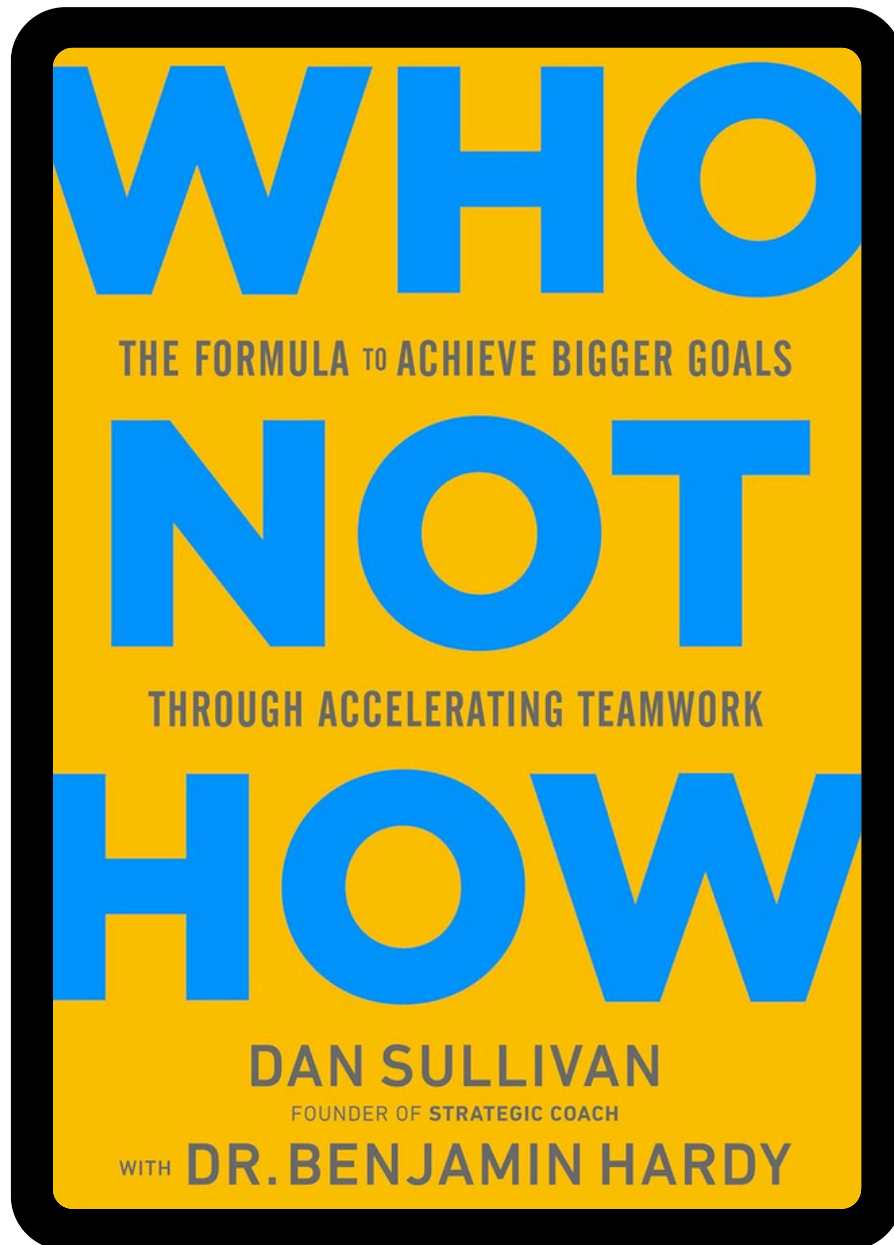


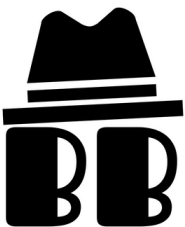
by Book Butter Club

# Action Steps

## Handbook



How can you achieve exponential results  
rather than linear growth?



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## Action Steps: "Who Not How"

**"Who Not How" by Dan Sullivan and Dr. Benjamin Hardy.** It's a popular business and personal development book that presents a paradigm shift in how people approach goals and problem-solving.

The central premise of "Who Not How" is that instead of asking "How can I do this?" when faced with a challenge or goal, we should ask "Who can help me do this?" **This shift in thinking opens up new possibilities for achievement and growth.** This approach encourages entrepreneurs to **collaborate with others** who have complementary skills and resources, rather than trying to do everything themselves.

In this Action Steps Handbook, we will provide practical steps grounded in the insights presented in the book that will **help you achieve exponential results rather than linear growth.**

### Step 1: Change Your Mindset

- This is the foundation of the whole approach. It's about realizing that you don't have to do everything yourself. In fact, trying to do it all alone is holding you back. Start by catching yourself whenever you think "How can I do this?" and replace it with "Who can help me do this?"
- It might feel uncomfortable at first, especially if you're used to being self-reliant. But keep at it. Make it a game – how many times can you catch yourself and shift your thinking each day?

