

# THE FREEDOM BLUEPRINT

5 STEPS TO WORK FASTER, EARN MORE,  
PLAY LONGER



PROVEN SYSTEMS TO RECLAIM YOUR TIME AND LIFE –  
FROM A 25-YEAR FAMILY BUSINESS VETERAN



# INTRODUCTION

Most entrepreneurs start with big dreams – freedom, impact, legacy, more time with family. But end up trapped in the grind: endless emails, invoices, troubleshooting, "got a minute?" interruptions. You're plugging holes every day instead of building for the future. I lived it. 25 years in our family business, from sweeping floors to closing mega deals. My days were filled with daily factory work because no systems empowered the team. When I finally had time for big moves, it was hard to find the right people or agencies. Small business owners need help. I needed help. That's why my company exists: "My company exists to help small business owners succeed in ways both personally and professionally because I thrive on helping others achieve their dreams." This Blueprint is your escape plan: 5 steps drawn from top time management masters (GTD, Atomic Habits, Eat That Frog, Four Thousand Weeks) + my real-world experience. Implement one, get a win! All five? Your business works FOR you. Let's start with the most important question...

## STEP 1: START WITH WHY – REDISCOVER PURPOSE & RUTHLESS FOCUS

Most entrepreneurs start with a big dream: freedom, impact, more time with family, legacy. But somewhere the dream turns into a trap – endless emails, invoices, troubleshooting, “got a minute?” interruptions. You’re plugging holes every day instead of building for the future.

That’s why my company exists:  
My WHY: **My company exists to liberate business owners from the daily grind so they can build generational wealth and actually enjoy their families while they are still young.**

That’s the foundation. Everything in this Blueprint flows from it.

## Your WHY – The First Question That Changes Everything

Why does your business exist? Write it down.

One sentence.

Right now.

Is it to make money? Then ask: What is that money for? How much will it cost to live the rich life you want – and take those vacations? We can math it out. Is it because you love to create, cook, serve, build, teach? Then let's get you doing more of THAT and less of the rest.

Your WHY is your filter. It dictates what stays on your plate and what gets delegated, automated, or eliminated.

## Audit Your Reality – The Brutal List

Grab a pen or open a doc. List everything you do in a typical day and week. Be brutally honest. No filter.

Here's a real example from my own journey (and many clients):

- Checking/responding to emails
- Importing invoices
- Managing A/R
- Paying bills
- Running payroll
- Checking on production
- Troubleshooting equipment
- Running equipment when people were out
- Helping (or running) shipping
- Putting out daily fires

All daily tasks that kept me from growing the business.

### One Moment That Changed Everything

Any time this one piece of equipment was not making parts with the right specifications, I was the only one who could dial it back in. That's when I realized I had created myself another job inside of this business.

## Categorize Ruthlessly

Now sort your list into three buckets:

**Essential Daily** – Keeps the lights on right now (client delivery, basic admin, production).

**Managerial Checkups** – Weekly/monthly oversight (numbers review, team pulse, cash flow).

**Big Moves** – Things that actually grow the business or free you (new offers, systems, hiring, marketing, personal recharge).

Most owners are 80–90% stuck in Essential Daily and Managerial Checkups. The Big Moves? They get squeezed into when I have time, which is never.

Narrow to the 6 Most Important Things Cut to the 6 activities that truly move the needle – the ones that grow revenue, increase profit, or let the business run without you micromanaging. These are your 80/20 leverage points. Everything else? Automate, delegate, outsource, or delete.

Here are 6 common high-leverage examples I see with clients (yours will be different – we'll fill them in the worksheet):

- New product/service offering
- Delegate bookkeeping
- New marketing strategy
- Optimize time
- Develop standard operating procedures
- Implement training to continuously improve

Touch It Once – Ruthless Execution With your WHY clear and the 6 essentials locked, apply the rule: Only touch a task if you can COMPLETE it right now (you have the time and skill).

If not – schedule it, delegate it, or delete it.

Big time sucks to eliminate:

Emails & notifications – batch 2x/day, reply only if completable in <5 min.

“Got a minute?” interruptions – set open office hours.

Review quotes and proposals ONLY if you are going to make a decision with it.

Pig-headed discipline: Make these changes permanent. No backsliding.

