

The *First* Domino Challenges



Plan. Execute. Succeed.

The *First* Domino Challenges Tracker

Chapter	Challenge	Completed	
1	Create your cold email		
	5 meetings unattached		
2	Email 50 stakeholders		
	Google them		
3	Put up sticky notes		
4	Do it now		
5	Book an adventure		
6	Test the questions formula		
7	Conduct an audit circle		
8	Identify your area to work on emotional control		

Plan. Execute. Succeed.

The *First* Domino Challenges Tracker

Chapter	Challenge	Completed	
8	Book in panels, conferences, speaking engagements		
9	Post your story online		
10	Complete 90 days following the operating principles		
11 & 12	Help another out, referral, intro's, reassurance		

Plan. Execute. Succeed.

Today's Domino Challenge

Chapter 1: Reduce the friction ----- (prospecting and unattached to outcome)

1. Use the magic formula to create your cold email.

- Personalised Email Header – stand out and connect instantly.
- Explain what it is about “I would be great to catch up regarding...”
- Hook we helping (clients like you) do X and Y (benefits).
- Ask for the meeting. “Would you be free (here) or (here) e.g. This Friday or next week?”

Check out the free 15 email templates at
www.thefirstdominobook.com/extras

2. In your next five meetings, I want you to remain unattached to the outcome, act as the future version of you would act if you'd already landed the biggest client in your sector. See yourself busy, effective, and productive. It needs to be second nature to you in your mind. This is not hoping or wishing, it's reality. When you are truly busy, you don't chase, you attract. Have you noticed when business is rolling and you don't have so much time, you value it much more, you show up different as a result. Develop self-awareness around how you are showing up in meetings. Keep a log of this, what could you do better?



Today's Domino Challenge

Chapter 2: Do the impossible

Hi xxx

Hope you are well? Happy Friday!

I will be in (insert place) next week and wondered if you had time to for a coffee or a catch up?

We're working with (insert client) at the global level to help them with (insert how you help them) as well as improve (insert what you improve). It would be great to connect to chat more about this and discuss your priorities if you have availability? If you happen to have some time on Tuesday, Wednesday or Thursday it would be great to connect.

Best,

Michael

Send this out to 50 different stakeholders at clients you would like to meet. Only send this to big dogs. I don't want to see you shirking back. Send it to the Head of, the VP of, the CEO of. There is no shortcut. Do this now. You will get a response. You might not get the meeting with everyone next week, but you will start the conversation. You will put yourself on their radar.

Next, look at their page, Google them, where are they speaking, where are they going, what industry bodies are they involved with? Be there. Book it now. Attend the event, join the trade association, get into these circles, send them your deck, your company blurb, get on their agenda. Create the magic. Make the connection.



Today's Domino Challenge

Chapter 2: Do the impossible

You literally cannot fail to win if you follow this strategy like a dog with a bone. The problem is most are like a fish out of water, they don't do it for more than a day or so, they get thrown about by the tide and the changing demands of each day, and as a result they don't create the momentum needed. They prefer the safety and comfort; they play it smaller than I am suggesting. It's a one two strategy. You are playing to win. You are here to make a big change.



Today's Domino Challenge

Chapter 3: Trust your intuition — (the how reveals itself)

Get into the spirit of your intuition, I want you to go for a walk, start dreaming again, what is your intuition telling you to do next? When we start down a path, the how will reveal itself. Get in tune with your intuition. Go some place that lifts you up, without distraction, go for a run, wherever you find peace, throw some tunes on, raise up your energy and start throwing some ideas out there. Then note them down. Put each of these ideas on the sticky notes some place where you can see them. Keep up this practice as you go throughout the next 90 days. I want you to get closer to the spirit inside.



Today's Domino Challenge

Chapter 4: Be a magic maker — (speed to action)

What can you action today that you are putting off or allowing to take a week? Do it now.

What do you need to pull the trigger on and move forward even though you don't feel fully ready? Could be a project, proposal, meeting, conversation. Do it now.

What old patterns, behaviours, stories, processes, do you need to let go of in order to take yourself and your business to the next level? Do it now.

