

**THINK & ACT**  
**LIKE A CEO**  
**CHALLENGE**



Presented by  
**LAWN CARE LAUNCH**

# CRITERIA FOR THE 5-DAY CHALLENGE:

To complete the challenge & get your money back guaranteed, you need to do **THREE** things:

**1**

## **Attend the Two LIVE Virtual Events.**

We have TWO LIVE Virtual Events as part of your 5-Day CEO Challenge. The first event is the "CEO After Hours" on Monday at 6:00pm CST. The second event is the "Discover Your Profitability" Event on Thursday at 6:00pm CST. Each event will be 30-minutes long. Find more information about each event on "Day Two" and "Day Five."

**2**

## **Send Us A Copy of Your Completed Workbook.**

Every day you will have one video to watch and one task to complete. Complete each exercise in the fillable PDF provided to you via email. At the end of the week, save a copy of the completed PDF and email to [info@lawncarelaunch.com](mailto:info@lawncarelaunch.com).

**3**

## **Post Once on Social Media about The Challenge.**

You can post one of two different pictures: Either, at some point during our "CEO After Hours" event on Day Two, snap a picture of the Zoom call, OR take a picture of your "Think & Act Like A CEO" PDF.

Before the end of Thursday, post that picture on your Instagram or Facebook along with your favorite part of the 5 day challenge. Use the words Act and Think like a CEO in your post and tag [@LawnCareLaunch](#) on Facebook or [@TheLawnCareLaunch](#) on Instagram so we see it!



# AN OVERVIEW OF THE WEEK:



1

## Cast Your Vision.

Day One is critical. As the CEO of your business, everything revolves around your ability to cast a vision. Get your vision out of your head and into writing so that you can lead with clarity into the unknown.

2

## Track Your Numbers.

Day Two is fundamental. As the CEO, you need a consistent gut-check of what your business is doing and the story of where it's going. Use our worksheet to track five gut indicators on a daily basis that we will summarize together on Day Five!

3

## Design Your Marketing Plan.

Day Three is pivotal. As the CEO, you are responsible for making yourself known and attracting customers. Work with Stephanie to create a marketing plan that will pay for itself.

4

## Create Your SOPs.

Day Four is potential. As the CEO, you will need to buy back your time. In order to keep things aligned with your vision from Day One, you need a place to invite others into. Create that space with Kevin by writing down your first SOP for your employees.

5

## Discover Your Profitability.

Day Five is magical (& mathematical :). As the CEO, we want you to understand the importance of profit; but not just *any* profit. Join our "Discover your Profitability" zoom call to know if you are profitable (the good kind!) P.S. We'll throw in a bunch of other good stuff too!



**"WHATEVER THE MIND OF  
MAN CAN CONCEIVE AND  
BELIEVE, IT CAN ACHIEVE."**

Napoleon Hill

*day one:*  
**VISION**



# DAY 1

WATCH THIS VIDEO OF JOEY  
EXPLAINING THE IMPORTANCE  
OF VISION & HOW TO CREATE  
YOURS.



## Cast Your **Vision.**

Watch Joey's Day 1 video in the Lawn Care Launch app or by scanning the QR code to the right. Using the questions on the next two pages, cast a vision for your life (preferably with your partner!) By the end of this exercise, you will begin to see YOUR vision for the future.

**1. If I didn't need to make ANY more money for the rest of my life,** would I continue running my lawn care business? If not, what would I do?

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**2. What is our three year vision?**

**When you step out of a time machine three years from now and walk around the office, what is happening?** (e.g. Three years from now, my secretary is welcoming me in since she has already been there for an hour. I start my day with a crew meeting. The trucks and equipment are ready to go for the day. I tell the crew leader that I'm planning to stop in at Client A's property around 11am. I send the crew off the for day...)

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**3. What does a "perfect day" feel like for us in the future?**

(Do we have busy schedules or more relaxed? Are we both working or is one of us staying home? Do we feel welcome in our home? Do we love the business or are we waking up stressed out?)

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**4. Why do we want to grow this business—what's the bigger reason behind it?**

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**5. What values do we want to be known for?**

(trust, excellence, family-owned, innovation, etc.)

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**6. How do we envision being able to use our profits?**

(reinvest, grow, hire, personal goals, donate)

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# DAY 1

P.S. Our CEO After Hours LIVE Virtual event is TOMORROW night at 6pm. [Register for the event](#) inside the "Events" tab of the app. Grab your favorite drink, and join us to talk about what is coming up in your "Think & Act Like a CEO Challenge."

## 7. How do we want our kids (or future family) to see what we've built?

What role could our kids play in our business? (If applicable)

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## 8. When we look back in three years, what will we be GLAD we did?

(e.g. Took a lower paycheck now to grow the business; sacrificed an expensive vacation to avoid going into debt; spent extra time buying a used piece of equipment rather than brand new, etc.)

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## 9. What kind of financial freedom do we want?

What would that look like in real terms (debt-free, travel, investments, savings)?

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## 10. How big do we want to get?

(What is the final vision as far out as we want to see right now?) (Don't think "growth rate projections;" Think "fleet size, team size, personal schedule, property.")

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## 11. What level of risk are we comfortable with as we grow?

(Are we willing to go into debt? Do we want to grow slow or fast?)

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## 12. What is our long-term goal for the business?

Do we want to sell eventually? Do we want to pass it down in the family? What's our stopping point?

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## 13. What key events need to occur before your vision in question 2 can be your reality?

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**100+**  
episodes

**11,523+**  
streams

*the*  
**LAWN CARE  
LAUNCH**  
*podcast*



with

Joey  
Coberly

Kevin  
Salters



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**"AMATEURS TALK ABOUT  
TACTICS. PROFESSIONALS  
TALK ABOUT LOGISTICS."**

Author Unknown

*day two:*  
**TRACKING**



**\$197**

to join

**THINK & ACT**

**LIKE A**

**CEO**

**CHALLENGE**

**BET  
ON  
YOUR  
SELF.**

GUARANTEED  
MONEY BACK  
WHEN YOU  
COMPLETE THE  
CRITERIA

## **Are YOU Preventing Your Business from Reaching the Next Level?**

Join Our 5-Day Challenge — See What  
It Takes to Think & Act Like a CEO of a  
Multi-Million Dollar Lawn Company

**JOIN THE CHALLENGE  
& Grow Your Business**