

[Transcript] My First Million / #120 - These Are the Frameworks Every Entrepreneur Should Learn

All right.

Quick break to tell you about another podcast that we're interested in right now, HubSpot just launched a Shark Tank rewatch podcast called Another Bite.

Every week, the hosts relive the latest and greatest pitches from Shark Tank, from Squatty Potty to the Mench on a Bench to Ring Doorbell, and they break down why these pitches were winners or losers, and each company's go-to-market strategy, branding, pricing, valuation, everything.

Basically all the things you want to know about how to survive the tank and scale your company on your own.

If you want to give it a listen, you can find Another Bite on whatever podcast app you listen to, like Apple or Spotify or whatever you're using right now.

All right.

Back to the show.

Hey, guys.

Sean here.

I'm going to try something different for this episode.

This is going to be 10 of my favorite frameworks.

As you guys know, I am the framework Don, the framework King, the prints of frameworks, and really just a nerd about frameworks.

And so over the years, I've tried to take all the lessons I learned building businesses and turn them into little nuggets that I can remember, little principles, philosophies or frameworks, whatever you want to call it.

So I put 10 together and I recorded myself reading it.

Actually, this started as a PDF that I made with custom illustrations and all kinds of crazy stuff for my email list.

If you're not on it, I'll put the link in the description.

It's just SeanPurri.com.

And so I had this email list where I always share kind of my under the hood stuff that's going on in my business and frameworks that I'm using, tactics that I'm using, and people love this PDF.

And they asked, could you do an audio version of this for the podcast?

And so that's what I did.

So that's what this is.

So I hope you guys enjoy it.

These are 10 of my favorite frameworks.

If you hear something that doesn't make sense, it's because I'm talking to people who are on my email list and maybe there's some context you're missing out, but don't worry about that.

The frameworks can apply to anything.

So hope you guys enjoy 10 of my favorite frameworks.

This is the 25 day recap of the all access pass, aka the 12 biggest takeaways that I hope you remember from all this content.

You know, in the last 30 days, I've sent about 25 emails out.

[Transcript] My First Million / #120 - These Are the Frameworks Every Entrepreneur Should Learn

That's a lot of content.

And even though the open rate is pretty high, it's like 86.4%, there's no way someone could read and remember all of that stuff.

It's just hard to retain that much information.

Now not every email was great, but there were some nuggets of gold in there.

So Ben and I sat down and tried to distill the 12 biggest takeaways from the all access pass so far.

This is like when Lucky Charms released the marshmallows only version of the cereal.

It's just the best stuff.

There's four techniques, four frameworks, and the four best philosophies.

That's 12 total.

I hope you enjoy.

Your to do list is killing you.

I used lists for years and I love writing the list, but as soon as I put the pen down, anxiety would start and the longer my list went, I would just start collecting dust.

It would just serve as a guilt trip for all the stuff that I didn't do yet.

So even though lists feel good in the moment, they're not the best way to be productive.

One of the problems with list is that they bury the headline.

In your day, there's probably one or two things that are way more important than everything else.

If you just did those things alone, your day would be a success.

It's that old 80, 20 rule.

I call that my one big thing or OBT for short.

Instead of making a list, I asked myself, what's the one highest impact thing I could do today?

Take note, my friend.

I said, impact, not difficulty.

Don't confuse the two.

Sometimes the high impact thing is just a 15 minute phone call or it's that one conversation I've really been avoiding with my key person.

That's it.

And if I do my OBT, the rest of the day, anything else I do is just gravy on top.

I have zero guilt once I've done my OBT.

It's a simple daily productivity technique that has made me way more productive and way less stressed.

And by the way, those two things go together.

And I know what you're saying.

You're going to say, but what about all those things that I need to do?

Okay.

Well, even with an OBT, you sometimes have to write stuff down so you don't lose track of it, but not on a list.

Instead use what I call the power box.

I think other people have different names for this, but I invented it for myself and

[Transcript] My First Million / #120 - These Are the Frameworks Every Entrepreneur Should Learn

so I named it for myself.

A power box is a, imagine like an X and Y axis.

This is a little bit easier if you just look at the diagram, but I'll try to describe it.

On the Y axis, you have impact.

High impact on the top, low impact on the bottom.

And from left to right, you have not urgent to urgent.

And anytime I think of a task, like let's say, you know, I need to get a haircut.

Low impact, but might be getting urgent, you know, depending on the situation.

Or if it's, I need to find a tax accountant because I got to do my taxes in a month.

That's high impact and it's high urgency.

Maybe I have a big pitch or big sales presentation I need to do.

High impact and if it's tomorrow, it's high urgency.

If it's two months from now, I'll put it in the low urgency bucket.

You get the idea.

It's like a list, but it maps every task based on what matters.

Same sensitivity or urgency and impact.

And when it comes to do it, when a new thing comes up, I just quickly triage it into one of these boxes.

It's very, I don't know, stress relieving to do that.

And you know where it's.