## Step 2: Plan Your Day Like a CEO

With your WHY clear and the 6 essentials locked, now own your calendar – or it owns you. Biggest time leaks? Impromptu meetings ("show me what's going on" or "got a minute?") that derail focus. Endless YouTube/Internet research rabbit holes. Context switching between random tasks. Make meetings quick, efficient, and scheduled. Use AI for fast, actionable research – no more wasting hours.

**Eat the Frog First** Tackle your hardest thing (the "frog") in the morning – before the day gets out of hand. This is one of your 6 essentials or a big move (like new marketing strategy). Non-negotiable 2-hour block every day.

**Open Office Hours** Hold 15-30 minutes a day – but scatter times through the week. Bigger discussions? Schedule their own slot. No more drop-ins stealing your flow.

**Daily Rituals to Own It** Always review the calendar in the morning. Anything pushed from yesterday? Tackle it in your first session. End-of-day shutdown: Close loops, prep tomorrow.

## Step 3: Understand Your Numbers

Sales (the top line) and profit (the bottom line) are crucial, but what factors influence them? Gain a clear understanding of your financial situation, or you risk navigating without direction. This is usually the first thing owners should get off their plate. You need to read the numbers, not type the data. This is exactly what I do for my clients.

### Essential Numbers to Memorize

**Sales:** Track daily, weekly, and monthly figures. What products are your best sellers? What is your average sale amount?

**Breakeven:** Determine how many sales are necessary to cover your expenses.

**Marketing Costs:** What is the cost to acquire a customer (CAC)? How much value does that customer bring over their lifetime (LTV)?

**Profit:** Figure out how much you need to earn to achieve your desired lifestyle (owner salary, vacations, growth).

By knowing these numbers, you can accurately assess how much staff or assistance is needed to reach your goals.

## THE AHA MOMENT

Clients become energized when they realize they can genuinely increase their earnings – without any hidden surprises. No more uncertainty.

### **Dashboard Format**

Utilize QuickBooks reports (P&L, Sales) along with custom spreadsheets that are updated monthly. Keep it straightforward, visible, and actionable.

### **Quick Win: Start with the End in Mind**

Focus on tracking the owner's pay and profit first. Work in reverse: determine how much you need for your ideal lifestyle, and then plan the business to support that goal.

## STEP 4: BUILD SYSTEMS TO DELEGATE

The single biggest fear? They won't do it right (the way YOU do). That's ok – we measure, adjust, retrain. Start with one system at a time. You'll see time magically grow on your calendar.

Everything is customized – no simple template, but here's the 6 core systems to prioritize:

1. **New Product/Service Offering** – Systematize launches for growth.
2. **Delegate Bookkeeping** – Hand off numbers to run without you.
3. **New Marketing Strategy** – Repeatable campaigns that attract.
4. **Optimize Time** – Daily/weekly rituals on autopilot.
5. **Develop Standard Operating Procedures (SOPs)** – Document everything. (Cheat code: Don't write a manual. Record a Loom video of you doing the task and give it to a VA to transcribe. That is your first SOP.
6. **Implement Training to Continuously Improve** – Empower team to own and evolve.

## STEP 5: PLAY LONGER (THE REWARD)

Look at all you've built for yourself. All the blood, sweat, and tears are paying off – but you can't pour from an empty cup. Let's get re-energized, recharged, and enjoy life before we get back to the grind.

How many hours have you spent pushing that boulder uphill? Now is the time to ride it all the way down with your family along for the fun!

Just like profit, figure out how much a vacation will cost and reverse-engineer the business to support it.

Schedule it FIRST – then make the systems happen. You deserve it.

Whether your dream is Disney World, a cabin in the woods, or a beach in Bali, the planning principles are the same. Here is the exact blueprint I use for the ultimate high-stress vacation destination—Disney World—to show you how detailed planning creates relaxation.

## WALT DISNEY WORLD BUCKET LIST

### MUST-DO EXPERIENCES (THE NON-NEGOTIABLES)

THESE ARE THE MOMENTS ALMOST EVERYONE SAYS “I’M SO GLAD WE DID THIS.”

