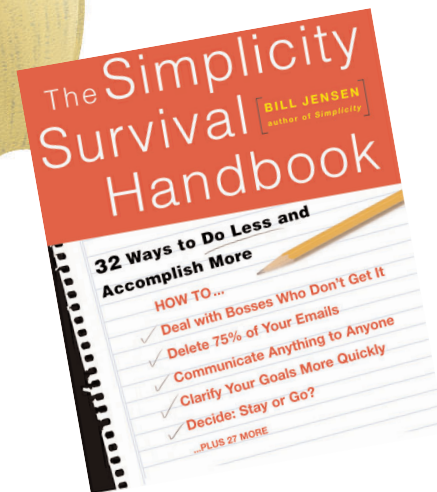


Bill Jensen

wants you to

do less



1440

1. You **can** do less

2. You **must** do less
(**1440**)

3. **4** ways to do less

1

How to Create an

Awesome One-Page Summary

- **Four words**
- **Three sentences**

1

**It's
all about
me.**

1

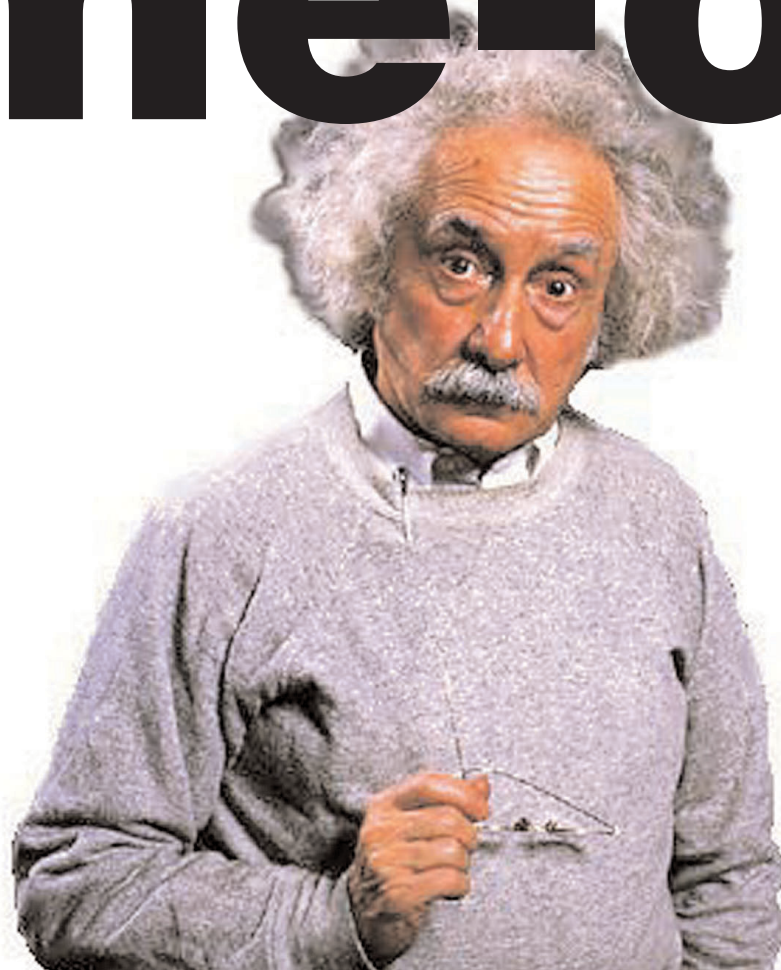
Remember

Know, Feel, Do

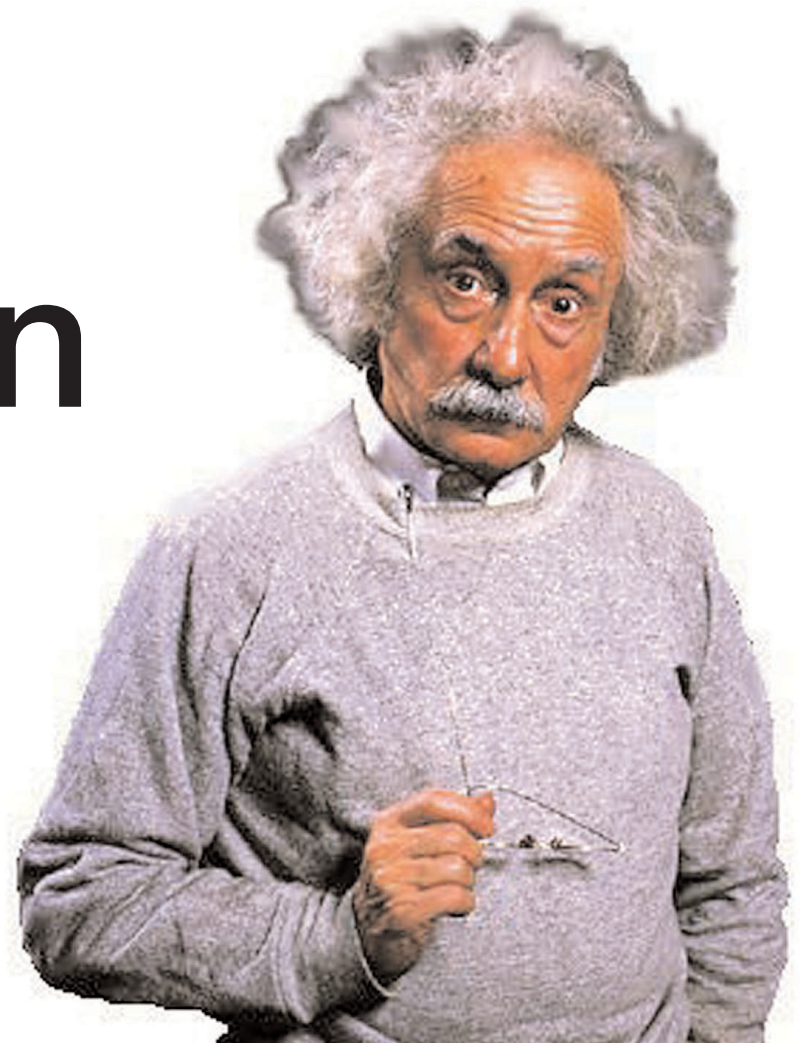
ONE SENTENCE

- The one thing you want me to know
 - Why should I care? (Feel)
- The one thing you want me to do

Research **time-out**



Every
1100 days
the amount
of information
doubles





The number one
behavior
in business today
is _____



The Number One
behavior
in business today
**is moving To-Do's
onto
