

THE UNFRUSTRATED CEO

# The Frustrated CEO's **Reset Kit**

The field manual for winning back what is quietly being taken from you.

**Your money. Your health. Your time.  
Get your life back.**

WITH ROBERT L. DAY · THE UNFRUSTRATED CEO

Free. No fluff. Just the fight, and how to win it.

START HERE

# You are under attack on three fronts.

Every day, something is coming for your money, your health, and your time. Most CEOs spend their time putting out fires and trying to focus on the biggest issue, which makes perfect sense. However, the slow, quiet drainage of their resources is more costly than they think.

The problem is the same in any fight: you don't have enough time to ensure everything is cared for. Like that slow-leaking pipe you will get around to, but then the next fire pops up, only to be followed up by the next and the next, until you have totally forgotten about it. Then the real damage sets in. There is a reason the word procrastination was created. Because most everyone has things they put off.

It is not theory. Every item below is a real tool plus the one action to take this week. You do not have to do it all at once. You just have to start. Pick one win per front and go.

This is yours, free, because the people who carry this fight deserve to win it. And it is only the start. I go into much more detail every week, with many more ways to fight back, so follow along and stay on the list.

**1**

## **Read a front**

Money, health, or time.  
Start wherever it hurts most.

**2**

## **Pick one action**

Each tool comes with a single do-this step.

**3**

## **Do it this week**

Then come back for the next one. Momentum compounds.



BEFORE YOU DIVE IN

# Each of these could be a chapter.

On the pages ahead, you get the quick version: the tool, and the one move to make this week. But every week, I go all the way in. Take sleep. I will walk you through my entire routine, the exact vitamins I take, when I take them, and the time of day for each, because so many things you would never think about are quietly shaping how you sleep.

And your sleep does not just decide how you feel at the gym. It shapes your health, your mood, and your relationships. It plays a far bigger role in your life than most people ever begin to imagine. The same is true for almost everything in this kit.

So if a tip here does not hand you everything you need, do not worry. That is by design. Go deep on any one of these and it stops being a few quick pages and turns into a good-sized chapter. I will cover every one of them, and a lot more, in the weeks ahead.

And depending on when this reached you, I may have already covered some of it. Check my LinkedIn, my YouTube, and the latest posts on my pages. A lot of the work is already there, waiting for you.

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**Robert L. Day**

THE UNFRUSTRATED CEO



# Get your money back.

The money is leaving quietly. Here is how to stop the bleed.

## Validate your processing fees.

Merchant processing is unregulated, full of junk fees and inflated fees with zero government oversight, and it costs US businesses over \$100 billion a year. It is free to get the money being taken out of your bank account validated, and you may be eligible for a refund. This is what my firm does for some of the largest companies in the world.

**Do this:** pull last month's statement and have every fee validated, it costs nothing to find out.

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## Kill subscription creep.

Rocket Money finds and cancels recurring charges you forgot you had. Gmail's built-in Manage Subscriptions handles one-click unsubscribes for free.

**Do this:** sort by recurring and cancel three things today.

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## Use virtual card numbers.

Use virtual cards that let you control who can use them and set an expiration date. This is especially helpful to ensure a one-time purchase does not get hit with a hidden auto-renewal. I will also be writing about the best business cards to use.

**Do this:** put your next free trial or one-time purchase on a virtual card with an expiration date set.

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## Unsubscribe for real.

Clean Email and Leave Me Alone actually remove you from lists instead of just hiding the mail. Skip Unroll.me; it is owned by NielsenIQ and monetizes your inbox.

**Do this:** make one pass and drop anything you have not opened in 90 days.

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## Run the reset to zero.

Cancel everything, then re-add only what you truly miss after 30 days. The stuff you forget was never worth paying for.

**Do this:** block one hour, cancel, and set a 30-day reminder.

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# Get your health back.

You cannot enjoy the money if you are running on empty.

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## Fix your sleep first.

This is the single biggest change I have made, and I can honestly say it changed my life. Eight Sleep regulates your bed temperature all night and tracks your recovery. I did not even know what it was until it came up in my CEO peer group, where everyone but me already had one. I was late. You do not have to be. For a tired CEO, this is the highest-leverage upgrade there is.

**Do this: try it with \$350 off through my link, then protect a consistent bedtime like it is a board meeting.**

*Disclosure: that is my personal referral link. You get \$350 off, and I receive a \$100 Eight Sleep gift card if you buy. I only point you to gear I actually use.*

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## Measure what matters.

The Hume scale and Hume Band track body composition, HRV, and recovery, so you stop guessing about your own engine.

**Do this: weigh in weekly and watch the trend, not the daily number.**

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## Lower cortisol on purpose.

Binaural beats, slow breathing, and a hard stop on screens before bed pull you out of fight-or-flight.

**Do this: do ten minutes of slow breathing before bed tonight.**

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## Make AI your health analyst.

Drop your lab results into AI, ask plain-English questions, then have it build meals around what your numbers actually need.

**Do this: upload your latest bloodwork and ask what to eat more of and less of.**

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# Get your time back.

Reclaimed attention is what makes the other two stick.

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## Block the noise.

Silence unknown callers so only saved contacts ring through. The robocalls and spam stop owning your attention.

**Do this:** turn on [Silence Unknown Callers on your phone today](#).

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## Protect your calendar.

Default meetings to 25 or 50 minutes, batch them, and guard two deep-work blocks a week that nothing can touch.

**Do this:** drop two do-not-book blocks onto next week right now.

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## Decide what to delegate.

If a task is not yours alone and someone can do it 80% as well, it is not yours to keep.

**Do this:** list what you touched today, circle what only you can do, and hand off the rest.

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## Get control of your inbox.

Fyxr cleans up your inbox, organizes what actually matters, and drafts your replies in your own voice. Like most AI tools, it gets smarter every day it works for you, so the longer you run it, the more it sounds like you and the less email runs your day.

**Do this:** try [Fyxr free for 7 days](#). Let it triage and draft for a week, then see how much of your inbox you still need to touch.

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# I thought about writing another book, but much of this landscape is changing almost daily.

This kit is the quick version: what you can do today. The deeper plays, the ones I cannot fit on a single page, live where I show up every week.

Follow along. I don't just show you, I share it all: how to get your money back, your time back, your health back,

## YOUR LIFE BACK.

### EVERY WEEK, THINGS LIKE

- Five-star vacations for next to nothing
- The money moves too good to fit on one page
- More energy and better years *(always check with your doctor first)*
- How to lower your stress and finally switch off
- How to make this next chapter the best one you have ever had
- **And soooooo much more!**

#### FOLLOW ALONG

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#### YOU'RE ON THE LIST

**More lands every week**  
**Watch your inbox**

And when you are ready to find exactly what your processor is taking, that is what my firm does. [weAudit.com](#), America's #1 Credit Card Processing Auditing Firm.

#### DISCLAIMER

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