

# THE ZAG CHECKLIST

9 WAYS TO DO BUSINESS  
(AND LIFE) DIFFERENTLY

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THE  
**WILDCARD**  
PROJECT



DESIGNED FOR MOBILE

# **You're already a wildcard, now it's time to act like one.**

Use this checklist to help you practice the art of zagging in your business (and life). This isn't an academic thing, it's a personal development exercise designed to kickstart new business behaviour and help you become a more dynamic soloprenuer.

**The goal is to get more comfortable making counter-intuitive decisions—big and small—that you're excited about.**

The more you zag the easier it gets and every zag means you're doing things differently. I hope these ideas help you kick ass.



01.

# DO WHAT SCARES YOU

Write down one scary marketing goal that you feel would make a meaningful impact on your business in the next 30 days.

That's right, pick something that freaks you out but is still manageable (like building a new website, writing your first email newsletter, or hosting an event).

**What are two different ways you could work to achieve this goal?**

Pick the option that terrifies you. This change of approach—and the jolt of fear you'll experience—will give you the edge you need.



# 02.

## DO THE OPPOSITE

Every decision you make is a template for the next, it's a repetitive cycle that has the potential to either help or hurt your chances at generating new business.

**How can you change the way you connect with potential clients?**

It's time to unleash your Opposite George. Always send cold emails? Try an office visit. Do you rely on your social networks for inquiries? Pick up the phone. Doing the opposite can invigorate your sales approach.



03.

# EAT CRAZY FOOD

Zagging is a skill, it takes practice. The next time you're at a restaurant, order a meal that freaks you out (like squid ink pasta, caviar, or cow's tongue).

**Who could you invite out for dinner that would make this wildcard experience really fun?**

Maybe you just close your eyes and point randomly at a menu, or you ask the server to recommend their least favourite dish, or eat at a sketchy place that looks like a money laundering joint. This is a great way to practice your zagging chops.



04.

# ASK AN OUTSIDER

Connect with a soloprenuer you trust (who works in a different industry) and buy them lunch. Explain your next big business goal and outline your wildcard approach for them. Ask what they would do if they were in your shoes.

**Who can you text right now and invite to lunch next week?**

Now comes the hard part, work to execute their suggestions even if your gut tells you not to.

Consider this a double-dog-dare. But don't take any actions that you can't stand behind.



05.

# FAST TRACK THE EFFORT

Speed can be a great zag too! With your next business goal set in your mind commit to a really tight timeframe and go all in. Make this next move happen faster than you've ever done anything before. Crank it up to 11.

**Which dates and times over the next week can you dedicate to working towards your goal?**

Don't let yourself get bogged down or distracted. Block off spots in your calendar right now and add a layer of accountability by telling someone else what you've got planned.



06.

# FIND SOME MOMENTUM

When you over-think or over-reach on your next goal you will get stuck. Don't be like that. Get the momentum you're looking for by forcing yourself to consistently work on bite-sized tasks.

**What's one thing you could do before you go to bed tonight that would give you that feeling of progress?**

Keep the task simple. Like, update tomorrows' calendar with a task notification, make some notes, send an email to a peer... do something that you've been holding back on... but just do it!



# 07. **BOOK A FLIGHT**

Travel always does the heart and mind good when you're excited about the opportunity. Book a flight and plan a lunch date somewhere cool with someone important to your venture, like a potential collaborator, referrer or a prospect.

**Who would likely accept a lunch invite knowing you're flying in to see them?**

This doesn't have to be an expensive trip. Consider picking a non-stop flight to a city <2-hrs away and make a day of it or do an extended lay-over while on another trip.



08.

# BRIBE SOMEONE

Sure, a bribe is bad form when trying to make a direct sale but it can be a good move when trying to get an introduction or referral. Consider delivering a shameless gift to a vendor, peer, or industry contact that knows your prospect well enough to put their reputation on the line.

**What type of gift reflects your personality or is something that will be valued or cherished?**

Keep your request light-hearted and call the moment re: “this is what a bribe looks like”.



09.

# WATCH AN INDIE FILM

A thought-provoking or creative independent film can be a great source of inspiration. Push yourself to watch a movie that you wouldn't normally watch.

**If you were to direct your own film what subject matter or theme would you focus on?**

Don't just watch the film, screen it—consider writing your own review to help you understand the film more deeply. Indie films are collaborative ventures that have a ton of financial constraints but a lot of creative freedom (relatable don't you think?).



# ASK ME ANYTHING

With your first Kickstarter lesson under your belt you're already well on your way to doing business your own way.

You've got this!

If you have a question about this course just **send a text message to 555888 and I'll reply during business hours** (or within one business day). I'm here for you.

Rock on!

-Corwin

