Pick One Goal and Stop Spreading Thin

THE BIG IDEA

Busy but broke usually means too many things, not too little effort. Strategy is choosing what you won't do. One priority done well beats four done halfway.

Part 1: Why spreading out keeps you stuck

Busy is not the same as moving forward.

01 **Four parties never take off.**
Throw four parties on one night and none gets a crowd. Put everyone at one party and word of mouth starts to carry it.

02 **A list of priorities means you have none.**
Priority means one thing comes first. If you have five "number ones," nothing is first.

03 **Every change costs you up front.**
Hormozi estimates a new change drops results about 20% before any upside shows. Only take the shot if the upside beats that.

04 **Constant change means nothing finishes.**
One owner kept reworking her sales process. Sales wasn't the problem. Too few leads was.

05 **Doing things in parallel is slower.**
With one goal, everyone knows they're holding the company back, so it gets done. With many, nobody feels that.

Part 2: How to pick your one thing

Cut off the rest. What remains is your priority.

01 **Use the one-year test.**
If you were 100% sure you could finish just one of these in a year, which gets you furthest? That's your priority.

02 **Leave "good enough" alone.**
If the part you love is at or above your industry's average, stop tweaking it. The real limit is often the part you dislike and outsource.

03 **Do fewer things, and do them perfectly.**
Raising Cane's sells tenders, fries, toast and coleslaw. That's about it, and the founder is a billionaire.

04 **Park new ideas on a list.**
Hormozi keeps 200+ ideas. He has pulled three from it in 18 months.

05 **Repeat what works without changes.**
His team ran events with zero new ideas. They got their best scores four times in a row.

> “Strategy is the prioritization of limited resources against unlimited options.”
>
> Alex Hormozi

DO THIS WEEK

- ☐ List everything you're working on. Run the one-year test and circle one.
- ☐ Move the rest to an idea list. Start nothing new from it this month.
- ☐ Check the part of the business you love against your industry average. If it's there, stop changing it.

Ask weekly: If all I did was this, would anything else matter?

Source: Alex Hormozi, *Alex Hormozi*, “You're Setting Goals Wrong”