

ann  hawkins

WORK SMART NOT HARD

DO WHAT YOU LOVE  
AND YOU'LL ~~NEVER~~  
~~WORK A DAY IN YOUR~~  
~~LIFE~~ WORK SUPER HARD  
ALL THE TIME WITH NO  
SEPARATION OR ANY  
BOUNDARIES AND ALSO  
TAKE EVERYTHING  
EXTREMELY PERSONALLY



# Start with the end in mind

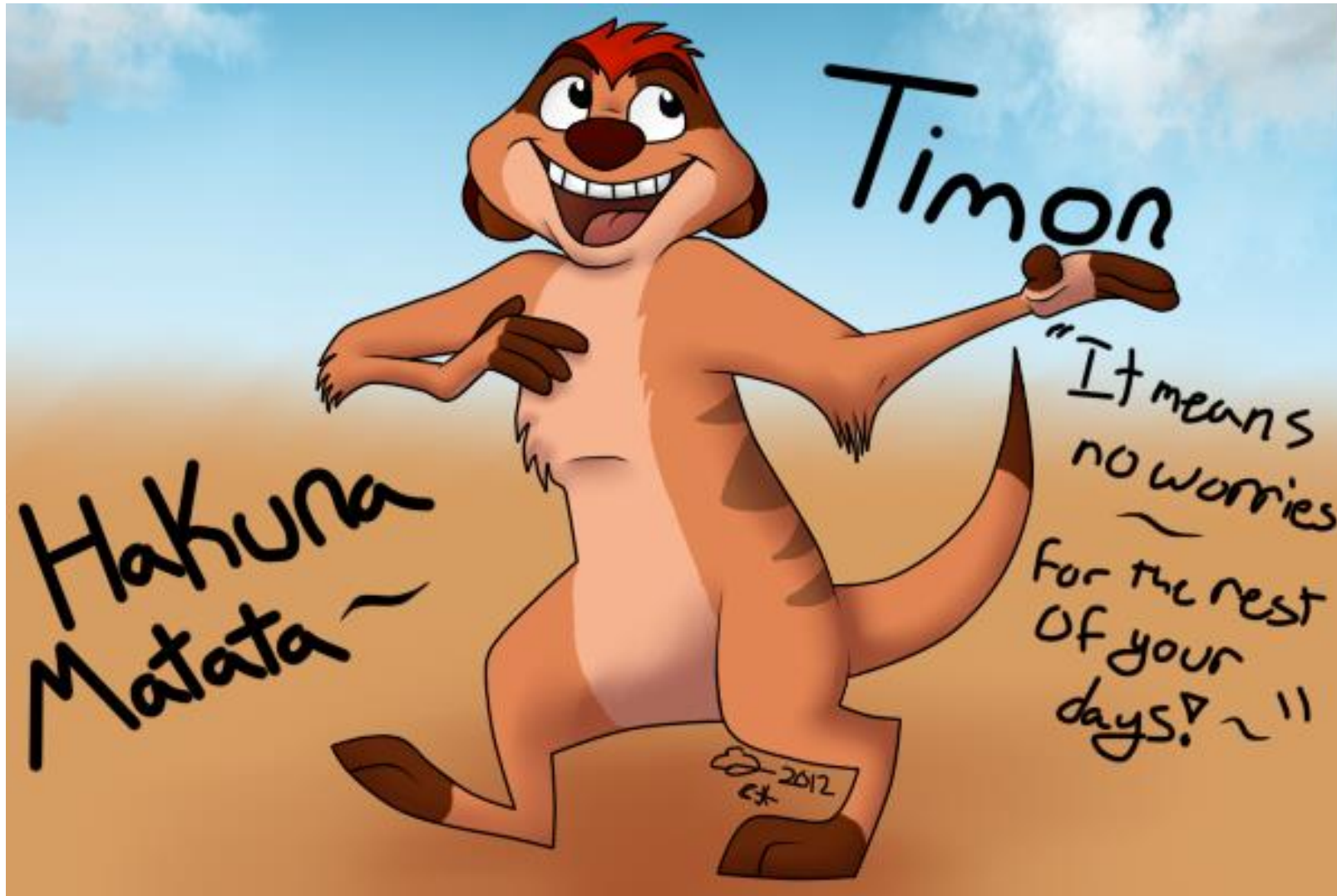
How do you write a joke?