### Step 2: Identify Your Strengths

- Take a week to really observe yourself. What tasks make you lose track of time? What do people often compliment you on? What comes naturally to you? These are clues to your unique abilities.
- Also, think about what you enjoy doing – your strengths should be enjoyable, not just things you're good at. Write these down and keep the list handy.

### Step 3: List Your Goals

- Don't rush this step. Set aside a few hours, maybe on a weekend, to really think about what you want to achieve. Think about different areas of your life – career, personal growth, relationships, health, finances. Write down goals for each area. Then, pick the top 3-5 that excite you the most. These are your focus goals.



## Action Steps: "Who Not How"

### Step 4: Break Down Your Goals

- For each of your focus goals, create a mind map or a detailed list of all the steps needed to achieve it. Be as specific as possible. If a step seems too big, break it down further. Keep going until you have a list of concrete, actionable tasks.

### Step 5: Identify the "Whos"

- Look at each task on your list. Ask yourself: Who do I know that's good at this? Who could I hire to do this? Is there a company that specializes in this? Start making a list of potential "Whos" for each task. Don't limit yourself – think broadly. You might surprise yourself with who comes to mind.

### Step 6: Start Small

- Pick one task from your list – something small and low-risk. Reach out to your chosen "Who" and explain what you need. Be clear about the outcome, but don't dictate how they should do it. This is your chance to practice delegating and trusting others.

### Step 7: Build Your Network

- As you work with more people, keep a record of your experiences. Who was reliable? Who produced great results? Who was easy to work with? Start categorizing people based on their skills and strengths. Attend networking events or join online communities to expand your network further.

### Step 8: Delegate and Trust

- This step is crucial and often the hardest for many people. When you hand over a task, resist the urge to constantly check in or tell them how to do it. Set clear expectations and deadlines, then step back. If they run into problems, let them come to you. This builds their problem-solving skills and your trust in them.



## Action Steps: "Who Not How"

### Step 9: Focus on Vision and Strategy

- With tasks delegated, use your freed-up time wisely. Schedule regular "thinking time" – maybe an hour each day or a full day each week. Use this time to review your goals, think about the big picture, and plan your next moves. This is where the magic happens – where you come up with ideas that can lead to exponential growth.

### Step 10: Reinvest Your Time

- Look at your list of strengths from Step 2. How can you spend more time using these strengths? Can you create new projects or initiatives that leverage what you're best at? This is how you create massive value and drive growth.

### Step 11: Learn and Adjust

- After each project or task, take time to reflect. What worked well? What could be improved? Use these insights to refine your process. Maybe you need to be clearer in your instructions, or perhaps you need to find "Whos" with different skills. Continuous improvement is key to long-term success.

### Step 12: Think Bigger

- As you start seeing results, challenge yourself to think even bigger. What seemed impossible before might now be within reach. Revisit your goals regularly and don't be afraid to upgrade them. Remember, with the right "Whos," you can achieve far more than you could alone.

### Step 13: Cultivate Relationships

- Your "Whos" are not just tools to get things done – they're people. Invest time in building genuine relationships. Show appreciation for their work. Learn about their goals and see if you can help them too. Strong relationships lead to better collaboration and can open up new opportunities.



## Action Steps: “Who Not How”

### Step 14: Embrace Failure

- Not every "Who" will work out, and that's okay. See failures as learning opportunities. What can you learn from the experience? How can you make a better choice next time? Don't let fear of failure stop you from delegating.

### Step 15: Measure and Celebrate Progress

- Keep track of what you're achieving with your "Who Not How" approach. How much more are you getting done? How has your business or life improved? Celebrate these wins – both big and small. This will keep you motivated and reinforce the power of this approach.

In summary, building a happy life involves recognizing the importance of happiness and aligning your actions with what truly matters to you. By focusing on key principles such as understanding the significance of happiness, identifying your core values and goals, engaging in meaningful activities, building and nurturing relationships, finding joy in challenges, practicing gratitude and mindfulness, seeking professional help if needed, and regularly reflecting and adapting, individuals can enhance their mental and emotional well-being. However, instead of asking “How can I do this?” ask “Who can help me achieve this?” This shift in mindset allows you to leverage the strengths and expertise of others, making the journey more efficient and enjoyable.

If you want to discover and focus on what brings happiness to your life, you can use the template on the next pages. It will guide you in identifying the right people who can help you evaluate your current habits and make necessary adjustments to cultivate a joyful and fulfilling life.

*Disclaimer: The action steps provided in this document are based on our own experience and understanding of the book. They are not endorsed by the author and are not intended to replace the original book in any way. These action steps should give you an idea of the concepts presented in the book if you have not read it yet, or provide guidance if you have finished reading the book but are stuck and not sure where to start.*



## Action Steps: "Who Not How"

### Step 1: Mindset Shift

- Daily practice: Catch yourself thinking "How" and reframe to "Who"
  - Monday: \_\_\_\_\_ times
  - Tuesday: \_\_\_\_\_ times
  - Wednesday: \_\_\_\_\_ times
  - Thursday: \_\_\_\_\_ times
  - Friday: \_\_\_\_\_ times

**Example:** Instead of thinking "How can I create a website for my business?", shift to "Who can create a website for my business?"

