

[00:00](#)

Welcome back to module seven, it's Lesson three and we are talking about the foolproof plan, so I'm going to be talking you through how you can take a big idea goal and breaking it up into a project plan so you know what the steps are that need to happen step by step by step. So part one is to create plans that actually stick for your business.

[00:27](#)

So the first step is that I call this the foolproof plan because I think it's easy to do. It works with both personality types, with both visionaries and the builders, so skyscrapers and builders. Once you figure out what your particular goal or project that you want to complete, I want you to spend some time to get it out of your head. You're going to want a brain dump. All the things, whether it's a list or just a doodle or filling out the page and whatever way that it falls. You can release any thoughts that are cutting up your ability to write out an actual project plan and we're going to take this out of your head. You probably have it stuck in there. You're thinking about it all the time and spending a lot of mental energy and calories, keeping that in your brain which makes you tired, so let your brain churn out the list that you carry around in your head at all times.

[01:24](#)

The next step in the foolproof plan is to name it and assess, so this next step is to figure out what the scope of the project is. Then assess why you want to do it. What will it do for Your Business? Is it going to be life giving? Is it going to be fulfilling? Is it going to move the needle forward on your business? Does it line up with your core values? Once you kind of have those checks and balances complete, you have approval from yourself to take action and move forward and moving forward means that you're committing to it, that you're seeing it through to completion, that you were decided and you're taking action.

[02:02](#)

Step number three is mind mapping and I'm going to show you my mind maps as I have done it for myself and for my clients and this is how I like to organize all the creative thoughts that come through me and I've shown it to a lot of different creatives. So I hope that this process works for you. Um, so we're going to be organizing like tasks, so tasks that kind of our umbrella'd under, under one topic. And then there's some other things that you have to do. We're going to start organizing the brain dump that you did, all the ideas that you had and we're going to start organizing it in a way that actually makes sense. So I want you to get as granular as you need for this process. Maybe you miss something inside of your brain dump and that's totally okay and you're going to add it here.

[02:47](#)

So this is the checks and balances for the full proof plan. So let's say that you are launching a book. So this was actually our launch plan for the big plan for the creative mind. So maybe the first step was to write the manuscript, one of the big steps was to figure out what the publishing process was and we wanted to also do a launch planning. We talked about visibility work, we also talked about editing. These are all big things that need to happen. So the circles that you see kind of at the outside of this chart is kind of like the headlines. Let's consider them the chapters. I'm inside of the book writing process and under each one, let's take writing the manuscript as an example. I had to do a whole bunch of things. I wanted to research, I wanted to outline the book.

[03:34](#)

I wanted to think through the chapters one through 10 or where are we going to have more than that. I wanted to figure out what the publishing process was. I needed to learn about ISBNs. I wanted to learn about the artwork. And so every single part of the process came to me by just brainstorming and also kind of pairing up the things that were most like each other in one umbrella. So your first step is to come up with your subcategory, so we're going to walk through this.

[04:05](#)

So the number one thing is your project scope. Launching your book is the Red Box, right? That's the project scope. That's what we're trying to commit to. It's the thing that's probably going to go inside of a focal point, although you probably shouldn't be writing a book in three months in launching it. So that's a little bit different.

[04:25](#)

But the project scope is the big project. The big name for the thing that you're doing. The number two thing, primary sub project is all the orange stuff. It's kind of like the header section of whatever the category of stuff that you're doing. Right? The manuscript, the publishing process, figuring out everything about editing. squaring away the launch and then visibility work. So those are the primary sub projects.

[04:52](#)

And then the secondary sub project is any kind of bigger project that's under the primary set project. So in this case there's only one. There was only the podcast tour and there could be plenty of other ones under each of them, but this is the way that I have written it out and the podcast tour will have to pitch, we'll have to research, so there's some things that we have to do there and then number four were the tasks and deliverables, so these are all the pink things, all the things that you actually have to take action on and do.

[05:22](#)

The best thing to do in order to have really effective tasks or deliverables is that each of these things are actually 30 to 60 minute tasks and these are the things that go on your to do list, right? Typically what will happen is that people will put on their to do list the secondary side project or primary sub project, making themselves super overwhelmed. So in order to make sure that your tasks and deliverables are actually what you want them to be, ask yourself, can I do this in a 30 to 60 minute span of time? Writing the manuscript in 30, 60 minutes is impossible, but maybe you can say I am going to draft one chapter

[06:08](#)

in a 30 to 60 minute period of time, might be a little bit of a stretch, but you could possibly say I'm going to outline chapter one in a 30, 60 minute period of time. So those are the ways that I would say number four really takes shape. You want to make sure that you know what the tasks and deliverables are for each step and seeing all of this out in the open like this will allow you to see how long each thing might take and how long the ultimate project scope will take before you can actually launch it. A lot of creatives will underestimate the time that it takes to get to a launch to prepare everything and overestimate how much they can get done in a day. So you want to give yourself a lot of leeway

and if you think you're going to launch in September, maybe you're going to be launching in October or November. You want to give yourself a lot of room.

