

KINGDOM BUILDING



You can't build an EMPIRE last minute.

1. Stick to your mission statement
2. Plan yourself
3. Plan your strategy
4. Commit to development time*
5. Execute consistently, On-time, with the right attitude*

BREAK DOWN

1. Stick to your mission statement!

The spirit & nature of the way you operate starts with your mission statement. You might be running your social & your business simultaneously OR you're putting money into social media so you need to ensure you have a final destination! Don't waste your gas money! Stick to your mission statement when building your social media.

First off, do you have a company mission statement... NOW your mission is not your SLOGAN.

*** A mission statement defines what an organization is, why it exists, its reason for being. At a minimum, your mission statement should define who your primary customers are, identify the products and services you produce, and describe the geographical location in which you operate.

If you don't have a mission statement, create one by writing down in one sentence what the purpose of your business is. Ask two or three of the key people in your company to do the same thing. Then discuss the statements and come up with one sentence everyone agrees with. Once you have finalized your mission statement, communicate it to everyone in the company. EVERYONE.

2. Plan yourself.

Yes, you work a lot. You're tired. But at the end of the day how much are you actually getting done. A Lot of times I am sitting down to work, but 70% of the time is PLANNING what to work

on... What a waste of time. Throughout the day I think of different things I need to get done. I immediately write these tasks down in a journal or notes on my phone.

Then once I sit down I know exactly what I need to do. I usually start with the tasks that I think will take the longest or the tasks that HAVE to be done first. Now, here is my secret to moving faster, and getting more work done than the average person.

I estimate how long each task will take me, then I use my second monitor to use an online timer. This gives me an end time to each task and even when I've hit a creative wall that timer ticking down pushes me to finish. This is SO under-rated. I seriously suggest everyone do this, with anything you're working on. Now, let's say you set an hour for a complex video edit. Only add on 30 minute intervals. Why 30 minutes seems long. YES. BUT. Sometimes you're rushing or you just didn't get in the groove until the first 30-40 minutes. This will give you time to clean up and finish what you started, or revise what is done & make sure you're happy with the final decision.

3. Plan your strategy

You'll think maybe you're not posting on your company page every day and that's the problem. Sometimes you'll think that you're not funny. A million factors play into social performance, but first and foremost, stay in character. Be your mission statement. So, let's hit the basics with strategizing our posts.

Basics

1. What is the goal of this post?
2. Who is my audience?
3. Why would they like, comment, or share?
4. Does this represent my business well?

I believe it's more important to create strong intent behind your messaging, than to just post a few times daily. Making everything you do is impactful. Don't waste time on things that won't move anyone.

4. Commit to development time.

it can be very easy to get into the rhythm of posting things that I see everyone else posting, or posting things that don't have any value. Sitting down timing out everything, and ensuring my focus time stays focused, ensures that I have time to plan all of the stuff I'm putting out to make it effective, workable, and effective. If I'm going to build a kingdom I need to be accountable to my commitment of development time. So I need to build my schedule and say from this time to this time this is when I will be working on my company. This is the time I will be working on my project. And if I'm not sticking to this committed time of development, if I get lazy with being on time to my committed time, I can begin to lose my effectiveness and not be as impactful as I want to be.

When I stick to my times, it's easier for me to plan my tasks, time of my tasks, and finish them to where I'm actually making noticeable, gigantic progress..

5. Execute consistently, On-time, with the right attitude

What good is a plan if we're not doing it consistently. It is unbelievably vital that we finish with these three things. To execute consistently means that when we commit to putting these pieces of content out at this time, when we commit to doing Twitter spaces, when we commit to executing on these things that we do so when we say we were going to. In that when we do it we're on time, not late, not lazy, not without doing our research, that we're using our committed development time to ensure that we are prepared to execute and to be on time.

And once we've the guns exit who consistently on on time oh, we want to have the right attitude about it. I understand that when you start something you get nervous about starting because you're going to be bad at it. Of course you're going to be bad at it. That's why you need to consistently do it over and over to keep practicing to get better at it, so that the thing you plan that had in your head when you saw it, you saw it was doing really well, it was successful. So to get to that point we have to believe that if we're consistent enough, if we're on time, if we have the right strategy, and the right attitude to believe that it can be successful, that it will be. If we have the wrong attitude, you can expect it to go the way that you believe it will. So why don't we fully believe that we'll get there one day. That was the right strategy, time, and effort it is possible.

REFLECTION QUESTION:

What does your perfect business/project look like?

Describe the engagement on posts, the amount of sales, & what it would look like. **Be detailed.** Then fill in your company name, write it all out, and tape it on your wall, because that is the *Kingdom* you're striving for!

Ex: **This is what the perfect "Gridlock Media" looks like:**

