# Donald Miller

Author of the #1 *Wall Street Journal* bestseller *Building a StoryBrand* 

# Business Made Simple.

60 Days to Master
Leadership, Sales,
Marketing, Execution,
Management, Personal
Productivity and More

A PDF COMPANION TO THE AUDIOBOOK

### CHAPTER TWO

### LEADERSHIP MADE SIMPLE

### Jeannie's Flower Shop

### MISSION STATMENT

We bring joy to people by providing the best flowers in the Houston area because people come alive when they are given flowers by somebody they love.

### **KEY CHARACTERISTICS**

- 1. Positive: We believe anybody's day can be brightened with flowers.
- 2. Creative: We create the most beautiful flower arrangements in Houston.
- **3. Dedicated:** We are dedicated to our work because other people's iov depends on our work.

### **CRITICAL ACTIONS**

- We smile: We have an upbeat, positive attitude because flowers are all about bringing joy to others.
- 2. We learn: We are constantly learning about flowers and how to make better flower arrangements.
- **3. We clean:** We clean the sales floor three times each day.

### YOUR STORY PITCH

At Jeannie's Flowers we believe many people go through their days without being recognized by others. Not being recognized makes a person sad and causes them to lose hope.

When somebody gets flowers, they come alive because somebody else remembered them. A simple bouquet of flowers can remind a person how much they are cared about and brighten their spirits for days.

We provide the best flowers in the Houston area because everybody deserves a simple and effective way to recognize the people they love.

### THEME

When people are recognized with flowers, they come alive.

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### CHAPTER THREE

# PRODUCTIVITY MADE SIMPLE

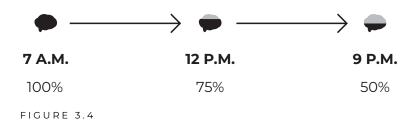
IF THIS WERE THE SECOND TIME I WERI THIS DAY, WHAT WOULD I DO DIFFEREI	
•	
•	
•	
•	
•	
•	

FIGURE 3.1

	H:	M:	)
Rest/Reward:			
PRIMARY TASK TWO			
	H:	M:	)
Rest/Reward:			
PRIMARY TASK THREE			
	(H:	M:	)
Rest/Reward:			

FIGURE 3.2

SECONDARY TASKS	



7:30	Work on new writing project	
:		
<b>:</b>		
·		
:		

FIGURE 3.5

# MESSAGING MADE SIMPLE

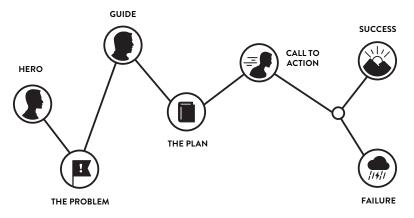


FIGURE 5.1

### CHAPTER SIX

## MARKETING MADE SIMPLE

### **CURIOSITY**

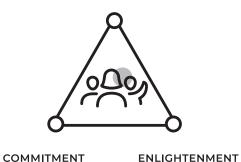


FIGURE 6.1

### A ONE-LINER

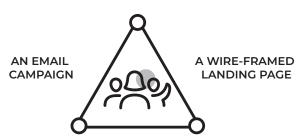


FIGURE 6.2

### CHAPTER ELEVEN

# EXECUTION MADE SIMPLE

NAME		
MY DEPART	MENT'S TOP 5 PRIORITIES	5
1.		
4		
5		
MY PERSON	AL PRIORITIES	
5		
MY DEVELO	PMENT PLAN	
1		
2		
3		

Sales calls 400	COREBOARD	
· · · · · · · · · · · · · · · · · · ·	ales calls	400
Lunch meetings 6	unch meetings	6

FIGURE 11.2

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