[07:02](#)

So after you do this hand written chart, you're going to translate it into a linear plan. I'm guessing if you're anything like me and a lot of my clients, you're a list maker and do you want to use that mind map and turn it into a little bit more of a digestible thing maybe with timelines and deadlines, and if you're more left brain, you're going to like this, so you're going to want to turn it into maybe a trello format or an Asana format. It really just matters. It just depends on what you like. So however you like to see it translate these things into your Trello or Asana boards. So step one might be to launch a book launch. The book is the main project scope and the letters a, b, and c are the primary sub tasks. So the primary sub task number one or a is write the manuscript and under it there's do research, there's outline the book, there's chapters, so you're going to want to break it down this way and then assign a deadline to each and every single one of them. If you're delegating, you definitely want to, you know, make sure that you're sending it to the right people with the right deadlines.

[08:14](#)

So I do like to do this in Trello with my team and you can start checking things off and you'll see the progress that you're making and our brains need to know that we are constantly making progress that we have forward moving momentum.

[08:30](#)

So number five, like I said, is to go ahead and schedule to have this as a deadline for yourself and sometimes you need to see it in a calendar format and so trello and Asana both have those capabilities where you can see, okay, in this particular week, here are the two things that I really need to get done for this particular project. So it allows you to do all of these things. If you are moving it from the timeline to the schedule format. So make sure to put your deadlines and your calendar in your planners or you just have it in your project management software. So my pro tip number one here is give yourself a lot of flexibility, a lot of leeway, and a lot of buffer you were probably, if you're just getting used to this, you will probably overspend your time and underestimate how long things will take.

[09:19](#)

So give yourself a whole lot of time and if there's other people involved in the project and give yourself extra time because sometimes people don't respond back to these quickly as you need it to happen. And pro tip number two is, like I said, is each task you put on your to do list should only take about 30 to 60 minutes.

[09:38](#)

Number six is sprint. So sprinting is about holding yourself accountable to getting parts and pieces of this project done. I always adjust two weeks sprints where you focus one sub project. So let's say you're writing the manuscript and you're getting these sections of the manuscript done or you're going to be researching the editing process or researching the publishing process and that might take you about two weeks. Um, so writing the manuscript might take you to different sprints. Maybe it's I want to get a draft done and then I want to

actually get the full version done in the second sprint. So it really just depends on how big the scope of the project is and how much time each thing will take.

[10:19](#)

Number seven slash seven news resources. So seven is all about understanding the kind of resources you need to get this project done, whether it's monetary or support or anything else in order to have it be completed and really just book ended. You don't want to get to the end of the project and be short a team member or short on money, um, to pay for the inventory or whatever it is that you're trying to do.

[10:45](#)

And then number eight is absolutely celebrate in any project. It's absolutely vital to acknowledge your success so you can celebrate at the end. You can also celebrate at the end of each sub task or sub project. You can celebrate the end of a sub project because you have gotten that one big chunk done.

[11:05](#)

And sometimes that sub project has taken you a long time to complete. So make sure that you gave yourself a lot of leeway, you make sure you give yourself a lot of opportunity to celebrate because our brains really love it when we do acknowledge the momentum.

[11:20](#)

So take a deep breath and we're moving into monthly plans. This is part two. So looking at your month, we are talking about what is on your plate. So from lesson two, you probably remember when we talked about the prep promo and execute plans and looking at your foolproof project plan, you can see what's on your plate, where you're being maybe a little bit too aggressive and or you're not. You don't have a whole lot going on on your plate. So you want to remember something to consider is the content consideration from module six. So the things that are going out to your community, right?

[12:00](#)

The things that you're promoting out in the world, maybe it's a new blog post or social media posts, all of those things have to be considered in terms of what you need to prep the month before these different tools that you're using, whether it's the prep promo, execute or the foolproof project plan. You're really wanting to think about, okay, how do these fit into each other? How do the content things matter to me? What am I going to be promoting and really think about is this possible? The gutcheck is the list that I've created for myself? Is this too ambitious? Do I need to spread it out a little bit more, and if so, you can just take one or two of the plans that you created, so maybe the prep promo, execute plan with the content considerations, or maybe you're doing the fool proof plan because that's the only thing you're focused on.

[12:47](#)

So whatever it is you want to decide, gutcheck is this mountain or list of things that I've just created for myself? Is it possible? Does that feel overwhelming? And if it does, then you're going to want to create a lot of room for self care or you know, create a lot of room for fun in the next couple months.

[13:06](#)

So the next question I want you to consider is, do you need to create space in order to do whatever it is that you outlined and committed to? Does anything need to change? Do you need to spend less, work, less time working on things that don't matter? Or maybe you need to work longer hours and you're making that sacrifice. Maybe you just need to say no to something. Maybe it's ultimately deciding to postpone one of the projects that you said you were going to do. It might be disappointing to do this gut check, but it's easier to create space and say no to the things that need to be said no to in order to do the best work that you're planning to do for the next several months. So I want you to go dive in, try the foolproof plan with one of the projects that you've been thinking about or you've been wanting to do and see. How much time do you think that will take? I would love to see it inside of the facebook community and see if I can give any feedback or thoughts about how you might break it down to have a more effective plan.