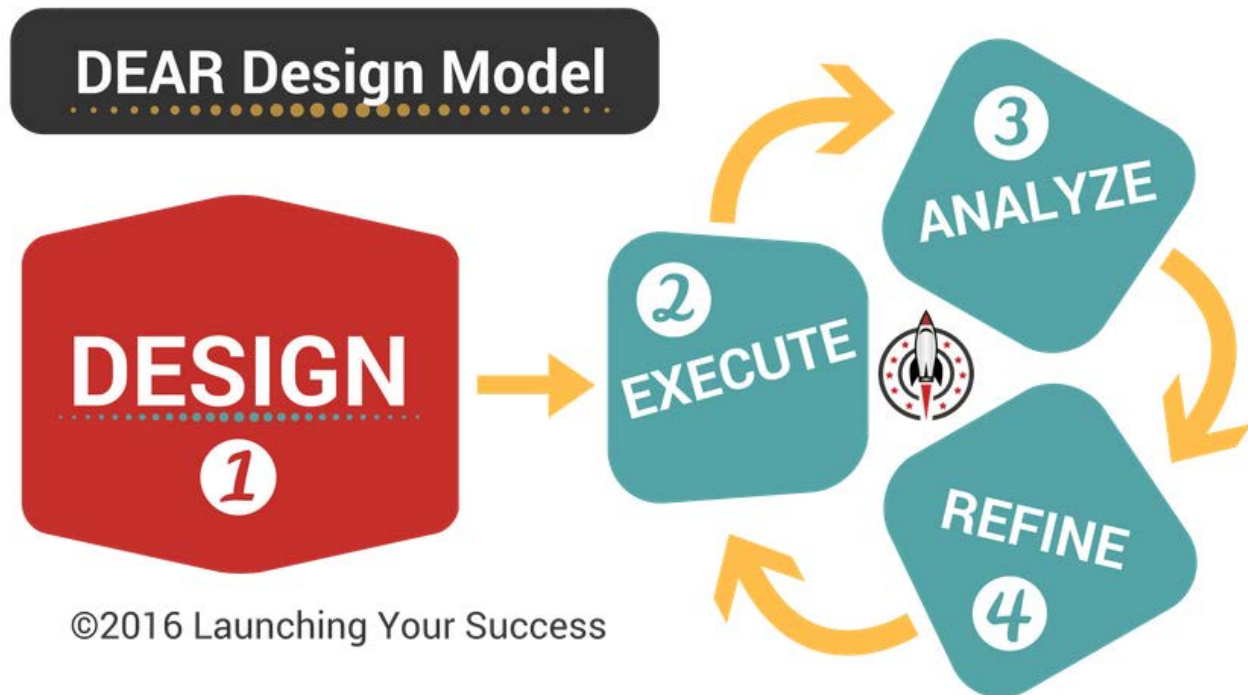


A Simple Design Model for Launching Anything



1 DESIGN

Decide the goal & action steps.
Spend 15% of your time here.

2 EXECUTE

Press Go! Take Action!
Spend 50% of your time here.

3 ANALYZE

Step back. What worked/didn't?
Spend 25% of your time here.

4 REFINE

Make adjustments. Re-execute.
Spend 10% of your time here.