

044: Stand Out in a Crowded Market

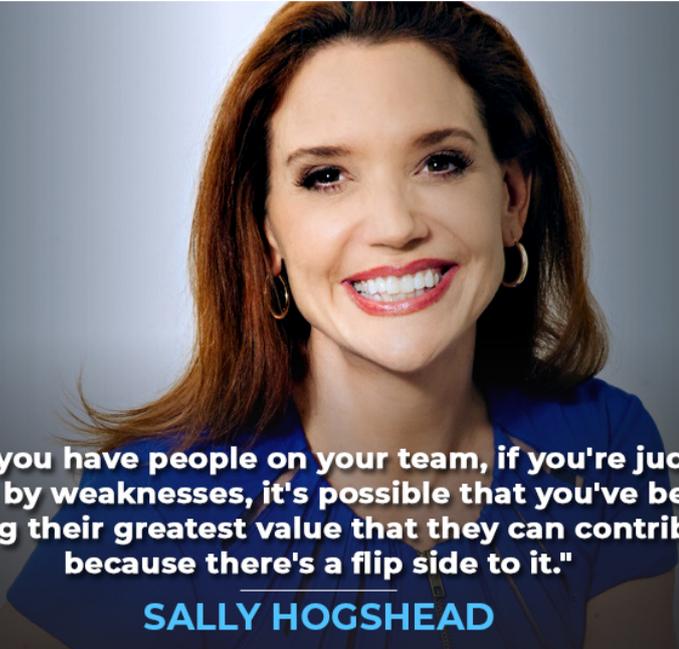
10 Point Checklist

Sally Hogshead

Want to gain as much knowledge as possible out of Get Yourself Optimized? Read on below for a **10 point checklist** that gives the next, real steps you can take for introducing these insights and optimizing your life.

Get **YOURSELF OPTIMIZED**

HOSTED BY **STEPHAN SPENCER**



"When you have people on your team, if you're judging them by weaknesses, it's possible that you've been missing their greatest value that they can contribute because there's a flip side to it."

SALLY HOGSHEAD

10 STEPS YOU CAN TAKE TODAY

**Want to take charge of your health, wellness, and success?
Here are 10 steps that can move you closer to your goals – today.**

- Take Sally Hogshead's [Fascination Advantage assessment](#), free for our listeners with the code "GEEK".
- Read about your Advantages and your Archetype.
- Identify your wellspring—work that energizes you—and quicksand— work that exhausts you.
- Stop wasting your time with quicksand work! Delegate, discipline, or delete.
- Find out your employees' Advantages and wellspring/quicksand in order to make the best use of their talents.
- Having trouble motivating yourself to complete certain tasks? Move them earlier in the day so that you haven't used up your self-discipline.
- Throw out the office candy jar; the willpower that you waste resisting it could be used to power through projects.
- Use every interaction with potential and current customers as a chance to differentiate yourself from your competitors.
- Upgrade to a complete Fascination Profile and Personal Brand Kit to take advantage of Sally's years of expertise in branding.
- When are you most productive and creative? Reserve those hours for work, not leisure.

To view the transcript, resource links and listen to the podcast, visit:

<https://www.getyourselfoptimized.com/stand-crowded-market-sally-hogshead/>