


THE STUPID SIMPLE DAILY ACTION GUIDE FOR PART-TIME ENTREPRENEURS



A Step-By-Step Plan
For **Generating More
Leads**, Sales, and
Signups in **1 Hour/Day
or Less**...Even If You
Have No Influence, No
Following, and No
Experience

DR. BOB CLARKE



A STEP-BY-STEP PLAN FOR GENERATING MORE LEADS, SALES, AND SIGNUPS IN 1 HOUR/DAY OR LESS...EVEN IF YOU HAVE NO INFLUENCE, NO FOLLOWING, AND NO EXPERIENCE

"If only I knew what to do to get results in my business!!"

That's the thing I hear most from my coaching clients when they inquire about my services.

It's also what I remember saying back when I was building my online business while working full-time at my job.

Like you, I didn't have much time for my business...

Usually only an hour a day or less.

I was willing to do the work necessary to get results...
I just didn't know what to do.

I didn't know which activities would get me the results I was seeking in my business.

Does that sound familiar?

I got you covered.

What is The Stupid Simple Daily Action Guide?

I put together this guide to once-and-for-all eliminate the question of “*what should I do?*”

It's a simple 2-step process that anyone can do at any level of experience with any budget.

The first step puts a focus on the activity that will get you most of your results. The second step will help you grow personally into the next phase of your business and life.

All of it can be done in 1 hour/day or less.

Have I piqued your curiosity?

Good, let's begin.

WHO AM I AND WHY SHOULD YOU LISTEN TO ME?

My name is Dr. Bob Clarke and I help Part-Time Entrepreneurs get full time results, working 1 hour or less per day on their business.

I understand better than most what it's like trying to balance a job, family, and various commitments... while trying to grow an online business "on the side."

I understand because I was in your shoes just 2 years ago. I grew my side business alongside my healthcare career for years before I finally decided to hang up my lab coat and go full time in my business.

So when it comes to time limitations and needing focus in your business, I totally get it.

I'm here to tell you...

It can be done.

And I'm here to help.

The fact is, there is really only ONE ACTIVITY you need to do on a regular basis to get significant results in your business.

And I call it Your Money Activity.





LET'S DEFINE "MONEY ACTIVITY"

Your Money Activity (sometimes called an Income Producing Activity) is the one task in your business that, if done consistently over time, will get you the results you're looking for.

The concept is simple.

Figuring out your Money Activity sometimes isn't so simple.
So let's start there.

But first, there are a couple of phrases in the above definition of a Money Activity that are crucial to your success...

- *"Done Consistently"*
- *"Over Time"*

There is no "magic" activity or strategy that doesn't require consistency in action over time.

It doesn't exist.

"Done Consistently" means repeating activities over and over. By doing them repeatedly, you get better and can get them done faster.

And as you get better, the results pile up.

"Over Time"? This simply means doing your daily activities for as long as it takes to get results.



WHY ONLY ONE ACTIVITY?

Chances are you were attracted by this guide because I specified that it was for those who are Part-Time in their business.

And that probably means you don't have a lot of time.

- Maybe you have a full time job
- Maybe you have a house full of kids
- Maybe you're the primary caregiver for someone you love
- Or Maybe it's a combination of things that has you just trying to keep your head above water



Whatever your situation, you have one thing in common with others who are Part-Time...

Your time is limited and as such, your most precious asset.

So why?

Why do others provide Daily Action Plans or Daily Methods of Operation that contain 5 or even 10 activities to complete?

Because they don't understand Part-Time, that's why.

I do understand, so that's why my Daily Action Guide contains only one activity -- your Money Activity.

If you get your Money Activity done every day, you will get results.

I guarantee it.

I haven't seen it fail yet.

It worked for me.

It worked for many of my students.

And it can work for you.

Let's get started.

WHAT IS YOUR MONEY ACTIVITY?

Your specific Money Activity will depend on two main factors:

- Your Business Model
- Your Level of Experience

What's your business model?

Are you in...

Network Marketing?

Affiliate Marketing?

Content Marketing?

eCommerce?

Dropshipping?

Something else?

Obviously, Your Money Activity will vary depending on your business model.



How Experienced Are You?

The second factor that determines your Money Activity is your level of experience.

