

# UNPACK YOUR BRAIN™

Play \_\_\_\_\_

Division \_\_\_\_\_

Start \_\_\_\_\_

Finish \_\_\_\_\_

Detours	Desired Path	Exit
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# WORKSHEET INSTRUCTIONS



## 01. DEFINE THE BUCKETS



### Desired Paths

- Tips:
- Consider the perfect lead, prospect, or client
  - Identify the minimum number of required steps between "Start" & "Finish"
  - Label the buckets as: "What they did" and "What needs to happen next"



### Exits

- Tips:
- Between every bucket, identify the possible scenarios where people will exit the play
  - It's completely normal if you only have a single exit scenario for the entire play



### Detours

- Tips:
- Identify any spots where someone could pause, but not quit
  - Label them the same as Desired Path ("What they did" and "What needs to happen next")



## 02. OUTLINE THE FOLLOW-UP



### Desired Path & Detours

- Tips:
- For each bucket, outline how you will follow-up
  - Remember, we are "Organizing" so we want live, not perfect
  - Keep it simple and use the rule of 3



### Exits

- Tips:
- For each exit, identify which play will start next
  - If you have multiple exits that start the same play, you may be able to consolidate

# EXECUTABLE BLUEPRINT™

Play \_\_\_\_\_

Division \_\_\_\_\_

Milestone	Follow-up	Exit: Next Play
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>		
>		
>		
>		
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# WORKSHEET INSTRUCTIONS



## 01. COPY FROM UNPACK YOUR BRAIN™



### Desired Paths to Detours

- Tips:
- This is not a creative exercise (just copy what you already wrote)
  - Order Desired Path and Detour based on overall progress
  - "What they did" goes to the Milestone label
  - "What they need to do" goes to the Follow-Up label



### Exits

- Tips:
- Copy the Exits
  - Format the name as "Exit: Next play"



## 02. DRAW THE BLUEPRINT



### Milestones

- Tips:
- Draw a picture of how each milestone can be achieved
  - Remember, there may be multiple ways a milestone can be achieved
  - Make sure you draw every element (thank you pages, etc...)



### Follow-Ups

- Tips:
- Draw out each step in your follow-up
  - Include details as necessary (label timers, emails, etc...)
  - Make sure you include EVERY component



### Exits

- Tips:
- Draw a picture of how each exit happens
  - Remember, there may be multiple ways an exit can be achieved
  - Some exits may happen automatically



## 03. DOCUMENT THE DETAILS



### Do It

- Tips:
- Annotate any important pieces of the Executable Blueprint™
  - Use the extra details worksheet to document any annotations

# THE DETAILS

Play \_\_\_\_\_

Division \_\_\_\_\_

# THE SENSORS

Play \_\_\_\_\_

Division \_\_\_\_\_

## Status

01. \_\_\_\_\_
02. \_\_\_\_\_
03. \_\_\_\_\_
04. \_\_\_\_\_
05. \_\_\_\_\_
06. \_\_\_\_\_
07. \_\_\_\_\_
08. \_\_\_\_\_
09. \_\_\_\_\_
10. \_\_\_\_\_

## Profile

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## History

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## To-Dos

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# WORKSHEET INSTRUCTIONS



## 01. DOCUMENT THE SENSORS

### ☐ Status

- Tips:
- This is not a creative exercise (just copy what you already wrote)
  - Ignore the Exit column and the last Milestone
  - The remaining rows are the Statuses
  - Status are labeled as “What they did” and “What needs to happen next”

### ☐ History

- Tips:
- Document each Milestone as a History sensor
  - Document each Exit as a History sensor
  - Identify any key Follow-up activities you want to track (but keep it simple)

### ☐ Profile

- Tips:
- Document any pieces of data you want to capture during this play
  - Marketing plays should include lead source
  - Don't overthink this step, you can always add more later

### ☐ To-Dos

- Tips:
- Document any To-Dos in the Executable Blueprint™
  - You may want to include the name of the responsible party as part of the To-Do