Start with the laugh  
and work backwards.

*Bill Bailey*



What kind of LIFE do you want?



# Build a strong foundation

Vision	Need	Skills	Resources	Plan	Consistent Action	= Success
Lack of Vision						= Confusion
	No Need					= Give up
		Lack of Skills				= Anxiety
			Not enough Resources			= Frustration
				No Plan		= False Starts
					No Consistent Action	= Inertia



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## The “too busy” trap

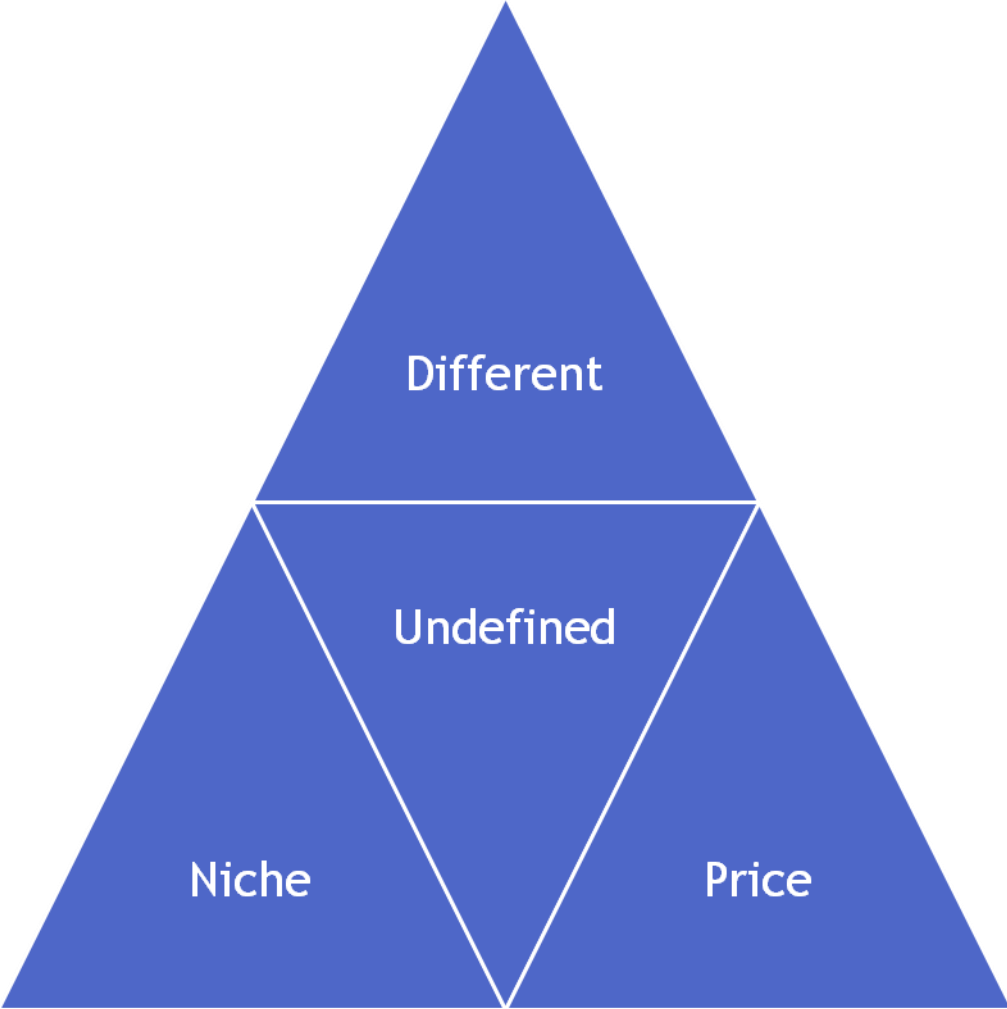


More profit = More time



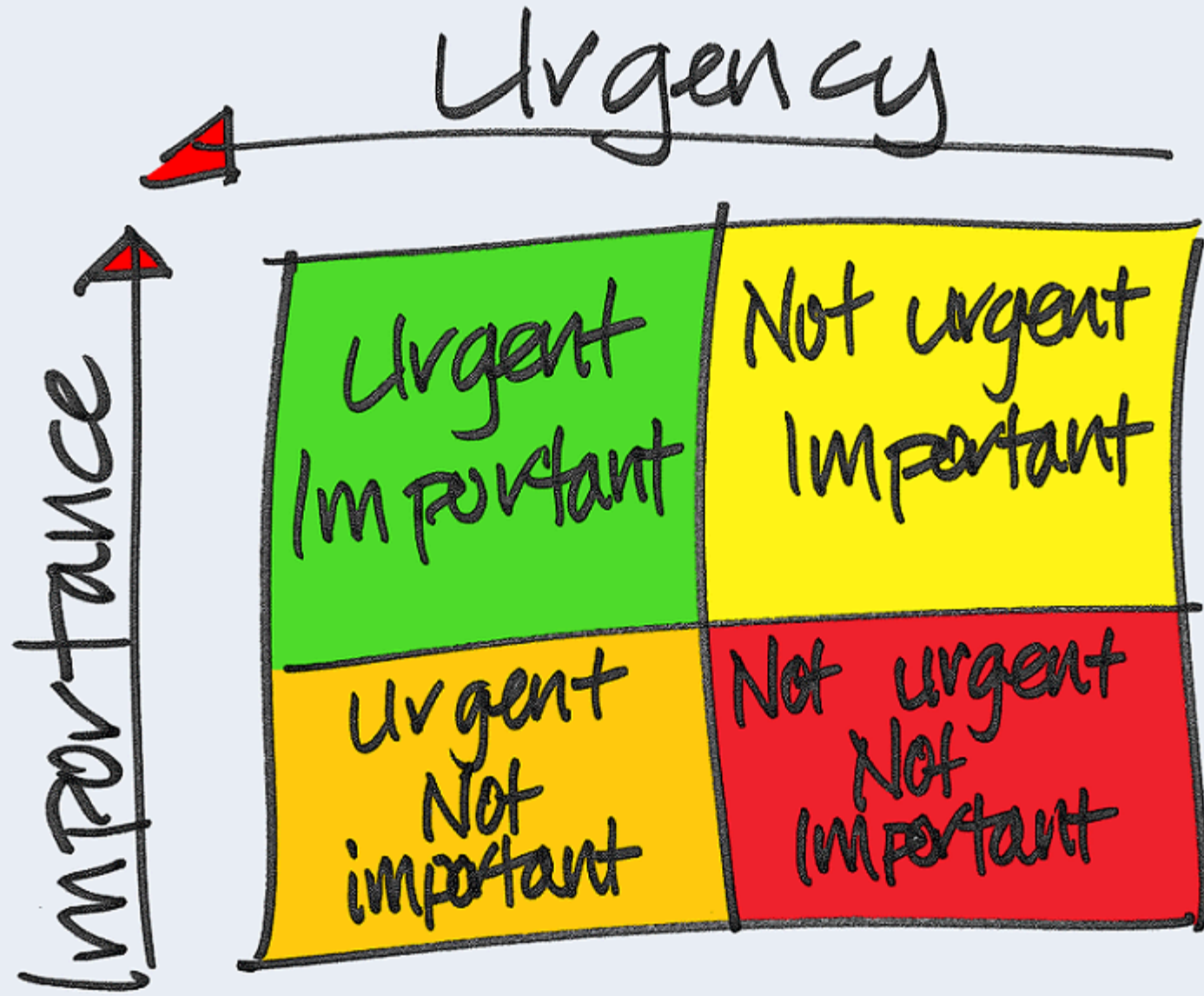


# The Profit Triangle



Using time







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