



December 8, 2024

Dear [FIRST NAME GOES HERE],

Want to know the biggest lie entrepreneurs tell themselves?

That it's good to be crazy busy.

"I'm just so busy. I have so much going on."

(As if that's some kind of badge of honor...)

I hear it all the time.

From clients, on social media, at mastermind meetings, conferences, and networking events.

Sure, being busy means you might be doing a lot.

But are you GETTING A LOT DONE?

Or are you just keeping yourself "busy" just for the sake of it?

The brutal truth is...

If your to-do list is longer than a CVS receipt right now...

We need to talk. (not literally, I'm too busy to talk! Jk.)

Being busy should NOT be your goal.

Activity doesn't equal progress.

In fact, that's exactly what's holding most ambitious entrepreneurs back.

There's a MASSIVE difference between moving... and moving FORWARD.

Busy people fill their calendars with endless appointments and Zoom calls...

Respond to every "quick question," Slack message, or DM...

And pride themselves on checking off those sweet little boxes on their to-do list.

But focused entrepreneurs?

They're treating TIME like a THOUGHTFUL INVESTMENT.

They're constantly asking:

"Where will my time and attention yield the greatest return today?"

"What actions will drive EXPONENTIAL progress?"

"How can I create maximum impact with minimum input, keeping my sanity and health in tact?"

This ONE shift changes everything.

Because suddenly, you stop measuring success by how much you GET done and start measuring it by the difference you MAKE.

If your calendar tomorrow is filled with a bunch of "busy" work and your To-Do list is incredibly long...

Revisit your list to *eliminate*, *delegate*, or *automate* it.

Only invest your time in activities that will move the needle towards your goals.

You've got the same 24 hours as everyone else.

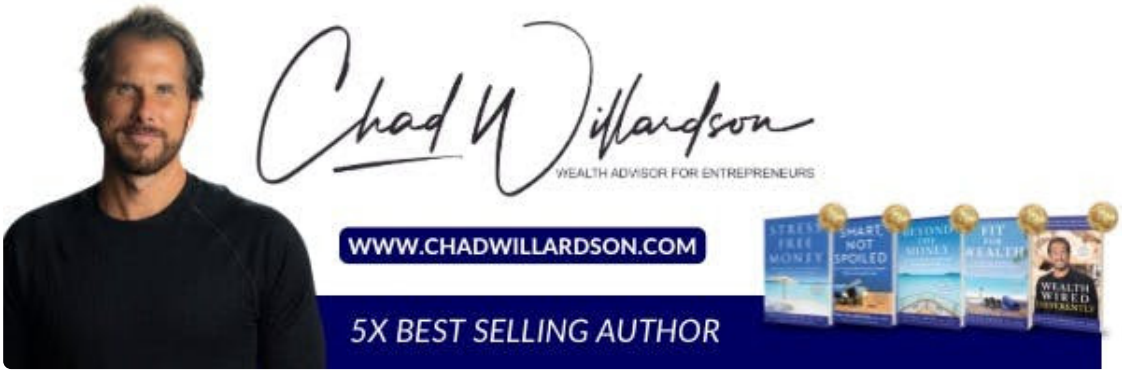
But what you DO with those hours will make the difference from being just another *struggling* entrepreneur...

To one who's *succeeding* in every aspect of their life.

To your focused success,

Chad

Speaking of making an impact... I was just named one of [the Top 10 CEOs to Follow on LinkedIn for 2025](#). Pretty wild to be listed alongside legends like Kevin O'Leary and Tom Bilyeu. Very surprised to see that I made that awesome list! Check out the full article to see why they say my content is "a goldmine of wisdom" for entrepreneurs. (their words, not mine.)



P.S. Many of you who know my family ask how my mom is doing (she suffers from a rare form of Parkinson's disease). Just wanted to share a great, recent pic of her with her weekly fresh flowers! She's tough, resilient, and very positive.



P.P.S. If you want to be pushed and supported to achieve your wildest ambitions in business, money, health, and relationships, or simply ELEVATE every aspect of your life, then ELEVATED 2025 might be just what you need. [Schedule a call](#) with my team and see if you've got what it takes to join an incredibly ambitious community of entrepreneurs who are winning in both business and at home!

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