someone else's
plate.**

Ease-of-use and
reduced-use-of-time

are

MegaBigHuge

in their

**ability to drive
human behavior.**



2

Guiding Principles for Writing

Emails That Get Read and Acted Upon

2

Emails

- **Billboard, Not Letter**
 - **3" x 5"**
 - **8-12 Sentences**
 - **Know, Feel, Do**
 - **Pyramid Style**

3

How to

Delete 75% of Emails

- BOTH Subject and Sender (50%)
 - Action and Deadline (75%)

4

Guiding Principles for

**Getting the Budget
You Deserve
With a Lot Less
Effort**

4

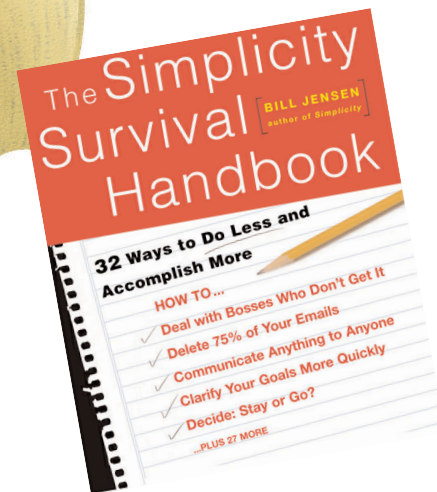
Budget

- Do NOT focus on \$
- Focus on senior exec pain
 - First Meeting: 15 mins,
no handouts
- Ask for second meeting (80%+)

Bill Jensen

wants you to

do less



1440