONE OF EXCELLENCE

What does your Zone of Excellence look like?

What do I already have a quality reputation for in my work/career?

What am I really good at?

What do I or others think “my thing” is in my business?

Are you happy in this comfort zone? Why or why not?

Journal about your feelings.

How do you feel about stepping into your Zone of Genius?

What are you prepared to change in your daily business tasks?

Are you ready to start outsourcing so you can spend more time in your Zone of Genius?

What else are you thinking about?



step five

DELIBERATELY SHAPE YOUR
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Step Five:

DELIBERATELY SHAPE YOUR DAYS FOR MORE INCOME AND LESS OVERWHELM

No more "winging it"! Plan your days so you don't waste precious time wondering what to do next. Start to add more Genius Time to your days, too.

Worksheet:

SWITCH IT UP

How can you add more Genius Time into your workday? What tasks can you "switch up"?

How can you modify your work to include more Genius tasks or focus?

How can you carve out 10 minutes of Genius work into your day?

How much time did I spend on work I enjoy this week?

How confident did I feel doing my work this week?

Were there any tasks I didn't feel confident about?

What can I eliminate or delegate to spend more time in my Zone of Genius?



Step Six

**DELEGATE LIKE A DIVA
SO YOU CAN CASH IN
LIKE A CEO!**

Step Six:

DELEGATE LIKE A DIVA SO YOU CAN CASH IN LIKE A CEO!

Do you think Jeff Bezos of Amazon answers his own phone or answers his own emails? Absolutely not! That's what personal assistants are for. He's busy managing his Vice Presidents and thinking about the next big thing Amazon can offer their millions of users. Those people under him figure out how to make that next big thing happen.

It's time to consider yourself the CEO of your company. Yes, you can still work personally with clients if you choose to, but delegate the smaller tasks to an assistant or other experts (aka independent contractors) so you can stay focused on your own "next big thing".

Worksheet

PLAN YOUR OUTSOURCING DOMINATION!

Take this process seriously. You want to find contractors who are experts and who work professionally to meet deadlines. You want contractors who value your business and won't flake on you and disappear without notice.

Map out your outsourcing strategy here.

Your Outsourcing Strategy	
Which tasks do you want to delegate?	What category do these tasks fall into?
Start with your DO NOT DO list.	Categorizing will tell you if you need a VA, graphic designer, or bookkeeper, etc.
Referrals from Business Friends	
Include contact info.	

Possible Contractor Names And Contact Info

Your Budget

Contractor's Ideal Start Date

Interview Start Date

Interview End Date

Interview Questions

Impressions of Each Candidate

Impressions Continued

Winning Candidate	Official Start Date

Week!

Monday

- Reflect on whether you love your work.
- Start listing your daily/weekly/monthly tasks.
- Start reading [The Big Leap by Gay Hendricks](#).

Daily Affirmation

Notes

Week 1

Tuesday

- Continue listing your tasks (if necessary)
- Start sorting your tasks into the four different work zones:
 - Zone of Incompetence
 - Zone of Competence
 - Zone of Excellence
 - Zone of Genius

Daily Affirmation

Notes

Week!

Wednesday

- Continue tracking your tasks (if necessary).
- Continue sorting your tasks into the four zones (if necessary).
- When sorting is complete, answer these questions:
 - What fills you up or excites you?
 - What type of work puts you “in the zone”?
 - If money was no concern, what type of work would you do?

Daily Affirmation

Notes

Week!

Thursday

- Create a morning routine to prepare for the day.
- Create a daily business routine.

Daily Affirmation

Notes

Week 1

Friday

- Review your week.
- Catch up on finishing all tasks.
- Continue working on the exercises in this workbook.
- Schedule next week.
- Declutter your office.

Daily Affirmation

Notes

Week 2

Monday

- Explore automated solutions to some of your tasks.
- Ask business peers for ideas for working more efficiently.

Daily Affirmation

Notes

Week 2

Tuesday

- Eliminate tasks that are unnecessary or that have automated alternatives.
- Start thinking about the idea of outsourcing.
 - Are you ready to delegate and give up a little bit of control?
- Journal about your outsourcing concerns.

Daily Affirmation

Notes

Week 2

Wednesday

- Review your lists for Zones of Incompetence and Competence.
 - Are you satisfied with your eliminated tasks?
 - Are you satisfied with your tasks to delegate?
- Imagine how you'll feel delegating and working strictly on projects or with clients you love.
- Journal about your thoughts or concerns.

Daily Affirmation

Notes

Week 2

Thursday

- Journal about how you want your business to grow.
- Answer these questions in your workbook:
 - Who you are as a person?
 - Do you love the work you're currently doing?
 - What work would you rather do?

Daily Affirmation

Notes

Week 2

Friday

- Review your week.
- Catch up on finishing all tasks.
- Continue working on the exercises in this workbook.
- Schedule next week.

