



## THE OPERATING PLAN

*A real example, lightly redacted, from the author*

*This is the operating plan I built out of my own reconciliation. It is not a wish list. It reflects how I actually function, what pays the bills, and what gets protected. I share it so you can see what a reconciled ledger looks like once it is turned into a working system. A few private specifics have been softened.*

### A NOTE ON THE REWARDS

*I use rewards because I tend to obsess, and watches are one of the things I obsess about. So I put that obsession to work. In the hard early stretch of a goal, when there is no momentum yet and nothing to show, I keep the reward in front of me and let myself want it. Then progress starts to show, and I stop thinking about the watch. The work becomes the reward. The watch was never the point. It was a way through the part where most people quit. Your brain may not work this way. If rewards do nothing for you, skip them. If they do, aim that wiring at something that matters.*

### FOUNDATION (NON-NEGOTIABLE)

These are scheduled first. Everything else stacks on top.

#### Health

- Training: four workouts per week
- Diet: clean keto
- Care: regular medical checkups and monitoring

*If health slips, everything else degrades.*

#### Marriage & Relationships

- My marriage is the emotional center of my life
- Time with Erin is intentional, not leftover
- Friends and family are maintained consistently

*Evenings and weekends are protected by design.*

### 1. LegalShield = The Bass (Primary Anchor)

LegalShield is my core income engine. I am both employer and employee, and the employee has a daily job.

- Primary growth lane: the broker channel
- Anchor relationship: maintenance and expansion
- Leadership: rep motivation calls, 30 to 40 per month, batched into two weekly blocks
- Time: about 90 minutes per day, excluding Zooms
- Zero-Inbox Rule: all LegalShield email and messages cleared daily
- Account management: a defined touch cadence, no long-term neglect of enrolled groups
- Fixed reality: Zoom meetings run two to five hours per week and override blocks when required

*Bottom line: LegalShield is treated like a real job that pays very well. It gets done first.*

### 2. TikTok Business = Contained Experiment (Monaco)

TikTok is a self-funded experiment, not a financial risk.

- Trigger: a set revenue milestone. Reward: a TAG Heuer Monaco

- Funding: TikTok revenue only, no household funds
- Steady state: about one hour per day
- Publishing: two to three videos per day, posted seven days a week, batched
- Decision gate at the milestone: do I enjoy this, and do I want to scale it? Yes, systemize and grow. No, shut it down cleanly.

*Posting daily does not mean working daily.*

### **3. The Book = Intentional Investment (Omega Speedmaster)**

The book is a deliberate personal investment, funded from savings.

- Time: 90 minutes per day, five days per week
- Goal: finish, publish, and make available on Amazon
- Reward trigger: the first purchase by someone I do not know. Reward: an Omega Speedmaster, white dial

*This is about completion, not bestseller status.*

### **4. Rental Properties = Erin's System (One Exception)**

- Day-to-day operations handled primarily by Erin
- On a new purchase: I handle acquisition and lease-up, then it transitions into Erin's system once stabilized

## **THE 32-HOUR WEEKLY WORKING MODEL**

*This is a cap, not a target.*

- LegalShield: about 12.75 hours
- Book: 7.5 hours
- TikTok: 5 hours
- Health: 6 hours
- Buffer: about 0.75 hours

*No new commitment is added without deleting time elsewhere.*

## **OPERATING PRINCIPLE**

I do not need more motivation. I need clear lanes, firm rules, and earned rewards. This plan protects income, marriage, health, energy, and self-respect. Obsession works for me instead of against me.

## **EXECUTION ADDENDUM**

This is not a new plan. It is how the existing plan gets executed in real life. The plan was valid; the drift came from delayed priority work, too many active fronts inside each lane, blending creation work with support work, and unstructured interruptions. This restores order of operations and lane boundaries.

### **Daily Order of Operations**

- LegalShield comes first. It is the cost of admission to the day. Daily win: leadership calls or follow-ups done, at least one broker touch, inbox cleared. Then it is done for the day.
- Primary work block, one lane only: either the book or TikTok. Do not split the block.
- Gym, four days per week, fixed cadence.

### **The Book, Two Lanes**

- Creation: one five-hour uninterrupted block per week, same day and time, writing only. No landing page, no email, no editing, no research, no social.

- Platform: contained support work (landing page, email, social, podcast, publishing setup), two to three hours per week in short sessions.
- If time is limited, Creation always wins over Platform.

### **Zoom Integration**

LegalShield Zooms are not interruptions. They are pre-authorized overrides. On a Zoom day, the day splits: pre-Zoom is primary work, post-Zoom is optional. A Zoom day is a success if the LegalShield daily win is done before the Zoom plus one additional forward move. On a heavy Zoom day of three to five hours, it becomes a LegalShield-dominant day, gym optional.

### **Reality Acknowledgment**

This phase will feel repetitive, uneven in results, and less exciting than the beginning. That is expected. Progress is measured by weekly forward movement, not daily emotion.

### **Final Principle**

*I do not need more motivation. I need to execute what I already decided.*

*Companion to Chapter 12: Systems Beat Emotion.*