LESSON 10

The Three Lanes Card

Three lanes, one window, one measure.

1 · Start here

Write these two lines before you pick anything.

Example (made up): Marcus. "I'm busy all week and my calendar's still empty."

The number it should move	The problem, in one sentence

2 · List every lane (no judging yet)

Clients, networking groups, stop-ins, walking a street, email, LinkedIn, accountants and bankers, client referrals, associations, franchise sales reps, premium finance reps, commercial real estate brokers. Each pays off at a different speed: weight toward the fast ones now, build the slow ones.

Lane	Fast or slow?	A couple of hours a week?	Can I count meetings?	Best-fit owners there?

3 · The test

Three lanes, the same window and hours for all three. Decide the window and the measure before you start. No mid-test fixes.

Lane	Hours / week	Window (start → end)	Purposeful meetings held

4 · Source column (every meeting, the day it happens)

Purposeful = you know going in why you're there and what should happen next. Yes or no.

Date	Owner / company	Source (lane)	Purposeful? Y/N	Next step

5 · Done: how we'll know it worked

Write this before the test starts. Tie: pick the one you can do more of. All near zero: it's a message problem.

Winner	Cut (on purpose)	All-in plan

Educational material only. Not legal, tax or insurance advice. Examples are made up. Optional: one affordable bundle of workbooks and trackers, coming to ronnieodell.com. This worksheet and every lesson stay free.