

THE
ONE
THING

Hey!

Have you been pushing something off for ages?
Something you *know* will propel you forward in a big way
but that you've neglected to make a priority?

What if this was the month you finally got it done? As in,
finally complete, shipped, and officially out into the world.

Yes. Really.

This September, we are embarking on a time-
management journey that's oh-so-simple yet super
effective.

Based on the book [**The One Thing**](#) by Gary W. Keller and
Jay Papasan, we're inviting you to **focus on one specific
goal** and take consistent action **for 30 days**, starting on
September 1st.

*NOTE: You don't have to read the book to partake in the
challenge, but we highly recommend it because it's super
inspiring and energizing.*

This isn't about crushing a to-do list that's 10 miles long. We know it's satisfying to check off tasks one by one, but most of the time those tasks are busy work and are not completed in order of priority.

Instead, by focusing on **one thing** that truly contributes to the evolution of your business, you will see actual, tangible results.

Feel like other areas of your life need more attention than your business? No sweat. You can choose to focus your time and energy on your health, love life, spirituality, friendships, or anything else that feels like it's lagging behind.

All you have to do is choose one thing and make it your number one priority in order to achieve it.

Can't wait to hear how this challenge goes for you. Cheers to more goodness, abundance, community, productivity, self-care, and positive energy in September!

X+O,
Kate and Emily

An overview

Over the next 30 days, you are going to choose one super specific, big-picture goal to work towards. Make sure to choose tasks that will spark growth, sales, evolution, and/or bring joy to yourself and others.

Goals like creating a new product or service, growing your email list, sending a daily handwritten note to a client or friend, or even doing yoga every day for a month would fall under the umbrella of big picture goals.

All of the goals mentioned above are proactive and will help to grow your business, deepen your connections, and impact your bottom line financially.

A few things you want to AVOID when setting your goals are “reactive” and administrative activities such as:

- Responding to emails
- Bookkeeping
- Sending invoices
- Reading/researching/consuming information
- Reacting to other people’s posts on social media
- Cleaning and organizing
- Any other “in-your-business” tasks

Getting down to business

Now that you're clear on the kind of goals you'll want to focus your energy on, it's time to get down to business.

Here's an overview of what you'll need to do to get started.

1. Set a specific, big picture goal to focus on for month of September (i.e.— the next 30 days).

A few example of both business and personal goals:

- ★ I will design and make a prototype of 7 new jewelry pieces for my spring 2018 collection.
- ★ I will compose and record three guided meditations and post them for sale on my website.
- ★ I will choose 30 people and write and send one snail mail letter that includes some original artwork every single day.
- ★ I will prep and cook three healthy meals for the day.

2. **Choose a specific amount of time to dedicate to goal daily.** We suggest 90 minutes, but depending on the goal, it could be as little as 10 minutes per day.
3. **Make this goal a priority above all other tasks.** It will be the FIRST thing you do when you start to work. Do not start your day with reactive activities! Save them for the afternoon.
4. **Eliminate as many distractions as possible.** Shut down all social media and email, turn off the television, and put your phone on silent. Do whatever you can to eliminate distractions while working on your goals.
5. **Chart your progress.** Once you've given your goal 90 minutes (or whatever time-frame you've decided on) of love and attention, color in your star on the One Thing Tracker (see page 9).
6. **Stay accountable.** Find a friend (or business bestie) to come along on this journey with you. Better yet, share you progress, ahas, and revelations along the way with us!

Sweetening the pot

Because it's a thousand percent more fun (and, let's be honest, easier to follow through) when you have an entire community rocking the challenge right along with you, we wanted to sweeten the pot a bit.

That's right, we're going to give away a majorly fun prize bundle to the person we see kicking butt and taking names.

The Prize: A hardback copy of [The One Thing](#) PLUS a beautiful journal, a pack of our favorite pens and markers, *and* complimentary 3-month Rock It! membership.

(Already a Rock It! member? Don't sweat it. We'll replace the complimentary membership with a coaching package.)

How to enter: In order to play along, all you have to do is share a photo of your chart, the fruits of your labor, or photo of you doing your thing (and working on your goal) on Instagram or Facebook. Make sure to use the hashtag **#propelleonething** and tag **@wepropelle** for an official

entry. You can enter once a day starting now! The person with the most entries is our winner. If we have a tie, we'll draw a winner from amongst our finalists.

Share the love: Help us get the word out by sharing a picture of your freshly printed worksheet (or take a screen shot) to Instagram and Facebook. This post will count as your first contest entry if you use the tags @wepropelle and #propelleonething. **You can also share the image below!**



The One Thing Tracker

My daily action goal:

“I will _____

every day at _____ o'clock for _____ minutes.”

Track your days:



Enter to win:

After completing your daily action goal, post a photo of your chart, the fruits of your labor, a selfie of you crushing your tasks, or any other photo you want on Instagram or Facebook. Tag **@wepropelle** and use the hashtag **#propelleonething**.



PROPELLE creates space for women to connect, both online and off, about business and entrepreneurship. Our mission is to shine the light on the amazing work women in the Pittsburgh region are doing, to foster a community of supportive and creative women, and to provide the tools and resources necessary to help women grow and evolve.

If you like this challenge, be sure to check out our [blog archives](#) and [sign up](#) to receive our weekly newsletter. Also, we really love hearing how these ideas help you, so please let us know by sending us an email or tagging us (@wepropelle) on social media.

Shine on, sister. Success is inevitable and it's coming your way. It's really just a matter of time.