



SLAPstrategist Cheat Sheet - KISSS

<p>22</p>	<table border="1"> <thead> <tr> <th>STAGE</th> <th>SOUNDS LIKE</th> <th>ROOT ISSUE</th> <th>STRATEGY</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>I'm too busy</td> <td>Lack of Clarity & Focus</td> <td>Do a Credit Card & Calendar Audit and find all ways that you are spending time and money that are out of alignment with your SLAPstatement. It is time to say NO to a lot of the things that are you are saying Yes to.</td> </tr> <tr> <td>2</td> <td>I'm overwhelmed</td> <td>Unrealistic Goals</td> <td>Review your Time & Money Budgets and your 1-Year Financial Goal and Action Plan. Get back into reality on what outcomes you can expect based on the time and money that you have to invest.</td> </tr> <tr> <td>3</td> <td>I've lost my passion</td> <td>Exhaustion</td> <td>Take a long and deep Pause & Reflect. Turn off all computer, take a week off of work and take a vacation. Give yourself time to rest and recharge.</td> </tr> <tr> <td>4</td> <td>I want to quit</td> <td>Out of Alignment</td> <td>Go all the way back to the beginning. What are your values? How do you want to contribute to a more just world? Is your What, Who and Scale right? Get back to being focused on building a business you care about.</td> </tr> </tbody> </table>	STAGE	SOUNDS LIKE	ROOT ISSUE	STRATEGY	1	I'm too busy	Lack of Clarity & Focus	Do a Credit Card & Calendar Audit and find all ways that you are spending time and money that are out of alignment with your SLAPstatement. It is time to say NO to a lot of the things that are you are saying Yes to.	2	I'm overwhelmed	Unrealistic Goals	Review your Time & Money Budgets and your 1-Year Financial Goal and Action Plan. Get back into reality on what outcomes you can expect based on the time and money that you have to invest.	3	I've lost my passion	Exhaustion	Take a long and deep Pause & Reflect. Turn off all computer, take a week off of work and take a vacation. Give yourself time to rest and recharge.	4	I want to quit	Out of Alignment	Go all the way back to the beginning. What are your values? How do you want to contribute to a more just world? Is your What, Who and Scale right? Get back to being focused on building a business you care about.	<p>Small businesses never have enough time or money. Growth requires time and money. Successful business owners manage their time and money well. Businesses who struggle are wasting precious time and money in Action Frenzy or Planning Paralysis - and if they do those things for too long they get STUCK.</p> <p>Your job is to identify when a small business is in one of the Stages of Stuck and to help them get Unstuck. Successful business owners still get Stuck - they just learn the skill of getting Unstuck.</p> <p>Conversations about FEELINGS & FOCUS lead back to Stages of Stuck and result in the need to get time, money, values, passion and impact back into alignment.</p>
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<p>5</p>		<p>The 5 Steps of SLAP™ are the STRATEGY. Your #1 priority is to ensure the SLAPser hits their 1 Year Financial Goal. All strategic questions about what the SLAPster should be doing come back to the SLAPstatement. You constantly optimize the Action Plan throughout the 12 months.</p>																				
<p>5</p>		<p>How effectively the small business owner takes advantage of all 5 Fingers directly correlates to their chance of success. Resistance to this is based in ego or fear. COMMITMENT to all 5 Fingers means they are leveraging behavior change science and their chance of success is high.</p>																				
<p>3</p>	<p>TAKE ACTION 1</p> <p>CLOSE SALES 2</p> <p>PAUSE & REFLECT 3</p>	<p>Actions = RESULTS and your job is to help the business owner step back, Pause & Reflect, review the truthful reality of their Closed Sales and then optimize their Actions. Results come down to the 3 SLAPhabits.</p>																				

SLAPstrategist Cheat Sheet - STRATEGY

CALL REMINDERS

- **USE CALENDAR** - Follow the timing and the Zoom Room Links **in your calendar**.
- **REVIEW SLAPSTATS** - Before the call takes 5 minutes to review the Success Metrics and most recent CINs to give you the context you need.
- **CAMERA ON** - Sit in a place with a professional background, turn your video on and be ready to connect face to face with your SLAPster!
- **USE SLAPCENTER** - Open SLAPcenter, go into the SLAPsters Account and be ready to share screens on every single call, and use the SLAP to guide the conversation.
- **WRITE THE CIN** - Write the CIN the same day as the call with as many details as possible. Your notes greatly influence how the SLAPmanagers follow up with the SLAPsters - and the ratings you assign to the questions have a major impact on our overall data. We need GREAT CINs from you!