- **Happily Ever After Fireworks (Magic Kingdom)**
  - Best viewed from Main Street or the hub
  - Pro time-saver: Book a Dessert Party (paid) for reserved seating and snacks – skip the massive crowd wait
- **TRON Lightcycle / Run or Guardians of the Galaxy: Cosmic Rewind**
  - Newest, highest-rated coasters
  - Pro move: Buy Individual Lightning Lane for at least one of them (usually worth it)
- **Remy’s Ratatouille Adventure (Epcot)**
  - Fun, family-friendly, short wait if you rope drop or Lightning Lane
- **Eat at Be Our Guest (or at least grab the Grey Stuff cupcake)**
  - Iconic Beast’s Castle atmosphere
  - Lunch reservations easier than dinner

## Top Time-Saving Strategies (Save Hours Every Day)

These are the biggest efficiency plays that actually work in 2025/2026.

- **Rope drop at least one park** (arrive at opening or use Early Entry if staying on-site)
  - Hit 2–3 major rides before crowds build
- **Buy 1–2 Individual Lightning Lanes per park for headliners**
  - Skip 60–120+ min standby lines (TRON, Cosmic Rewind, Rise of the Resistance, Flight of Passage, etc.)
- **Use Early Entry** (if staying at Disney resort)
  - 30-minute head start every morning – go straight to the most popular ride
- **Park-hop after 2 p.m.**
  - Do big rides in one park early, hop to another park when crowds thin
- **Book dining reservations 60 days out** (or use mobile order for quick-service)
  - Don't wing it – mobile order skips the line
- **Master the My Disney Experience app**
  - Real-time wait times, mobile food ordering, Lightning Lane booking, virtual queues

## Bonus – Dessert Party Recommendation

- **Book a Dessert Party for fireworks or parades**
  - Reserved viewing area + desserts/drinks
  - Saves 60–90 minutes of standing in the crowd for Happily Ever After or other nighttime shows
  - Most popular: Tomorrowland Terrace Dessert Party (Magic Kingdom) or Plaza Garden Fireworks Dessert Party
  
- Quick Notes / Personal Goals
- Dream vacation budget: \_\_\_\_\_
- Must-hit rides/shows not listed above:
  - \_\_\_\_\_
- People in my party: \_\_\_\_\_
- Dates we're going: \_\_\_\_\_
- Notes for Shawn (special requests, mobility needs, etc.):
  - \_\_\_\_\_
  - \_\_\_\_\_

Print this checklist, laminate it if you want, and take it to the parks. It's built to give you the highest-impact, lowest-stress Disney experience – so you can actually recharge instead of stressing.

## Recharge Checklist

- No email for 48 hours
- Phone on Do Not Disturb
- Delegate fully before leaving
- Daily unplug ritual
- Capture post-trip insights for business growth.

## You've got the Freedom Blueprint –

Proven from the best published minds + my 25 years. Implement this – or let me do it with you. Book a discovery call.

There are two options:

A) "The Freedom Audit" (We review your books and your calendar).

B) "The Bookkeeping Takeover" (I handle the numbers, you handle the growth).

Limited spots available.

# Let's Do This!

Now work faster... and play longer. –

Shawn

## Sample Work Week Calendar (Visual table)

<b>Time</b>	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>
8-10 AM	Eat the frog	Eat the frog	Eat the frog	Eat the frog	Eat the frog
10-12 AM	Focus Blocks	Client Calls	Focus Blocks	Team Check In	Wrap loose ends
12-1 PM	Lunch/recharge	Lunch	Lunch	Lunch	Lunch
1-3 PM	Batch Admin	Focus	Batch Admin	Focus	Free/Early Finish
3-5 PM	Open office/Flex	Meetings	Open Office	Planning next week	Review Week

## Sample Work Week Calendar (Worksheet)

<b>Time</b>	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>
8-10 AM					
10-12 AM					
12-1 PM					
1-3 PM					
3-5 PM					

## KPI Dashboard Worksheet

KPI Name	Current Value	Target	Notes

## Build Your First System

System Name: \_\_\_\_\_

Owner: \_\_\_\_\_

Step 1: \_\_\_\_\_

Step 2: \_\_\_\_\_

Step 3: \_\_\_\_\_

Step 4: \_\_\_\_\_

Step 5: \_\_\_\_\_

Checks/Measures: \_\_\_\_\_

\_\_\_\_\_