



ButlerFinancial

To Get ELF
E (Enjoy) L (Like) F (Fun)
We First have to HUD
H (Have) U (Unfortunately) D (Do work we don't enjoy)

To build your life and business successfully, it's important to both identify what you enjoy (ELF) and what you don't enjoy (HUD). Not only do we need to identify them, but we must also take specific actions to ensure we consistently do HUD before ELF. This is counterintuitive to the way most people work. It's instant gratification to do what we enjoy first and then push off what we don't like. Our data shows, however, that by doing HUD first, the rest of the day is so much more joyous. Doing what we like first, on the other hand, actually makes our ELF less joyous because in the back of our mind, we are thinking about – dreading – that we still need to do work we don't like.

How much of your time is spent on ELF? (It should be more than 60% of your day)

How much of your time is spent of HUD? (It should be less than 40% of your day)

RED LIGHT!

What counterproductive activity do you need to **STOP** to transition into doing HUD the first part of your day?

GREEN LIGHT!

What will help you **START** transitioning into doing HUD the first part of your day with intention?

What is the *one habit you will do every day* to accomplish the above?

If applicable, what courageous conversation do you need to have?

Who will hold you accountable? Ask your **accountability partner** to complete the following:

“I, _____, commit to supporting _____ over the next 3 weeks. We have scheduled _____ (M/D/Y) to follow up.”

Many thanks to Dan Butler, Owner of Butler Financial, who co-created this business tool.

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