FLOWSTATE

HOW TO CLONE YOURSELF FOR MAXIMUM GROWTH

This checklist will walk you through how to split yourself in two: **the calm "CEO you"** writes the growth plan like you're commanding a clone, and the **in-the-moment "operator you"** follows those instructions without negotiating—so you execute what the business needs (not what feels good) for maximum growth.

The 60-Second Diagnostic

Answer with brutal honesty:

If my business stayed the same size for 12 months, would I still be happy doing the work I'm doing daily?

Do I regularly choose tasks because they feel good (creative, polished, "flowy") even when I know what would grow the business faster?

If I had to bet $10,000 on the one activity that would grow my business this month, do I know what it is —and am I doing it first?

- **if 2+ are true for you (instead of checked)**

001 Clarify Your True Priority

Choose one and commit for the next 30 days:

Business Growth First

(I will do what the business needs, regardless of enjoyment)

Entrepreneurial Hedonism

(I want a business that maximizes my enjoyment—even if growth slows)

Rule: If you choose Growth First, you are no longer allowed to use "flow" as the deciding variable for what you work on.

Write this sentence:

"**For the next 30 days, my priority is: _____.**

002 Categorize Your Work

List your recurring tasks this week and sort them into the 3 buckets:

A)High-Flow (Feels Great)

Examples: content, designing, brainstorming, building, writing, product tinkering

- _____
- _____
- _____

B)Low-Flow (Feels Heavy / Avoided)

Examples: sales calls, follow-ups, recruiting, finance, ops, negotiations

- _____
- _____
- _____

C)Growth Work (Moves the Business Most)

Examples: content, designing, brainstorming, building, writing, product tinkering

- _____
- _____
- _____

- **Important check:** Are you confusing **High-Flow** with **Growth?** If yes, label those tasks: "Pleasure Work". **sort them into these* 3 buckets**

003 Write The Business-First Operating Manual (Cold Cognition)

Do this when calm. Not mid-work

Prompt:

If a clone ran my business for the next 7 days and wanted maximum growth, what would they do?

Write orders to your clone. Use verbs. Make it specific*

- Do _____for ____minutes.

- Contact _____people.

- Ship _____by _____.

- Have _____conversations.

- Make _____offers.

Your "Growth List" must pass these tests:

If I did ONLY this list for 7 days, the business would measurably move.

It includes at least one activity that creates revenue now (sales / offers / partnerships).

It includes at least one activity that creates pipeline (outreach / events / follow-ups).

It has clear quantities (calls, emails, proposals, meetings, demos, offers).

004 Execution Rule (Hot Cognition) (Daily, 7 Days)

When you sit down to work, you will feel pulled toward "fun work."

Run this in order:

The Gatekeeper Check

- Open your Operating Manual.
- Ask: "Is the task I'm about to do on the Growth List?"

If **YES** → do it.

If **NO** → don't do it (capture it in the Parking Lot below).

The 15-Minute Override (when the struggle phase hits)

If you want to bail, do this:

- Set a timer for **15 minutes** on the Growth task.
- Tell yourself: "I'm not committing to the whole thing—just 15 minutes."
- After 15 minutes: continue if momentum is building; otherwise take a short break and restart.

005 Let Strategy Determine Schedule (Once Per Week)

Convert the Growth List into a calendar so you're not "deciding" every day.

Business-First Scheduling Rules

1. Growth work happens first (before creative/ flow work).

2. Schedule one daily Growth Block (60–120 minutes).

3. Put High-Flow non-growth tasks after Growth Block or outside work hours.

4. If it's not scheduled, it's optional—and optional work becomes hedonism.

Template:

- Mon–Fri Growth Block time: _____ to _____
- Growth Block #1 task: _____
- Growth Block #2 task (optional): _____

006 The Anti-Hedonism Tripwire (Use Mid-Day)

If you catch yourself drifting:

Ask:

> "Is this what the business needs —or what I want to work on?"

> "If I had to delegate this, would I still choose it as a top growth lever?"

> "Would I be proud if my team copied my task choices today?"

- **If any answer exposes drift: Switch immediately to the next Growth List item.**

007 7-Day Scorecard (End Of Every Day)

At end of day:

Did I complete my Growth Block? (Y/N)

What % of my work time was Growth Work? ____%

One moment I caught "entrepreneurial hedonism": _____

One Growth action I'm repeating tomorrow: _____

008 Parking Lot
(So You Don't "Lose" Ideas)

When you want to do off-list work, write it down instead of doing it:

- _____
- _____
- _____

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