

The 90 Day Madman Cycle

“Compressing time frames, exploding results.”

The 90 Day Madman Cycle is a laser focused commitment to *daily revenue producing actions (RPA's)*. These actions must lead to a production in revenue as directly as possible. Pure “busywork” doesn't count as a direct revenue producing action, yet it still needs to be done.

So what are these “actions” I'm speaking of?

Any action that leads to growth to your business.

- Creating short video clips (exercise demos are great)
- Writing or acquiring web content **and** posting it
- Contacting local business for “trade-outs” (restaurants, salons, etc)
- Crafting emails for subtle promotion of your products and services
- Creating exercise/nutrition/supplements tip sheets
- Posting to related discussion forums (building traffic back to your sites)
- Giveaway/exchange business cards

Content Equity

Content Equity is what I term the **written** and **video content** you create. Every piece you create, you own outright... you owe nothing on it and you can monetize it or even sell it.

In this **90 Day Madman Cycle**, you need to **build content equity** *daily*. Then you need to “shuttle” it out or distribute it in a methodical way.

Example: **Create** an informative short workout video clip. **Distribute** it via a post to your blog. **Craft** an email to inform your sphere of influence (clients, subscribers, FB fans, FB friends) and send it out. Repeat.

The **90 Day Madman Cycle** is truly a “Madman” cycle. You will compress time frames by blocking your day into **three mini-day** blocks, 6 days a week (Mon-Sat) if you're single, 5 days a week plus 1 block (Mon-Fri + 1 block Sat) if you've got kids. ;)

Block 1: 7am – 12pm (ex. Shoot video clip)

Block 2: 1pm – 6pm (ex. Edit Private Label Rights article)

Block 3: 7pm – Midnight (ex. Post video clip and article to your “outlets” (websites)

Work this schedule without fail for 90 days.

This focused commitment to **revenue producing actions** over the next 90 days will make an incredible difference in your business. Think of this as a titanic action, a huge momentum shift to your business. 90 days. **Ninety**.

The content equity you will build will be **enormous**. Do not complicate this **90 Day Madman Cycle**. Make simple **revenue producing actions** daily – that's it.

Success leaves clues and I want you to leave “clues.”

1. Buy a spiral notebook.
2. Write down your RPA's each day.
3. Date it every day. Write down your completion time. (Yes, it's that important.)

Do not clutter this spiral notebook with anything else other than your RPA's for your **90 Day Madman Cycle**. This is not your daily to-do list or idea list. Use the notebook **strictly** for your 90 Day Madman Cycle.

At the end of the ninety days, your notebook will be the “clues” to your success. It will all be documented. All your completed actions will be written down. Looking back, if you have every daily **revenue producing action** completed, dated, and time-stamped, you've **methodically** completed the **90 Day Madman Cycle** with overwhelming success.

Congratulations. Your business has **grown exponentially**. You've compressed time frames and you've exploded your results!

Make it happen.

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