

Entrepreneurs Revenue-Generating Worksheet

A Worksheet for Focusing on Revenue-Generating Activities

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Introduction

As a founder/co-founder, tonnes of activities will kequire your attention daily. But your ability to build and run a profitable business without being stressed out and overwhelmed by a plethora of seeming unnecessary events and activities relies heavily on your ability to highlight your revenuegenerating activities and focus on them using the Pareto principle in exponential.

Different Activities Founders Undertake

- 1. Checking and sending emails
- 2. Writing sales copy
- 3. Posting on social media
- 4. Speaking with clients
- 5. Holding internal and external meetings
- 6. Developing proposals and other business documents
- 7. Recruiting talents
- 8. Staff training
- 9. Managing website
- 10. Social media and digital presence 24. Administrative lead maintenance
- 11. Developing pitch decks and other investment materials
- 12. Pitching and seeking investments

- 13. Sales presentations and meetings
- 14. Marketing
- 15. Brainstorming on product
- 16. Developing strategic partnerships
- 17. Setting up systems and structures
- 18. Public relations interview
- 19. Designing offers and promotions
- 20. Generating leads
- 21. Product development management
- 22. Bank activities
- 23. Finance and accounting activities

Include Your Own List of Activities

The Pareto Principle in Exponential.

The Pareto principle (80/20 rule) states that "for many outcomes, roughly 80% of consequences come from 20% of causes". In business, this means that you have to identify the 20% of activities in which you participate that bring in 80% of your business revenue and growth.

Applying the exponential of this principle means identifying the 20% of activities you engage in within the initially highlighted 20% activities that create 80% of your output and revenue. This is called your power 4% activities.

Initial 20%

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The Power 4%	
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Other Tasks

Delegated List