While those with lots of experience and influence can rely mostly on advanced marketing strategies like webinars and running ads, less experienced marketers need to focus on “the ground game”, reaching out to people and having conversations.



MONEY ACTIVITY EXAMPLES

Here are some possible Money Activities for your business:

- Social media networking and prospecting
- Offline belly-to-belly prospecting/follow-up
- Planning and conducting home parties
- Crafting and sending emails to your list
- Posting on social media with a call-to-action
- Creating pieces of marketing content (videos, audios, text)
- Crafting and tweaking paid ads
- Creating marketing funnels
- Creating and conducting webinars/masterclasses
- Zoom or Social Media Messenger conversations



What do all of these have in common?

They are all activities that have a high probability of getting results when done correctly and repeatedly.

“Repeatedly” is simple. Just keep doing the activity over and over.

But how do you know if you’re doing an activity “correctly”?

Here’s where the learning comes in.

You must learn how to do a skill before you can actually get the results you’re looking for.

And the best way to learn an activity is to learn it from someone who knows how to do it... and can teach it to you.

You can get this through training and/or coaching.

That’s why I’ve created a ***Get The Skills*** section under the description of some of the more common Money Activities.

I’ve excluded “offline” activities because most Part-Timers don’t have the time or inclination to grow their business “old school” and would rather leverage the power of the Internet.

Let’s start designing your Step-By-Step Action Plan...



STEP 1

CHOOSE YOUR MONEY ACTIVITY

Below is a description of some of the more common Money Activities for people I've worked with..

SOCIAL MEDIA NETWORKING AND PROSPECTING (FOR BEGINNERS)

Whether you use Facebook, Instagram, LinkedIn, or some other social media platform, you can grow your audience at no cost.

There is time involved, but I've found that the more you do it, the less time it takes to build your audience on social media.



I definitely recommend this activity for those who have less experience in their business or are technology-challenged.

Activities here include

- Adding 5-10 friends/followers/connections daily
- Sending a message with each friend request/connection sent
- Follow up conversations (answering and asking questions)
- Create/publish post on social media

This can definitely be done in 1 hour/day and has a high probability of yielding results for your business if done consistently over time.

Get The Skills:

[Posting-for-Profits Challenge](#)

[Go-For-Yes Challenge](#)

[My Lead System Pro Level 1 Workshop](#)



EMAIL MARKETING (ALL EXPERIENCE LEVELS)

This is more automated than social media prospecting but also takes a different skill set that must be mastered.

In a nutshell, here is how it works...

- Knowing your target market, you create a piece of content (lead magnet) that solves a problem your prospects experience.
- Once created, you create a lead capture page where someone must provide their personal information (name, email) to get access to your lead magnet.
- Their personal information then goes into email subscriber software (like Aweber) so that you can communicate with all your list members with a single email.
- You are then able to communicate with your subscribers collectively via email to build trust and make offers

Email marketing is a great way to build your audience and can be used by both experienced and inexperienced marketers.

Get The Skills:

[Get your FREE Aweber Account HERE](#)

[Simple List Leverage 5-Day Challenge](#)



CREATING CONTENT (ALL EXPERIENCE LEVELS)

The easiest way to build credibility nowadays is by creating content that can be shared on the internet.

Here are a few ways to create content:

- Create a recorded video
- Create a live video on Social Media
- Create a blog post
- Create an audio (podcasting)
- Create a social media post

Creating a piece of content isn't hard but does require some thought and planning.

When you understand your target market and what their biggest challenges/struggles are, it becomes easier to create content that will grow your authority and credibility with those who might buy your product/service or join your business.



What should you write/talk about?

There are lots of options here, but generally, you want to educate (what have you learned) and inspire (through your experiences, and especially your results).

And of course, you never create a piece of content without a Call-to-Action (CTA). You need to tell those who are consuming your content what to do next.

Calls-to-Action can include sending people to a link for more information or simply asking them to reach out to you for more help. Whatever you choose, the CTA is not to be omitted as it is the “results part” of your content.

Get The Skills:

[The No-Fear Video Marketing System](#)

[Social Story Profits](#)

[Posting For Profits on Social Media](#)

PAID ADS (ADVANCED MARKETERS)

Running ads on Google or Social Media is a fast, effective way to build your audience.

While it's time-effective, it does require a significant budget and skill set.