CALL FLOW

- **3 min** Guide SLAPster through brief **Pause & Reflect**
 - ◆ *How are you **feeling**? Why? What has happened since we last spoke?*
 - ◆ *Did you do what you committed to last time?*
- **5 min - Reflect on results** - sharing SLAPcenter, look at the Dashboard and Sales
 - ◆ *I see that your Results are X to date.*
 - ◆ *Progress? Lack of it? Why are these your Results?*
- **3 min Reflect on Actions** - sharing **SLAPcenter**, look at Dashboard and Actions
 - ◆ *I see that you have done X Actions since we last spoke. How did they go?*
- **3 min Actions = Results.**
 - ◆ *What actions are you taking that are working or not working? Do you need to do more Action or Change your Action?*
- **15 min Work through** what is working/work through what is not working
 - ◆ Ask a lot of questions
 - ◆ Help guide the SLAPster through a critical thinking exercise to understand the relationship between their Actions and their Results. Re-ground in their SLAP Strategy.
 - ◆ Dive deeper and keep SLAPster focused on what the BEST Action is for them to take in order to get the results that they want. Update their Action Plan.
- **10 min Stuck** - what feelings or lack of focus are in the way of the SLAPster taking the Right Action?
 - ◆ *What is taking time away from you doing the right things?*
 - ◆ *What are you feeling the most stressed by or distracted by?*
 - ◆ *What are the systemic issues in the way of you accomplishing your success?*
- **5 min Agree on priority actions** for the next period until you talk again
 - ◆ Write the Action Items into the SLAP™!!!!!!

SLAPstrategist Cheat Sheet - **PROCESS**

SLAPEXPERT COMMITMENTS

- **100% Focus on SLAP Goals During Calls** - You are not a “coach” - you are there to hold clients accountable to their SLAP goals. Please stay focused on them.
- **Actively use SLAPcenter During Calls** - Screenshare and bring it back to their SLAP™ all throughout your call. Each call should end with SLAPcenter updated.
- **Use SLAP™ Data** - and show up to calls clear about where the SLAPster is at.
- **Write CINs Same Day as Calls** please please, please!
- **No Email or Interaction with Clients Between Calls** - Please let our SLAPmanagers handle all logistics - it is the only way we can scale and ensure quality control.

SCHEDULING & PAYMENTS

We do everything in our power to get our SLAPsters to show up to their calls with you on time and without rescheduling. This is just a reminder of our policies and payments for the various scenarios around Call scheduling/rescheduling.

→ SLAPSTER RESCHEDULES

- ◆ **\$50 Paid To You** if the call happens as scheduled!
- ◆ **\$25 Issued To You** if the call is canceled or rescheduled with less than 2 business days notice (including if they miss the meeting on the day of.)
 - **10 Min Rule** Hold for 10 minutes. If they arrive late - they just get a shorter call. If they do not arrive by 10 min after - then record as Missed Meeting.
- ◆ **\$0** if the call is canceled or rescheduled with 2+ business days notice.

→ YOU RESCHEDULE

- ◆ **\$50 Paid To You** if reschedule is done with 30 days notice.
- ◆ **\$0 Paid To You** if we need to reschedule on the small business with less than 48 hours notice.

SLAPSTRATEGIST.COM

Everything you need to be a SLAPstrategist you will find at www.slapstrategist.com

- **CERTIFICATION VIDEOS** - always there to go back and watch again if you need a refresher. Password to get in is **SLAP**
- **GET SLAPEXPERT UPDATES** - blog-style updates for you on an ongoing basis
- **LINK TO SLAPCENTER.COM** - link directly to the SLAPcenter login page. Your username is your email address and the password is **lgotaslapv2!** (unless you changed it!)
- **LINK TO SILVER LINING WEBSITE** - for general review or overall company updates

YOUR PRIMARY CONTACT

- **SLAPexpert Team** | support@smallbizsilverlining.com | 844 393 SLAP (7527)