"Three things in life: your health, your mission and the people you love. That's it."
—Naval Ravikant

Vision Quest: Knowing what you do now, how would your Perfect Day change?

The Premortem: Imagine your gym died yesterday and you're at the funeral. Then answer these questions:

- What was your business? Describe it.

- What killed it?

- What survived? What will you keep?
WWCEOD?

Imagine you get fired as CEO of your gym. The board of directors hires a new CEO to run it.

What's the first thing the new CEO would do?

What Are Your First "Rocks?"
The After-Action Review

What went right? (Probably a lot more than you thought. After all, you moved your coaching business online in under 24 hours!)

What would you do differently next time?

What will you never do again?

What do you miss?

What do you not miss? What did you survive without? How did that surprise you?
What Remains?

After dropping the stuff you don't need onto the cutting-room floor, what's left?

These are the cornerstones of your new business.

What can you keep from this experience, and what will you do differently? How does this change the definition of "unlimited" memberships?

Make a short list of the elements you want to keep.
Put the Blocks Together

Review your short list. These few elements will determine the foundations of your new business.

Nutrition coaching? Habits coaching? One-on-one time? Accountability? Group exercise?

Don't worry about labels, like "CrossFit" or "Paleo." These are methods. Stick with principles for now.
Name It

What do you call this new service? Is it still a "gym" or something else?

Now, it would be a super bonus if your new name moved you onto a list of essential businesses, wouldn't it?

This new service is your 2.0.