Get out there and create more magic in a day than you have in the last month! I'm telling you it's possible, I want you to prove it to yourself and radically change the speed at which you take action on things.



Today's Domino Challenge

Chapter 5: Get an epic life

I want you to plan and book an adventure or an epic challenge, I know it seems crazy, you're out here trying to land your first domino, why would you need to go to Egypt to discover the Ancient Pyramids, go on safari to a remote part of Northern Zambia, spend a week at a silent retreat living with Monks, or get ripped to compete in a Hyrox event?

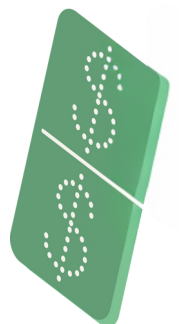
The point is it makes your life richer; experiences are what matters, they make you richer at the deepest level. The time will never be right, you need to take the bull by the horns get out and live and come back and crush it. If you're savvy you'll be able to combine winning new business with this task. The idea on how to do this will pop right into your mind. Plan to run a marathon and invite a prospect to join you, train together and build a relationship. Create a memorable morning for ten of your top potential new accounts by organising an off roading experience on quad bikes and then have a workshop to strategize how you could collaborate. Combine adventure with business. Be different, live the life you dream about now. This is about getting creative. Northern Lights - Booked. Iceland Blue Lagoon - I'm there. Game of Thrones tour of Croatia - Certainly. Trekking through Himalayas - Sign me up. MMA membership - Yes please. Ice Bath session tomorrow morning - all over it. TedX Talk - Applied for. Podcast appearance - Locked In. 75 Hard - Challenge Accepted. Tokyo marathon - Ready! Life - I'm yours!



Today's Domino Challenge

Chapter 5: Get an epic life

This will help you let go of your 'need' to land your first client, whilst making you more attractive to everyone you come in contact with. People want to be around people who are making it happen, who have something about them.



Today's Domino Challenge

Chapter 6: Question everything

I want you to use this 10-step formula for question asking in your next 5 meetings. The reason needs no explanation.

Question Type	Why	Question	Done (Tick)
Broad open-ended	To uncover	What's going on with you these days?	
Specific Aspirational	Probe for areas to help	What kinds of opportunities do you see for improvements in this area...	
Specific Detrimental	To create urgency and push change	What's hold you back from reaching your goals...	



Today's Domino Challenge

Chapter 6: Question everything

Question Type	Why	Question	Done (Tick)
Criteria and impact	To uncover	How do you think the executive team or the board will evaluate the success of this project?	
Future oriented	inspire and gather information	Imagine it's 3 years from now, we're celebrating a successful partnership, what would have to happen to make that so?	
Targeted insight	Gain understanding (must be a curious tone when asking).	Why is this your strategy? Why do you see that working?	



Todays Domino Challenge

Chapter 6: Question everything

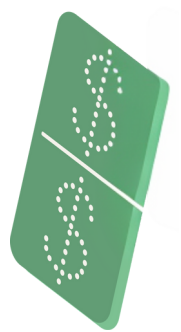
Question Type	Why	Question	Done (Tick)
Diagnostic questions	Get specifics	Do you think (X) is a problem for you?	
Conversation continuation	Keep them sharing	Tell me, go on, how so	
Filler statements	Create ease, flow and excitement	You're kidding, now I'm intrigued	
Alignment	Get buy in	This is what we discussed and here are next steps, am I missing anything?	



Todays Domino Challenge

Chapter 6: Question everything

Question Type	Why	Question	Done (Tick)
Filler statements	Create ease, flow and excitement	You're kidding, now I'm intrigued	
Alignment	Get buy in	This is what we discussed and here are next steps, am I missing anything?	



Today's Domino Challenge

Chapter 7: Adopt the mindset

This one's a biggie. Three areas to focus on.

1. Do an audit of your circle, who's draining your energy? What conversations shouldn't you be having? Identify them and remove yourself from them, change the subject or say you have to make a call and leave. Energy vampires are keeping you stuck, planting ideas that have no merit in your mind, the quicker we remove these negative nellys from your daily intake of content the better.

