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**ART OF COACHING PODCAST™ EPISODE 292**  
**ENTREPRENEUR ESSENTIALS PT3: HOW TO CREATE WHEN YOU'RE SHORT ON TIME**

At this point in the series, you might have a long list of ideas on things you want to create. To help you narrow it down, what is the number one thing on that list that if you didn't ever create it, it would bother you?

Conviction, urgency and consistency are necessary qualities to making sure your idea becomes a reality. Make a list of specific things you DO (not just think or say) that show these qualities. How can you target them to reach your goal?

Even if you've never technically put out a product or service before, we all have content somewhere - in a journal, on social media, random notes, etc. Make a list of the content you already have that you can use as a starting point to repurpose.



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The above list could most likely spider web into many resources - not just one. Using the above content, what are some of those rabbit holes you could go down to create more content?

There are a number of mediums you could choose to deliver your message, product, or service - i.e. email newsletter, social media, live events, - just to name a few. What medium do you enjoy most? Make a list of the mediums you would dive into after that to start creating your ecosystem to get the word out.

Make a brief outline of what your day looks like to identify where you spend your time. For each item, identify it as urgent or important, and reflect on the ROI. Is your perceived ROI the actual ROI? How do you know your time and energy is being spent wisely on those things? What can you delegate, do less often, or get rid of all together? Use [this resource](#) to help you prioritize.



## Art of Coaching Podcast™

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### ABOUT



Join us as we dive more deeply into what it takes to change attitudes, outcomes & behaviors across a variety of world-class environments. Our guests include a wide range of professionals ranging from coaching, law enforcement, scientists, managers, military and entrepreneurs.

While I may originally be a strength and conditioning coach by trade- my work now spans across the corporate realm, military setting and beyond. If you work with people in any capacity and are fascinated by what makes them tick, this show is for you!

Each episode is packed with tactical insights as we prioritize providing you with key take-aways, instead mass produced "surface level" advice. Expect to be challenged, expect to be surprised and expect to maybe find a few laughs along the way as well.



**Art of Coaching Podcast™**  
**[info@artofcoaching.com](mailto:info@artofcoaching.com)**



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