

THE TOM SWOOPE PLAYBOOKS

BUSINESS / ACTION EDITION

GET OUT OF YOUR OWN WAY.

Turn a business idea into a clear offer, a paid test, and a repeatable delivery system. No shortcuts. Just the work.

TOM SWOOPE

LEARN THE STEPS. TAKE CARE OF YOUR PEOPLE.

EDUCATIONAL GUIDE + FILLABLE WORKSHEETS / OCTOBER 2026

LESSON 01 / LEARN THE SKILL

GET OUT OF THE WAY. THEN DO THE BORING WORK.

Everything you want to do and be successful at is right on the other side of the shit you do not want to do. That is my point. You keep polishing the idea because polishing feels better than asking somebody to buy. Discipline is not a personality trait you wait to receive. It is the appointment you keep with the work.

DO IT IN THIS ORDER

01. Choose one task that moves the business toward a paid result.
02. Schedule it before entertainment and scrolling.
03. Make the task small enough to finish today.
04. Record what happened instead of judging yourself by how motivated you felt.

WORKED EXAMPLE / ASSUMPTIONS EXPLAINED

Calling five qualified prospects is a task. 'Build my empire' is not. Send the offer, ask for the appointment, and write down the objections. You now have information instead of another saved motivational post.

HELP / WHAT THAT WORD MEANS

Execution = completing the actions required to turn a plan into a result.

YOUR NEXT MOVE

Name the thing you have avoided and put a time on the calendar.