As Patches O'Houlihan said in the movie Dodgeball "If you're going to become true dodgeballers, then you've got to learn the five d's of dodgeball: dodge, duck, dip, dive and dodge!"

Same for you and complaining, moaning, takers in life. Do everything in your power to limit your presence with these people. Takers are the worst, it's easy to spot them, they are nice as pie until they get flustered, thrown off guard and they reveal their true intentions and strategy manipulative nature.

2. Where do you need to get more emotional control? Dial in on this aspect of how you show up.

Are you too hot headed? Where are you reacting rather than being neutral? What situations do you quickly need to become much better at handling?



Today's Domino Challenge

Chapter 7: Adopt the mindset

3. I want you to become obsessive about being intentional with your words this week. For 7 days, take inventory of yourself, correct yourself when you use weak uncommitted words (I'll try) or poor language to describe a situation. Do you use bad language obsessively? Is it really shit? Really? Or could you do take ownership and be better? Was it their fault? Or could you have prepared more, changed the situation? These minor tweaks make the largest difference. It all counts. Internally to your subconscious and externally to your clients. Everything matters. Now it's time to level up!



Today's Domino Challenge

Chapter 8: Remember Love

Do some research on a few conferences and events that you could speak at, either on a panel or a guest speaker. It might seem annoying but how bad do you want it? How far are you willing to go to make your dream a reality. The more you put yourself in the game, the more success will find you.

The spotlight is a great way to attract success because of the person you become by doing the work. A person who loves what they are doing is a person that takes the leap and says "yes" when an opportunity to maximise comes along.



Today's Domino Challenge

Chapter 9: Tell the story

I want you to go for a walk and then note down what comes to mind when you answer these questions outlined above. Keep going deeper, ask yourself why seven times. It will help you pull back the layers and see what's driving you at your core.

Next, I want you to post it up. Make sure that conveys the emotion behind why you are doing what you do, offer a lesson or two to make it even more valuable and even add in a resource to help others. This could be a podcast episode you enjoyed, a mentor in the industry you look up to or a few bullet points on tips to help others in the same boat.

It matters, this is training you for the person you are going to become who can throw posts up with ease, comment on others content with effortlessness and flow and bring the story to life.

Being able to talk to the camera, write down your thoughts and compose a short story or two can now become a weekly event. You are ready, but the only person that can make it so, is you.



Today's Domino Challenge

Chapter 10: Become a magnet

Go back and re-read the last few pages on Cause, Effect, Direction and Destination. It takes five minutes but will change your life if implemented consistently.

This is the operating system that will help to shape your destiny. Be rigorous in your commitment to self-improvement. Be all in.

Take the next 90 days and continue to channel winning energy. Vibrate higher, as if you've already landed a handful of your dream clients. Take each day, every decision, every conversation in the spirit of this certainty: the goal already achieved.

As a reminder these are your operating principles for the next 90 days.

- Go to bed at 9-9.30pm every night, get up at 4.30-5am every morning.
- Exercise daily and make it a part of your identity.
- Read 10-20 pages per day.
- Write down new ideas as they appear.
- Note down all you have to be grateful for in your phone.
- Review your goals 3-5 times a day.
- Live as if your goal has already happened in attitude and mind.
- Remember, it's about who you become in the process.
- The lifestyle you create is the real gold



