

What Can Everyday Entrepreneurs
Learn from the Life
of Elon Musk?



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Before diving into this PDF, learn the “why” behind this exercise in one of two ways. Either:

1



Read the blog post

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2



Listen to the podcast episode

[Episode #35](#)



Treat time like your most precious resource

For one day, write down how you spend your time. Use the next page of this PDF to help you log everything and at the end of the day, ask yourself these questions:

Did you get your most important tasks done? If not, why not?

Based on how you actually spent your time, what were your top 3 priorities for the day?

1. _____
2. _____
3. _____

What will you do differently to make tomorrow a better day?

7:00 am		12:30 pm	
7:15 am		12:45 pm	
7:30 am		1:00 pm	
7:45 am		1:15 pm	
8:00 am		1:30 pm	
8:15 am		1:45 pm	
8:30 am		2:00 pm	
8:45 am		2:15 pm	
9:00 am		2:30 pm	
9:15 am		2:45 pm	
9:30 am		3:00 pm	
9:45 am		3:15 pm	
10:00 am		3:30 pm	
10:15 am		3:45 pm	
10:30 am		4:00 pm	
10:45 am		4:15 pm	
11:00 am		4:30 pm	
11:15 am		4:45 pm	
11:30 am		5:00 pm	
11:45 am		5:15 pm	
12:00 pm		5:30 pm	
12:15 pm		5:45 pm	

Rally your team with an “insurgent” mission

For Elon Musk, Mars is an all-consuming mission. He wants to see colonies thrive there. He’s even on record saying it’s the place he wants to die (“just not on impact,” he jokingly added). And he’s built the team at SpaceX around that mission. These thousands of employees want to get to Mars as badly as Elon does.

As leaders, we’ve got to help our employees understand the larger mission we’re on. How is your business helping to change the world?

Embrace the clean sheet

When Elon Musk started SpaceX, he had decades of knowledge to draw from, thanks to NASA and the international space community. But he didn’t want that to be the starting point. In fact, he saw it as a liability. He told his engineers to “start with a clean sheet of paper.” He didn’t want his team to assume the way things have been done in the past is the right way to do them going forward.

Whatever business you’re in, you’re making assumptions based on what you’ve done in the past. It could be in your processes, your suppliers, your messaging -- anywhere. Those assumptions can easily become a liability.

In your business, what is one way you can embrace the clean sheet this week?

Understand your role in the big picture

Knowing the role you play in a larger story gives you context and motivation to keep going when you face challenges running your business. It keeps you tethered to a purpose and gives you clarity for your decisions.

What is the driving force behind why you do what you do?

SPEND 2 DAYS

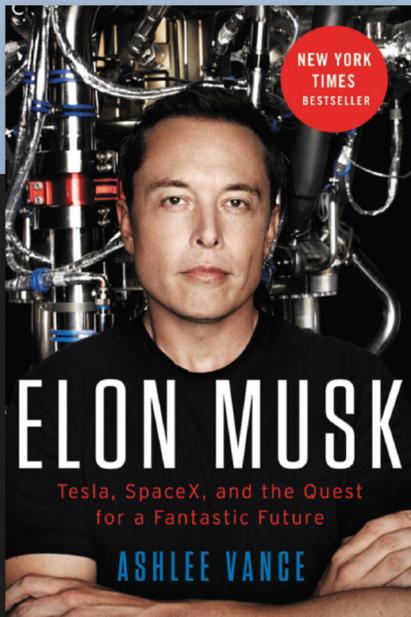
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