

Author to CEO Mindset Shift and Tools Checklist v1.0

Carefully consider each of the mindset shifts from author to CEO below. Further, consider the tools you use, especially for analyzing your progress as a business owner.

MINDSET SHIFT CHECKLIST:

- Shift your identity from "just an author" to a CEO.
- Trade a scarcity (too few cookies) mindset for one of abundance (cookies for all).
- See business spending as an investment, not a cost. Does the expense pay for itself?
- Choose progress over perfection, every single time. SHIP IT!
- View problems as puzzles to be solved, not roadblocks. It is an opportunity to learn.
- Focus on building relationships with fans and nurturing your community, not just on sales. Nurture, nurture, nurture, and only then sell.
- Create your opportunities instead of waiting for permission. What would YOU do?

TOOLS CHECKLIST:

- Analytics is no longer strictly about engagement, where subscriber count is a vanity metric, but rather viewer satisfaction and value. Views and watch time matter.
- Retention is key. When does most of your audience drop off in your videos? Try to keep 80% of the viewers for 30 seconds. How many viewers click on the next video?
- Nurture your community rather than constantly selling to them. Post a comment or question every day. It's easy. And scheduling works great with posts. Ask them questions about their biggest obstacles and how they are doing.
- Build community by going live from your office or desk. Talk about a topic, then answer all questions with longer than yes or no answers. Live streams let you get to know your community members and serve them better. Then, share the audio as a podcast episode to reach your audience that only listens to audio.
- Artificial Intelligence (AI) is a tool. Don't fall for the AI hype. Using AI is more work than you already have, but an efficient tool used correctly is invaluable to save time. Using AI "right" could be almost as good as if you did it yourself, only in far less time. Proceed with caution with AI tools, but we all must proceed. Right?

Stay subscribed to my email list, and I'll send updates to this checklist as changes in the entrepreneurial landscape occur.