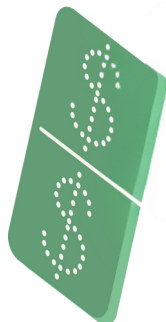
Today's Domino Challenge

Chapter 11 & 12: Securing your First Domino

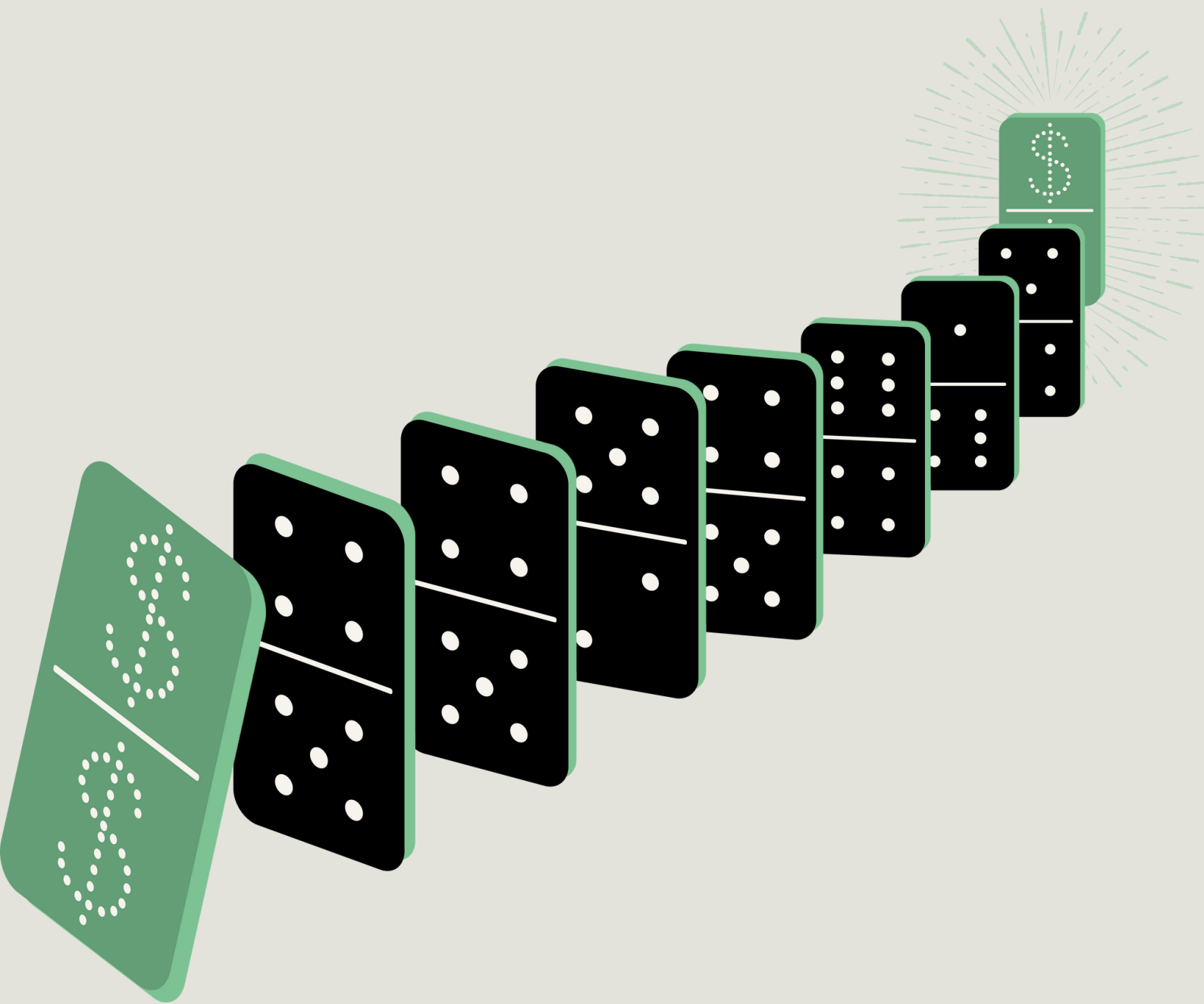
I want you to reach out to someone in your network. Maybe they have been made redundant. I want you to call them up and see how you can help them out.

It could be: Making an introduction that inspires a new job offer, partnership, referral, friendship. Looking out for relevant roles on their behalf and sending them through, showing that you care by actually caring. Being a shoulder for them to lean on, someone to talk to. Oftentimes, just having a key person in your corner makes all the difference.

Sending them interesting articles, books, podcasts. Anytime something grabs you and you think "this is meant for them". Trust your intuition and send it through. Send a gift, be a thoughtful individual, lift others up. Make a difference in someone's life today because it is who you are – not because of what you'll get in return.



Let's create **MAGIC!**



It only takes **one.**