



Work Smarter Not Harder Success Guide

**10 Ways to Take Control & Uplevel
Your Business, Career & Life**

Courtney Parks Coaching

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It's time to take a breath...

I'm so glad you said YES to this free gift and to finding ways to make your work and life easier.

While I may not know you personally, I'm guessing you're smart, you're good at what you do, you care about your work and you're probably pretty busy. I'm also guessing that you've got dreams in your head of where you want your business and career to take you - and none of them include overworking and feeling tapped out at the end of the day.

I created my **Work Smarter Not Harder Success Guide** to help you get back into the driver's seat and reshape your work and your life so you have space to grow and room to breathe. I've taken the strategies and tools I've used in my 14 years of coaching women on creating "success without exhaustion" and boiled them down into 10 best practices with a tip and action step for each. I purposefully designed this guide to be short, sweet and powerful...so you can take it all in and work with it and (hopefully) it doesn't stress you out in the process ;).

As you read through the guide, be sure to pause and consider each step. While it can be helpful to skim and simply pay attention to what feels important, it's also easy to say "oh, I've got that one covered" without digging just a little deeper to see if you really do.

No matter what, don't make it a chore to use this guide and apply what fits for you. If you want to dig in and spend time thinking about, writing about and implementing each step, wonderful. If you use it as a quick reference when your work and life are feeling crazy, that's great too.

My wish is that you're inspired to shift how you approach and how you operate in your job, business and life so you feel in control now and excited about your future...so let's get started.

To your success,

Courtney



1. Get clear on your vision

In order to work smarter (not harder), you need to imagine what you ultimately want and what that looks like. Your vision represents the fantasy version of your work and life that you can later break down into tangible goals. Visioning is incredibly powerful and works best when you're happy and relaxed...so don't make it hard and don't make it boring.

Tip: Work on your vision in a lovely space (museum, café, wine bar), not at your desk

Action: Set aside time to vision and write out your ideas or create a vision board

2. Work in your zone of genius

You probably have many different responsibilities in your job or business but only some represent your true gifts and talents. When you spend the bulk of your time working on things you're passionate about, you'll be happier, more successful and less stressed.

Tip: Ask yourself "what are the things I love to do most in my current job or business?"

Action: Focus on your genius by systematizing, delegating or hiring out the rest

3. Narrow your growth strategies

There are countless ways to grow your business and advance your career including networking, interviewing, marketing, speaking, selling, writing, negotiating, advertising, social media and more. Cutting down your growth strategies to only those that fit and really work for you will keep you calm and focused and will yield better results.

Tip: Stop using growth strategies you hate and replace them with those you enjoy

Action: Choose your top 3 biz/career growth activities and focus on mastering them

4. Prioritize making money

To boost your income so you have the lifestyle and the freedom you want, you need to pay attention to it. It's easy to neglect your bottom line when you're busy taking care of everything (and everyone) in your work and life. But when you decide to move money-making to the top of your list, you attract more, make more and feel more empowered.

Tip: Talk about money with trusted friends, colleagues and mentors to keep it a priority

Action: Tend to income-generating activities early in the day or week, before other tasks

5. Master your schedule

If you feel like there's not enough time in the day or your dreams are always on hold, your schedule can really help. When your work and life aren't the way you want them to be, it's often because what matters most isn't on your calendar. To create time for priorities (from important projects to connecting with family), you need to schedule them.

Tip: If you get a request and it's not an absolute yes, say "let me check my schedule"

Action: Clear your schedule of 3 obligations to reserve time for work, life and YOU

6. Say no gracefully

Setting boundaries helps you control your workload, your schedule, your environment and your energy so you have room for yourself and what matters. When you decline clearly, directly and politely, you make things easier for you and those around you.

Tip: Short and sweet is best: “Thanks for thinking of me but I’m not available that day”

Action: Practice saying no gracefully to requests you’re not interested in for one week

7. Tame your to-do list

Like our schedules, our to-do lists can either support or overwhelm us. Your to-do list should serve as a container for important tasks and help you to create structure, not stress you out. Your needs should also show up on your to-do list, preferably at the top.

Tip: Schedule individual tasks on your calendar instead of checking your to-do list daily

Action: Do an inventory of your master list to cut, delegate and prioritize each item

8. Own your expertise

Professional confidence - and your ultimate success - comes from sharing your unique contributions through your work. Claiming your expert status and showing up as a leader in your industry are ways to fulfill your purpose AND increase your income. Staying clear and focused on what you do best in your work makes it easier and more enjoyable too.

Tip: Remember your expertise is worth top dollar to those who want and need it

Action: Keep a running list of your skills and accomplishments for promotional purposes

9. Focus on your future

To reach your full potential, you need to think and act like you’re there. Making decisions from your future - as opposed to your current circumstances - is the fastest way to create positive professional change. If you dream of a better job, a higher income or more free time, shift your mindset to support that goal and take steps to live into that reality now.

Tip: Ask “what would I do differently if I were 5 years ahead of where I am now?”

Action: Figure out your first step toward your biggest professional goal and take it

10. Enlist support

Success isn’t meant to be created in a vacuum. We need others to help us thrive including bosses, mentors, colleagues, staff, community, family and friends - all those who lift us up and support our needs, professionally and personally. When we connect, collaborate and get help, we ease our workloads so our success can really take OFF.

Tip: Think about what gets in the way of your success and what you need most now

Action: Create your dream list of supporters and reach out to one of them today

Next steps...

1) Now that you're part of the **Courtney Parks Coaching Community**, keep an eye out for more great info in your inbox including articles and videos on loving your work and creating success the easy way – plus news on live and virtual events and special coaching offers too.

Be sure to add courtney@courtneyparks.com to your whitelist and check your bulk, spam or promotions folder (for Gmail users) if you don't see messages in your inbox.

Privacy is very important to us; we will never rent, sell or share your name or email address with any other organization. At any point, you can select the link at the bottom of every email to unsubscribe.

2) I invite you to join my private Facebook group where my **CPC Community** connects and all the action happens. I created **Success Goddess** as a place where high-achieving business & career women can go to share, collaborate and learn together how to grow professionally without burning out personally.

Join us inside **Success Goddess** at bit.ly/successgoddess

3) Finally, if you're ready to reach your next level of success, my **Free Meet & Greet Coaching Consultation** is a chance to chat with me privately about your business and career and find out how coaching can help you to create more income, more happiness and much less stress.

Sign up for your **Free Meet & Greet** at www.courtneyparks.com/freeconsult



Courtney Parks, MA, CPCC is a Business & Career Coach and Owner of **Courtney Parks Coaching**, a company dedicated to helping women create success professionally without exhausting themselves personally. Courtney has taught hundreds of women how to love their work and make more money in less time by combining solid business and career development strategies with intuition, inspiration and personal growth. She's been fortunate to help clients double, triple, even quadruple their incomes while working less time so they can focus on themselves and their families. With a Master's Degree in Counseling Psychology from Northwestern University and certification from the Coaches Training Institute, Courtney's unique blend of skills and expertise has made her a sought after coach for the past 14 years. To learn more about Courtney and find out how to create success the easy way, visit her website at www.courtneyparks.com.