Daily Affirmation

Notes

Week 3

Monday

- What do you think are your Zone of Genius tasks?
 - Between 3-5 tasks only
 - These are your specialties, things you love that excite you
- Complete the exercise in the workbook about 3 recent times you were “in the zone”.

Daily Affirmation

Notes

Week 3

Tuesday

- Review the sorted lists for all 4 work categories.
 - Do they make sense?
 - Do you want to make changes?
- Focus on your Zone of Genius category.
 - How do you feel about those tasks?
 - Do those tasks feel right or make sense?

Daily Affirmation

Notes

Week 3

Wednesday

- Review your Eliminate, Delegate and DO NOT DO lists.
 - Do you need to make changes?
 - Do these lists make sense?
- Start eliminating and thinking of ways you'd like to delegate.

Daily Affirmation

Notes

Week 3

Thursday

- Focus on your Zones of Excellence and Genius tasks.
- Reflect on if you're ready to delegate those tasks.
- Reflect on if you feel stuck in your Zone of Excellence.

Daily Affirmation

Notes

Week 3

Friday

- Review your week.
- Catch up on finishing all tasks.
- Continue working on the exercises in this workbook.
- Continue reading *The Big Leap*.
- Schedule next week.
- Declutter your office.

<input type="checkbox"/>	_____
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Daily Affirmation

Notes

Week 4

Monday

- Journal about how you feel about stepping out of your comfort zone into your Zone of Genius.
- Journal about whether your business needs a new structure and how you'll get everything done by staying in your Zone of Genius.
- Start working on the outsourcing exercise in this workbook.

Daily Affirmation

Notes

Week 4

Tuesday

- Jot down ideas for adding more Zones of Genius tasks to your coaching packages and services.
- Plan how you can add more Zone of Genius time to your day in general.
- Journal about how this extra Zone of Genius effort can eventually become profitable.

Daily Affirmation

Notes

Week 4

Wednesday

- Review your Delegate list of tasks.
 - Do you want/need to make any changes?
- Ask other business friends about their outsourcing experiences.
- Ask for referrals from business friends.

Daily Affirmation

Notes

Week 4

Thursday

- Complete the outsourcing exercise in this workbook.
- Start contacting candidates about their availability.
- Schedule interviews.
- Follow up on references.
- Look at their portfolios (if applicable)

Daily Affirmation

Notes

Week 4

Friday

- Continue scheduling interviews until you find your ideal candidate(s).
- Review your week.
- Catch up on finishing all tasks.
- Finish all the exercises in this workbook.
- Schedule next week.
- Declutter and update your office, hardware, equipment, etc.
- UNPLUG FOR THE WEEKEND!

Daily Affirmation

Notes

Checklist

- I have a desire for a low stress, highly profitable business.
- I am open to having a dream team so I can focus on the "big picture" for my business.
- I am actively exploring if I love the work I do.
- I understand that the more I love the work, the more focused I will be and the more motivated to find clients and projects that I love.
- I understand that with some introspection I may need to make changes to my business structure.
- I am reading [The Big Leap by Gay Hendricks](#) and highlighting important items.
- I understand that differences between the four different work zones:
 - Zone of Incompetence
 - Zone of Competence
 - Zone of Excellence
 - Zone of Genius
- I have sorted my business tasks into these four work zones and have a better understanding of where my strengths lay.
- I recognise the tasks that bring me into "the zone".
- I recognise the tasks that make me excited.
- I understand the need to complete the introspective exercises in this workbook to further identify my Zone of Genius.
- I am open minded about needing to eliminate and delegate certain tasks.
- I understand that my ultimate goal is to spend the majority of my time completing tasks in my Zone of Genius.
- I understand that by identifying my Zone of Genius I can find opportunities to work with those clients and/or projects that reflect that Genius.
- I understand that my Zone of Genius should have only 3-5 tasks.
- I understand that my Zone of Genius is the same as when I feel "in the zone" and work very efficiently.

- I understand that if I'm having difficulty identifying my Zone of Genius, I can find it by identifying the other zones first.
- I have a DO NOT DO list of tasks posted by my desk so I don't forget to outsource or eliminate those tasks.
- I understand that my Zone of Excellence is also my comfort zone.
- I understand that some people get stuck in that Zone of Excellence and if I want more out of my business, I need to step out of that comfort zone.
- I understand that staying in my Zone of Excellence may lead to resentment and regrets in later years.
- I am prepared to step out of that comfort zone and embrace my Zone of Genius!
- I am journaling about all my feelings regarding making these changes.
- I have a list of ideas for how I can switch things up to provide more Genius time with my current clients.
- I have a better understanding of how to add Genius time for my new clients.
- I understand the benefits of adding Genius time every day, even in 10-minute increments if necessary.
- I understand that my Zone of Genius time eventually will be profitable.
- I have done more introspection about my weekly tasks and my confidence level, and I am happy with the tasks in my Zone of Genius.
- I understand how outsourcing can free up time and help me grow my business.
- I understand that to find contractors who are professional and who care about my business, I need to handle interviews professionally.