

**THE
REALLY USEFUL
PARETO
PRINCIPLE
WORKBOOK FOR
SMALL BUSINESSES**



TRUiC

The Really Useful Information Company

WHO WE ARE

**TRUIC HAS HELPED
OVER 250,000
ENTREPRENEURS
JUST LIKE YOU START
THEIR BUSINESSES**



**We're experts because we've been in your shoes
and we know the problems you face:**

- Wearing different hats and juggling many responsibilities
- Trying to build effective marketing to acquire customers and sales
- Navigating the jargon and red tape of business formation and maintenance
- Avoiding fines and penalties by staying up to date with business compliance

**DON'T WORRY!
WE'RE HERE TO HELP!**

Our FREE tools, guides, and resources along with our exclusive partnerships on business services will provide you with everything you need to get your business up and running.

Ready to get started?

LET'S GO!

FIND YOUR "VITAL FEW" TO MAXIMIZE BUSINESS IMPACT

This workbook helps you identify where 80% of your results come from, so you can focus your limited time on what matters most.

BEFORE YOU START

- Gather 3-6 months of data (minimum 3 months)
- Choose ONE area to analyze (don't try to do everything at once)
- Set aside 2 hours for your first analysis
- Remember: Done is better than perfect

STEP 1: CHOOSE YOUR FOCUS AREA

I want to analyze: (Check one)

a PROBLEM I want to solve

a SUCCESS I want to amplify

The specific area I'm focusing on:

Examples: Customer complaints, revenue sources, time drains, profit margins, lead sources

STEP 2: GATHER YOUR DATA

For PROBLEMS, collect data on:

- Customer complaints by type
- Product returns by reason
- Time spent on different tasks
- Expenses by category
- Error types in production

For SUCCESSES, collect data on:

- Revenue by product/service
- Sales by customer
- Leads by source
- Profit by offering
- Results by marketing channel

My data collection period: From / / to / /

STEP 3: LIST + QUANTIFY

Using your collected data, list your items from BIGGEST to SMALLEST impact:

	Category/Item	Count/Amount
Example	Shipping delays	45 complaints
#1.	_____	_____
#2.	_____	_____
#3.	_____	_____
#4.	_____	_____
#5.	_____	_____
#6.	_____	_____
#7.	_____	_____
#8.	_____	_____
	TOTAL	_____

Now do the math:

Add up your top 2-3 items:

Divide that number by your TOTAL: _____ ÷ _____ = _____ %

MY 80/20 FINDING

The top _____ items account for _____ % of my total.

STEP 4: SELECT YOUR VITAL FEW

Based on my analysis, these 1-2 items have the biggest impact:

1. _____ accounts for _____ %
2. _____ accounts for _____ %

STEP 5: DRILL DOWN TO ACTION

For PROBLEM Item #1 _____

The Drill-Down Process

Start at Level 1. If you can't immediately assign it to someone or create a specific task, move to the next level.

- **Level 1 - What's happening?** (The symptom you're seeing)

Example: "Customers are complaining about delivery"

Your answer: _____

Can you fix this right now? If not, drill deeper.

- **Level 2 - Where specifically?** (Narrow down the location/category)

Example: "Delays happen with our express shipping option"

Your answer: _____

Do you know exactly what to change? If not, drill deeper.

- **Level 3 - When/who is involved?** (Identify patterns and people)

Example: "Orders placed after 2pm miss the courier pickup"

Your answer: _____

Is the solution obvious and specific? If not, drill deeper.

- **Level 4 - Why is this broken?** (The actual process failure)

Example: "Delays happen with our express shipping option"

Your answer: _____

Can you write a specific fix? If not, drill deeper

- **Level 5 - What's the root cause?** (The systemic issue)

Example: "We promise 'next-day' without considering order cut-off times"

Your answer: _____

My Actionable Insight _____

My Specific Next Step _____

- What? _____

- Who? _____

- When? _____

- Success Metric _____

For PROBLEM Item #2 _____

The Drill-Down Process

Start at Level 1. If you can't immediately assign it to someone or create a specific task, move to the next level.

- **Level 1 - What's happening?** (The symptom you're seeing)

Example: "Customers are complaining about delivery"

Your answer: _____

Can you fix this right now? If not, drill deeper.

- **Level 2 - Where specifically?** (Narrow down the location/category)

Example: "Delays happen with our express shipping option"

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- **Level 5 - What's the root cause?** (The systemic issue)

Example: "We promise 'next-day' without considering order cut-off times"

Your answer: _____

My Actionable Insight _____

My Specific Next Step _____

- What? _____
- Who? _____
- When? _____
- Success Metric _____

For SUCCESS Item #1 _____

The Drill-Down Process

Start at Level 1. If you can't immediately replicate or scale it, move to the next level.

- **Level 1 - What's working?** (The success you're seeing)

Example: "Customer A spends way more than others"

Your answer: _____

Do you know how to get more of this? If not, drill deeper.

- **Level 2 - What's different about it?** (Unique characteristics)

Example: "They order monthly and buy our premium package"

Your answer: _____

Can you replicate these conditions? If not, drill deeper.

- **Level 3 - How did it happen?** (The sequence of events)

Example: "They started with our onboarding consultation"

Your answer: _____

Is there a clear pattern to follow? If not, drill deeper.

- **Level 4 - Why does it work?** (The core value/need being met)

Example: "The consultation helped them see ROI before purchasing"

Your answer: _____

Can you systematize this? If not, drill deeper

- **Level 5 - What's the recipe?** (The reproducible formula)

Example: "Prospects who get ROI projections convert at 3x rate"

Your answer: _____

My Actionable Insight _____

My Specific Next Step _____

- What? _____

- Who? _____

- When? _____

- Success Metric _____

For SUCCESS Item #2 _____

The Drill-Down Process

Start at Level 1. If you can't immediately replicate or scale it, move to the next level.

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Your answer: _____

My Actionable Insight _____

My Specific Next Step _____

- What? _____

- Who? _____

- When? _____

- Success Metric _____

STEP 6: CREATE YOUR ACTION PLAN

Based on my analysis, here's what I'll do:

This week:

1. _____
2. _____

Next 30 days:

1. _____
2. _____

Follow-up Analysis Date: ____ / ____ / ____
(set for 6 months from today)

STEP 7: REFLECTION QUESTIONS

What surprised me most about this analysis?

What have I been wasting time on that barely impacts results?

What deserves MORE of my attention based on these findings?

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DON'T IGNORE THAT BRILLIANT IDEA ANY LONGER!

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