For this reason, I only recommend Paid Advertising for more experienced marketers

STEP 2 MIX IN PERSONAL DEVELOPMENT

Let's talk Personal Development.

I've heard it said that Network Marketing is really a Personal Development industry, and I believe that's true.

One of my favorite Jim Rohn quotes is...

"Your level of success will seldom exceed your level of personal development!"

Jim understood that one's mindset is often the thing that holds you back. Self-limiting beliefs will stop you from taking necessary actions.

Lack of confidence can derail any hopes you have of growing a life-changing business.

In fact, many have argued that mindset is more important than skill-set. As someone who learned the skills but still couldn't achieve the results I wanted, I subscribe to that concept.

What to do?

Study personal development.

Study personal growth.

Study success.

I recommend doing some personal development work every single day of your life.

- Read 10 pages in a book
- Listen to a 10-minute audio
- Go through a mindset training



And the great thing is...

Your Personal Development can mostly be done without any extra expenditure of time.

In fact, most people I know get in their daily personal development in the “nooks and crannies” of their day.

Nooks and Crannies are those 15-30 minute bits of time in your day which usually go unused.

Some examples:

- Commuting to/from work
- Waiting at the doctor's office
- Waiting for kids to come out of school
- Reading time before bed

You can definitely use the nooks and crannies of your day to satisfy the Personal Development Daily Activity.

Bring a personal growth book with you wherever you go (or have it on your phone).

Plug into a personal development podcast.

Whatever it takes... every single day.

Personal Development Trainers I Recommend:

Jim Rohn
Zig Ziglar
Tony Robbins
Brendon Burchard

Darren Hardy
John Maxwell
Jerry Clark



LET'S WRAP THINGS UP

The key to having success in your home business is to 1) identify your money activity for the day, and 2) do it consistently.

Sounds too simple?

It is.

And it isn't.

As Jim Rohn would say...

It's easy to do.

And it's easy NOT to do.

This is where self-discipline comes in.

What happens to most aspiring Part-Time Entrepreneurs?

They lack motivation and the self-discipline to keep going when the results don't show up. They don't give it enough time. And they either go looking for something else that "works" or give up entirely.

That's sad, to give up on your dreams.



Here's the reality --

There is no “secret” to success, other than to identify which activities directly make you money and then doing them consistently over time.

And that's what this PDF training is all about.

Identify your money activity.

Do it today.

Do it tomorrow

Repeat until desired results are obtained.

WANT A QUICK WIN?

Download the attached Checklist, print it out and keep it by your computer where you can see it daily.

It will help you stay on task and you'll never hear yourself saying...

"What should I do?"

To your success!

Dr. Bob Clarke

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If you are Part-Time in your business, check out these resources by Dr. Bob, that will help you grow your business in whatever time you have.

[Part-Time Profit Machine](#) - my flagship course for Part-Time Entrepreneurs

[Part-Time Shortcuts](#) - who says there's no such thing as shortcuts?

[Focus and Implementation 1-Hour Challenge](#) - if you get distracted easily and have trouble focusing on your business, this is for you!

[Simple Solutions For Part-Time Entrepreneurs](#) - lots of free training to help you where you're stuck.

[Side Hustle Support Group](#) - join my free Facebook group

YOUR PART-TIME ENTREPRENEUR DAILY ACTIVITY CHECKLIST



Step 1: Choose Your Money Activity (60 mins or less)

Select one of the Money Activities below or create your own (If you need help with the skill itself, be sure to check out the Skill Up sections in the PDF you downloaded).

Social Media Networking/Prospecting (do all 4 of the tasks below)

Add 10 Friends/Followers/Connections/day

Send initial message

Handle conversations (replies to your messages)

Post on Social Media (once/day)

Email Marketing (choose one)

Send an email to your existing list

Research/Create a new lead magnet to build your list

Promote email newsletter/lead magnet on social media

Create Content (choose one)

Research/plan out content piece

Create video/audio/blog/social media post

Publish content piece

Promote content piece

Create ads

Review data/tweak ads

Other Money Activity



Step 2: Personal Development

Fit in your Personal Development during your day as you commute to/from work, wait at the Doctor's office, wait in line to pick up your kid from school, etc.

Listen to Personal Development Audio

Watch Personal Development Video

Read Personal Development Book

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