



## **How to Simplify [Complex Task]**

*Description: Offer actionable steps for ease and efficiency*

### ***Thought Leader Content***

*[This format can be repeated for the other 3 topics to create a cohesive email series that reinforces this theme while offering actionable ways for your audience to connect.]*

### **Step 1: What is your direct offer? We want you to be selling NOW!**

Encourage your audience to embrace simplicity by offering a solution—whether it’s your service, a framework, a resource, or a call-to-action like booking a strategy call.

Examples:

- A done-for-you service that removes complexity for your clients
- A free checklist or framework to simplify their process
- A workshop/webinar that teaches your unique method for efficiency

### **Step 2: Brainstorm 4 Topics for Emails**

- **Topic 1:**
- **Topic 2:**
- **Topic 3:**

- **Topic 4:**

*Shannon's Examples...*

- **Monthly Theme:** *How to Simplify [Complex Task]*
  - **Four Topics:**
    1. How I turned a chaotic project into a streamlined system
    2. The moment I realized complexity wasn't a sign of success
    3. Why simplifying doesn't mean losing quality—just gaining clarity
    4. The unexpected power of removing 80% of your to-do list

### **Step 3: Outline the main points of your FIRST email**

- Subject line:
- Email opening hook:
- Share a story from your past.
- Share how this relates to what you are doing now.
- Share the teaching point/s you want to make.
- Leave your audience with a question to ponder.
- CTA (see step 4)

**Step 4: CTA - what do you want people to do next? Reply, register, book a call?**

## Example Email: How To Simplify [Complex Task]

**From:** [hq@joyfulbusinessrevolution.com](mailto:hq@joyfulbusinessrevolution.com)

**Reply To:** [hq@joyfulbusinessrevolution.com](mailto:hq@joyfulbusinessrevolution.com)

**Subject Line:** *Cut Your To-Do List*

**Preview Text:** *How I Hit \$1M Faster*

Hey [First Name],

For years, I thought success meant doing more.

I'd start each day with a never-ending to-do list, convinced that if I just worked harder, I'd finally get ahead.

But instead, I was constantly overwhelmed, exhausted, and stuck in the weeds of my business.

Then, I did something that felt completely counterintuitive: **I removed 80% of my to-do list.**

And that same year? **I hit nearly \$1M in revenue.**

Not because I worked more. But because I worked smarter.

### What I Stopped Doing (and What I Focused On Instead)

- **I stopped doing low-value tasks.** Instead of spending time on busywork, I focused on revenue-generating activities.
- **I stopped micromanaging everything,** and instead, I automated, delegated, or deleted anything that didn't need me to do it.
- **I stopped reacting and started leading.** Instead of getting pulled in 30 different directions, I chose to focus on the 20% of tasks that actually moved my business forward.

## **How to Cut Your To-Do List by 80%**

If you feel like you're working constantly but not making real progress, here's what I recommend:

1. Write down your full to-do list. Brain dump everything that's taking up your time.
2. Highlight the 20% that drives real results. Ask yourself: Which of these tasks actually generate revenue, create opportunities, or have a major impact?
3. Eliminate or delegate the rest. If it's not moving the needle, let it go. Automate it, outsource it, or just stop doing it altogether.
4. Prioritize 3-5 key tasks each day. Get rid of your endless to-do list (It will never get done anyway!) Focus only on high-impact tasks that get you closer to your goals.

## **The Result? Less Work, More Growth**

When I finally stopped wasting time on things that didn't matter, my business took off.

- ✓ I had more time to focus on strategy and growth.
- ✓ I stopped feeling like I was drowning in tasks.
- ✓ I was able to scale to nearly \$1M in revenue—without working more hours.

What's one thing on your to-do list right now that you know you don't need to be doing? Write it down—and choose to simplify for growth!

Here's to working less and growing more.

xo,

Shannon

**P.S. Everyday we help our JoyFueled™ Business Growth clients focus on what really matters to grow their business and revenue.** Wondering how we can help you, too? [Join our upcoming Q&A call to learn more about our program and see if it might be a good fit for you!](#)