CHAPTER 7

WORK ONCE AND GET PAID FOREVER

WORKSHEET

Build reinventible assets

DID I BUILD EQUITY TODAY?

Everything you do either builds an asset or disappears once it is done. A reinventible asset is built once from modular building blocks and can be repurposed again and again: a presentation becomes an article, a recording, a course module, a sales page.

This worksheet follows the three action steps from chapter 7: get more out of what you already have, make your next action asset-based, and build the one skill that pays you back forever, direct response copywriting.

Levels of reinventible assets

LEVEL 1 Less than 10% of your actions are asset-based. You are making life hard for yourself.

LEVEL 2 10% to 50% of your actions are asset-based. You see the possibilities but get too little out of them.

LEVEL 3 More than 50% of your actions are asset-based. Push this as close to 100% as you can.

Score yourself first

Take your agenda and to-do list for this week. For each item, ask: **am I building an asset with this?**

Agenda or to-do item	Asset? (yes/no)	How could it become one?

Items that build an asset ÷ total items × 100	%
My level today (1, 2 or 3)	

WORK ONCE AND GET PAID FOREVER WORKSHEET

1) Maximize the action from the past: repurpose what you already have

List the work you have already done once. Presentations, proposals, recordings, client deliverables, templates, articles, internal documents. Then decide which new form each one can take and where it gets used.

Existing asset	New form	Where it gets used	Done by

2) Ask yourself and your team: how do we work once and get paid forever with our next action?

Take the three biggest items on next week's list. For each one, design the reusable version before you start.

Next action	Building blocks it produces	Second and third use

3) The future: direct response copywriting

Copy is the most scalable work-once skill. A text does the same work whether one person reads it or a million. It also forces you into the mind of your customer: what they need, hope, want and fear. Take a crash course and implement one learning.

Crash course I will take:

Start date:

The one learning I implement:

Where it goes live (ad, landing page, email, sales letter):

What I measure before and after:

Use the Copywriting Cheat Sheet from the chapter 7 bonuses for formulas and recommended courses.