

SPRING CLEAN CHALLENGE
DAY TWO

Simplify

YOUR BUSINESS

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LESS IS MORE

Welcome to Day Two of the 5-Day Spring Clean Your Business Challenge. On the following pages of this workbook you'll find everything you need to complete today's part of the challenge.

The theme for today is S I M P L I F Y.

And my invitation to you is to take a honest look at your business to unearth those parts of it that might have got a bit overly complicated.

Today we're looking for unnecessary clutter that could be draining your energy and even wasting your time and money. Think domain names you keep paying for that you're unlikely to ever use, or the million and one social media accounts you've opened and don't have time to do anything with.

The key here is to remember that less is nearly always more (apart from revenue, then it's most definitely not!) so the more of the unnecessary we can eliminate from our business, the more time we'll have for the things that matter.

Take a moment to glance through the pages of this workbook in its entirety and then come back and work through the prompts and actions in turn. At the end of the workbook, I've provided some example actions you could take to simplify your business for you to come back to in the future should you feel called to.

Finally don't forget to head on over to the [Facebook Group](#) to share your experience of today's theme with your fellow Challenge participants.

REFLECTION

Just like yesterday, the first thing I want you to do today, ideally before you get lost in the busy-ness of the day, is to take some time to sit in quiet reflection around the idea of bringing greater simplicity to your business.

Hopefully yesterday you found a way to create a peaceful and sacred spot in which to reflect. Before spending time in reflection or meditation, I like to set an intention, light a candle and burn some incense. Because I always do the same, it helps me to shift into a more present state of mind more easily. Do whatever works for you.

Get comfortable, ideally you want to be sat upright, if it helps sit with some cushions supporting you to do that, the key is that you feel awake and aligned so that your breath can flow more easily. Have a notebook and pen nearby.

Set a timer for at least 10 minutes (I use this [free online meditation timer](#)). Close your eyes and reflect on the following question:

How can I simplify my business?

At first you might find your mind wants to think about anything but the question, it may even go blank, if that happens, don't worry, simply repeat the question silently in your head.

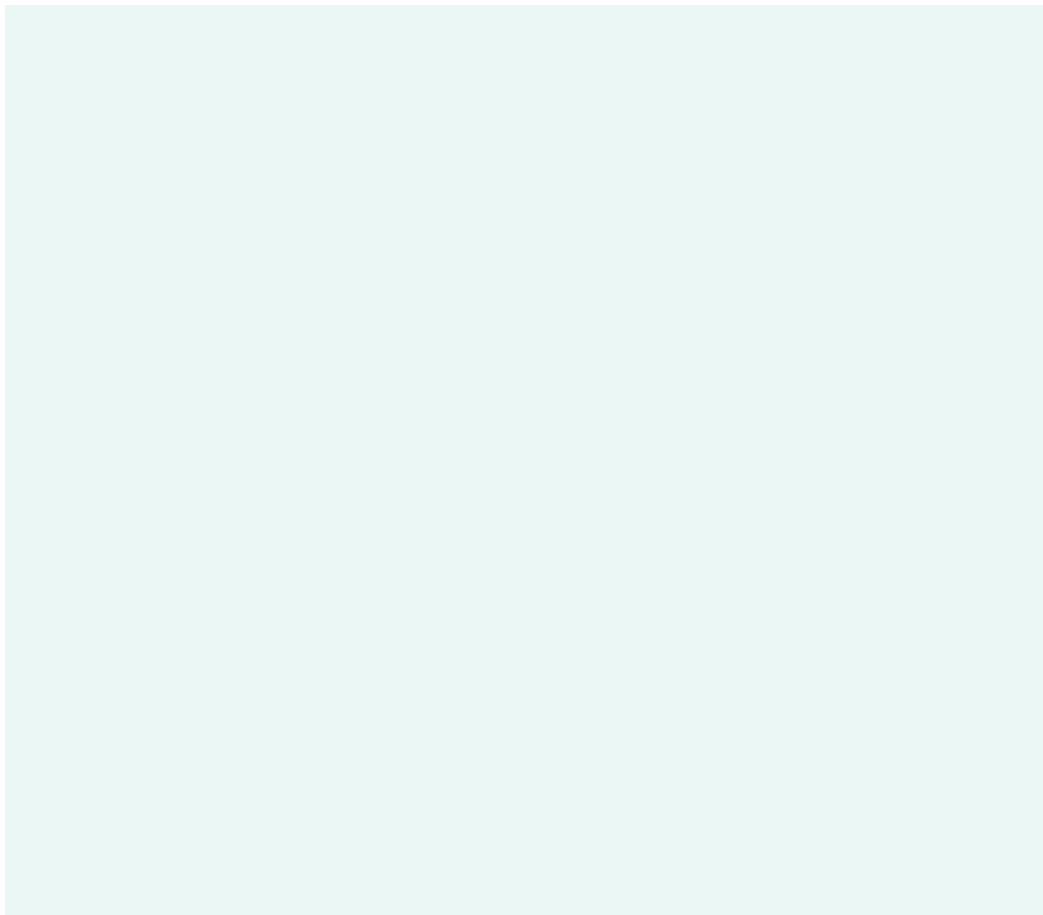
When your mind begins to wander, gently and without judgement bring it back to the question. Continue until the timer sounds.

