THE REALLY USEFUL GUIDE TO

STRATEGIC FOCUS

FOR YOUR SMALL BUSINESS





The Really Useful Information Company



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

- Wearing different hats and juggling many responsibilities
- Navigating the jargon and red tape of business formation and maintenance
- Trying to build effective marketing to acquire customers and sales
- 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!

THE SECRET POWER OF SAYING



Warren Buffett said it best: "The difference between successful people and really successful people is that really successful people say no to almost everything."

This workbook combines the 25/5 prioritization method with the ICE scoring framework to help you identify exactly where to focus your limited time and resources for maximum business impact.

Before you start, you'll need:

- 1 hour of uninterrupted time
- A list of all current projects and opportunities
- Honest assessment of your business priorities
- Willingness to say NO to good ideas

Remember: This isn't about finding bad ideas to cut. It's about choosing between good opportunities to find your GREAT ones.

PART 1: THE BRAIN DUMP

List EVERYTHING you're currently working on or considering. Every project, partnership, marketing idea, product feature—everything. Aim for 25 items.

1	13	
2	14	
3.	15	
4	16	
5	17	
6.	18	
7.	19.	
8.	20.	
9.	21.	
10.	22.	
11.	23.	
12.	24.	
	25.	

PART Z: THE ICE REALITY CHECK

Score each item from 1-10 using these three factors:

IMPACT

How much will this actually move the needle for your business?

- 10 = Game-changing impact
- 5 = Moderate improvement
- 1 = Minimal effect

CONFIDENCE

How sure are you this will work?

- 10 = Proven success/very confident
- 5 = 50/50 chance
- 1 = Total experiment

EASE

How simple is this to implement with current resources?

- 10 = Can do tomorrow
- 5 = Some effort required
- 1 = Major undertaking

ICE SCORING TABLE

#	Business Goal/Opportunity	Impact	Confidence	Ease	TOTAL
1.		x	x	=	
2.		x	x	=	
3.		x	x	=	
4.		x	x	=	
5.		x	x	=	
6.		x	x	=	
7.		x	x	=	
8.		x	x	=	
9.		x	x	=	
10.		x	x	=	
11.		x	x	=	
12.		x	x	=	
13.		x	x	=	
14.		x	x	=	
15.		x	x	=	
16.		x	x	=	
17.		x	x	=	
18.		x	x	=	
19.		x	x	=	
20.		x	x	=	
21.		x	x	=	
22.		x	x	=	
23.		x	x	=	
24.		x	x	=	
25.		x	x	=	

PART 3: YOUR VITAL 5

Look at your ICE scores. Write your TOP 5 highest-scoring items here:

MY VITAL 5 (THESE GET MY FOCUS)

1	Score:
2	Score:
3	Score:
4	Score:
5.	Score:

REALITY CHECK

Do any score below 300? If yes, you might need to reconsider whether they deserve top 5 status

PART Y: YOUR DISTRACTION LIST

CRITICAL: The remaining 20 items are now your "AVOID AT ALL COSTS" list. These aren't bad ideas—they're distractions from your vital few.

THE 20 THINGS I'M SAYING "NO" TO

These projects/opportunities are OFF LIMITS for the next 3 months:

1	11
	12
3	13
4	14
	15
6	16
7	17
8	18
9	19
10.	20.

Remember: Just like Netflix killed their hardware project weeks before launch, sometimes the best business decision is what you choose NOT to do.



Don't let this become another analysis that sits in a drawer. Complete these commitments:

THIS WEEK:
I will STOP working on:
(Choose one item from your distraction list that's currently eating up time)
I will DOUBLE DOWN on:
(Your highest-scoring vital item that needs more attention)
THIS MONTH:
Additional time freed up by saying NO will go toward:
I will politely decline/postpone these specific opportunities: 1
2
ACCOUNTABILITY: Which items on my distraction list was I most surprised about?
What have I been saying YES to out of guilt, FOMO, or people-pleasing?
If I could only work on ONE thing for the next 90 days, which vital item would it be?
What's the hardest NO I need to say this week?

KEY REMINDERS

- This isn't permanent. Your priorities will shift as your business grows. That's normal and expected.
- Your distraction list isn't trash. These might be perfect ideas for next year, or great opportunities for someone else.
- Focus feels different. When you're not spread thin across 25 initiatives, you'll make real progress on what matters.
- The goal isn't perfection. It's clarity on where to invest your limited time and energy.

WHAT SUCCESSFUL FOCUS LOOKS LIKE

Airbnb: Cut everything except core home-sharing improvements --> \$47B valuation

Apple: Reduced product line to just 4 items --> Became world's most valuable company

YOUR Business: Focus on your vital 5 --> Real progress instead of busy work

NOTES SECTION

Use this space to capture insights, concerns, or ideas that come up during the exercise:

"I'm as proud of what we don't do as what we do." - Steve Jobs



Take one item from your distraction list and officially put it on hold TODAY. Feel the power of strategic focus!

JOIN TRUIC'S FREE BUSINESS CENTER TO START, RUN, AND GROW YOUR BUSINESS!

DON'T IGNORE THAT BRILLIANT IDEA ANY LONGER!

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