### Step 2: Identify Your Strengths

- List 5-10 activities where you excel and enjoy:
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_

**Example:** You realize you're great at public speaking and explaining complex ideas in simple terms.

### Step 3: List Your Goals

- Write down 3-5 big goals for different life areas:
  1. Career: \_\_\_\_\_
  2. Personal Growth: \_\_\_\_\_
  3. Relationships: \_\_\_\_\_
  4. Health: \_\_\_\_\_
  5. Finances: \_\_\_\_\_

**Example:** Career goal - Launch an online course teaching your area of expertise within 6 months.



## Action Steps: "Who Not How"

### Step 4: Break Down Your Goals

- Choose one goal and list all necessary tasks:

Goal: \_\_\_\_\_

#### Tasks:

- 
- 
- 
- 
- 

Example: For the online course goal, tasks might include:

1. Outline course content
2. Create slides
3. Record video lessons
4. Set up a course platform
5. Design marketing materials

### Step 5: Identify the "Whos"

- For each task, list potential people or services that could help:

- Task 1: \_\_\_\_\_

- Potential Whos:

- Task 2: \_\_\_\_\_

- Potential Whos:

Example: For "Create slides", potential Whos could be:

- A freelance graphic designer from Upwork
- Your friend Sarah who's great at PowerPoint
- A professional presentation design service

### Step 6: Start Small

- Choose one small task to delegate:
- Task: \_\_\_\_\_
- Chosen Who: \_\_\_\_\_
- Expected outcome: \_\_\_\_\_

Example: Delegate the task of creating one sample slide to a designer on Fiverr.



## Action Steps: "Who Not How"

### Step 7: Build Your Network

- List new connections and their skills:
- Name: \_\_\_\_\_ Skill: \_\_\_\_\_
- Name: \_\_\_\_\_ Skill: \_\_\_\_\_
- Name: \_\_\_\_\_ Skill: \_\_\_\_\_

**Example:** At a local business meetup, you connect with John, a video editor, and add him to your network for future course-related tasks.

### Step 8: Delegate and Trust

- Task delegated: \_\_\_\_\_
- To whom: \_\_\_\_\_
- Deadline: \_\_\_\_\_
- Check-in date (if necessary): \_\_\_\_\_

**Example:** You hire a virtual assistant to set up your course platform, giving them a two-week deadline and resisting the urge to micromanage.

### Step 9: Focus on Vision and Strategy

- Schedule regular thinking time:
- Day: \_\_\_\_\_ Time: \_\_\_\_\_

#### Key questions to consider:

- Where do I want my business/life to be in 5 years?
- What are the biggest opportunities right now?
- What could potentially disrupt my industry/life?

**Example:** During your weekly thinking time, you brainstorm ideas for your next three online courses.

### Step 10: Reinvest Your Time

- List activities aligned with your strengths:
- 
- 
- 

**Example:** With the course setup delegated, you spend more time creating high-quality content and practicing your delivery.

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## Action Steps: "Who Not How"

### Step 11: Learn and Adjust

- After each delegated task, reflect:
  - What worked well? \_\_\_\_\_
  - What could be improved? \_\_\_\_\_
  - Lessons for next time: \_\_\_\_\_

**Example:** After working with the slide designer, you realize you need to provide more detailed briefs for better results next time.

### Step 12: Think Bigger

- Revisit and upgrade your goals:
  - Original goal: \_\_\_\_\_
  - Upgraded goal: \_\_\_\_\_

**Example:** Your original goal was one course in 6 months. Now you aim for three courses in a year, each targeting a different skill level.

### Step 13: Cultivate Relationships

- List key relationships to nurture:
  - \_\_\_\_\_
  - \_\_\_\_\_
- Plan one action to strengthen each relationship.

**Example:** You send a thank-you note to your virtual assistant and ask about their career goals, offering to provide a recommendation.

### Step 14: Embrace Failure

- Recent setback: \_\_\_\_\_
- What I learned: \_\_\_\_\_
- How I'll apply this lesson: \_\_\_\_\_

**Example:** Your first attempt at recording lessons had poor audio quality. You learn from this and invest in a better microphone for future recordings.



## Action Steps: “Who Not How”

### Step 15: Measure and Celebrate Progress

- Key metrics to track:

- 
- 
- 

Recent win to celebrate: \_\_\_\_\_

**Example:** You track the number of course sign-ups and celebrate reaching your first 100 students by treating your family to a nice dinner.

If you have any questions or suggestions regarding this Action Steps Handbook, don't hesitate to reach out via email at [contact@bookbutterclub.com](mailto:contact@bookbutterclub.com). We're here to listen and assist! ✉️💛