JOURNAL

When your reflection time is over, pick up the pen and paper you have handy and write down anything and everything that occurs to you in relation to your business and the question you've been reflecting on.

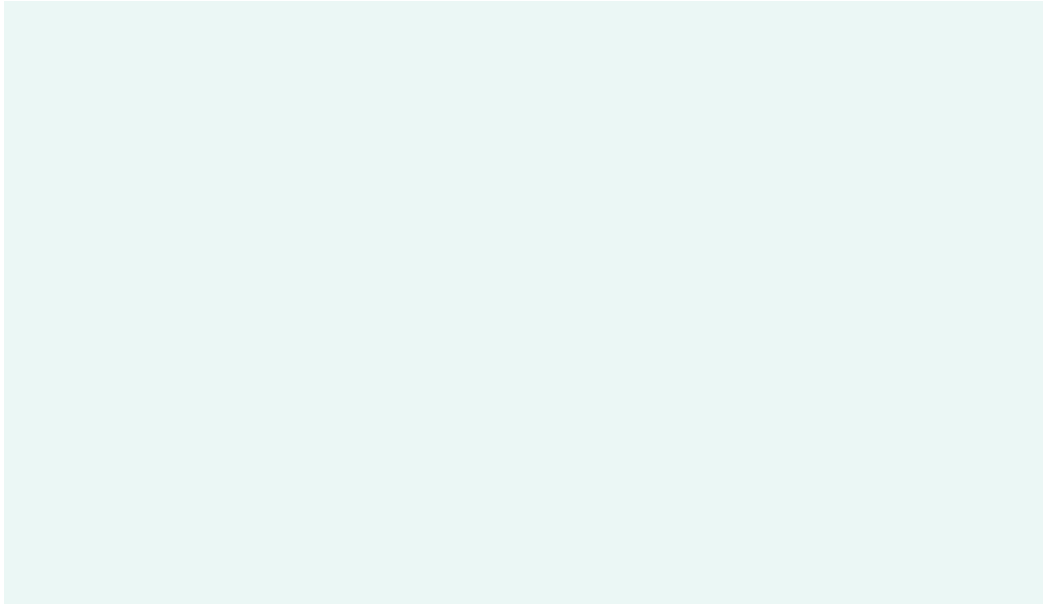
Over the next page or so, I have provided some specific prompts for you to journal on. I do recommend free writing first and then coming back to this workbook to record your answers to the specific questions it contains.

Which parts of my business could be simplified?

