



## THE 3 E'S

The concept of the 3 E's is something I have been coaching on as long as I can remember. When applied correctly, it will take any business to new levels.

### What are the 3 E's?

**EFFORT** – What you do

**EFFECTIVENESS** – What you do that gets results

**EFFICIENCY** – Focusing on the things you are effective at

### How to apply them

Track everything you do in your business to create leads for a period of 1-2 weeks (*effort*). Note the specifics of each activity including: who it's with, where it's at, what day/time it occurred, what medium was used, etc. Any variables that could have affected your ability to market yourself effectively. This goes for all activities including sales calls, email blasts, lunch/coffee with referral partners, community & networking events, social media posts, etc. Once you have that information you can determine what activities actually create leads (*effective*), and which are only good for overall exposure or branding. At that point you "double-down" and "lean-in" to those activities that "give you the most lift" or offer the most "bang for your buck" (*efficiency*). Fill your calendar with those activities and watch your business grow.

### Other benefits of tracking

Tracking your activities / results with as much accuracy as possible is the most important part of the 3 E's. This also allows you to change some variables in your activities (*effort*) that may have been preventing you from getting results (being *effective*). For example, if you changed the time of day you attempted a certain marketing activity, or changed the context of your message for your intended audience, you could potentially get better results without changing anything else (*efficiency*). The saying "the devil is in the details" is especially true, because the same way a small change can create more lift, it can also give you less. Tracking everything and comparing the results is the only way to find out how to get more from your marketing.