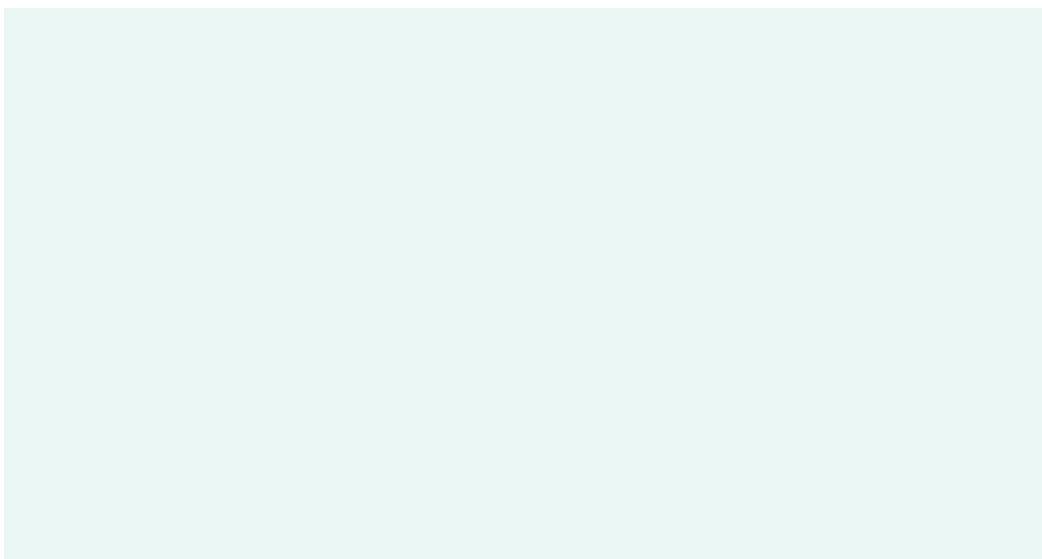


JOURNAL

What specific actions could I take to simplify my business (in the areas identified above)?



Considering the various areas of my business that would benefit from being simplified and the actions I have identified, what feel like my top three priorities?



TAKE ACTION

Hopefully, from the previous two steps of reflecting and journalling, you have plenty of ideas for how to simplify your business. But just in case you don't, on this page and the next I have provided you with a number of examples, ideas and actions to inspire your progress on this theme.

BUSINESS AREA	SPECIFIC ACTION
Social Media	<p>Close down social media accounts that you are not active on. Having inactive accounts drains your mental energy and looks unprofessional.</p> <p>Close down any Facebook Groups or pages that you are not regularly interacting in or providing content for, for the same reasons as above.</p>
Offerings (products and services)	<p>Simplify your offerings. Are your products and services simple to access or do they feel complicated and convoluted?</p> <p>Consider "retiring" any offerings that are not bringing in any or little revenue. (You may choose to look at these again later in the week).</p> <p>Do you have a complicated sales process or system for people to buy your products? Consider ways you can simplify.</p>

TAKE ACTION

BUSINESS AREA

SPECIFIC ACTION

Email

How many inboxes are you managing? Do you need that many or can you afford to lose one or two?

How many duplicate or completely unresponsive subscribers do you have? Is it time to de-dupe and/or unsubscribe a few peeps? Depending on your provider you might be paying for subscribers who stopped opening your emails a year ago! Now is the time to let them go.

Message

Are there parts of your business message that you could simplify?

Does your mission statement roll off the tongue and get greeted with nods of understanding or do you always have to explain it? How can you simplify it?

Is your niche complicated? Are you trying to be too many things for too many people? Can you narrow down your niche in the name of simplicity?

Are your sales pages or service pages on your websites simple to understand or would they benefit from simplification?

TAKE ACTION

BUSINESS AREA

Website

SPECIFIC ACTION

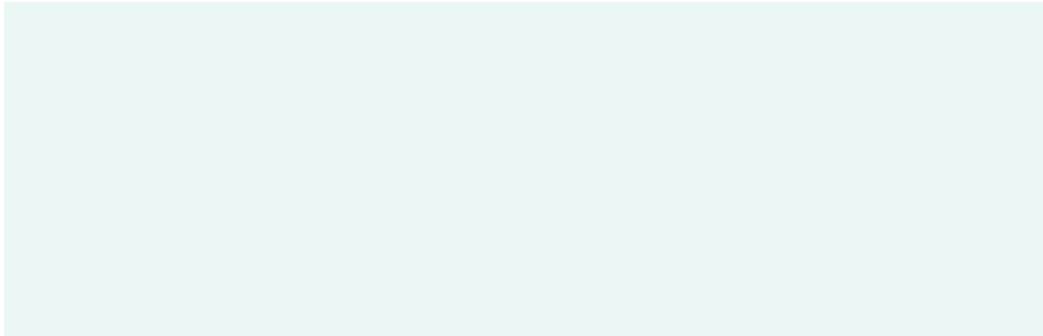
Have you ended up with more than one website like I have? Are they all necessary? Could you simplify?

Are you paying for domain names you'll never in all likelihood use? Let them go, believe me, I've been there and it's freeing.

Is your website navigation a mess? Do you have more menu items than can fit on a screen? I'll say it again. Simplify.

TAKE ACTION

What ONE thing will I do today to simplify my business?



Please now head over to the [Facebook Group](#) to share what this action is and share an update or picture to show us how you've tackled it.

That's it for today. I'll see you in your inbox tomorrow for day three of the Spring Clean Your Business Challenge.

With love,

Caroline 