

PRODUCTIVITY - DO LESS, ACHIEVE MORE

DISTRACTIONS:

GOAL: CONTENT EVERY DAY

RESULT: ESTABLISH AUTHORITY, EXPERTISE, SEO BENEFIT

DISTRACTIONS:

SOCIAL MEDIA

WRITERS BLOCK

PROCRASTINATION (just one more cup of tea...)

SOLUTIONS:

Tell people about your 'do not disturb' time

Reward bundle: set aside time for SOCIAL MEDIA

Use the blog content cheat sheet

Don't edit as you go - just get it down.

Tomato that task - use the pomodoro timer process to take a break after 1 hour of focused work.

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ROUTINE:

| | |
|---|-----|
| 6-7 am : DOG WALK | KLA |
| 7-8 am : GOOD BREAKFAST | KLA |
| 8-10 am : CONTENT | KRA |
| 10-12 pm : SALES AND LEAD GENERATION TASKS | IGT |
| 12-1 pm : EMAILS, BANKING AND OTHER ADMIN TASKS | IGT |
| 1 - 2 pm : LUNCH AND MOVEMENT | KLA |
| 2 - 5 pm : CLIENT WORK | IGT |
| 5 - 6 pm : DOG WALK | KLA |
| 6 - 9 pm : DINNER, FAMILY TIME, SOCIAL TIME | KLA |
| 10pm - 5.30am : SLEEP | KLA |

KLA: KEY LIFE AREA

KRA: KEY RESULTS AREA

IGT: INCOME GENERATING TASKS

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STOP LIST: What can be outsourced, what is wasting my time?

ADMIN TASKS: bookkeeper, VA. Write a process for repeatable tasks as you do them so they can be passed over for outsourcing.

UPLOADING SOCIAL POSTS: Hire a VA for a few hours/week, or use social media posting software.

FACEBOOK OR THE YOUTUBE LABYRINTH JUST WHILE THIS SITE LOADS

RESPONDING TO CLIENT'S 'URGENCY'

CHECKING EMAILS AND TEXTS OUTSIDE OF THE DESIGNATED TIME

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DISTRACTIONS:

A large rectangular area with a dashed border, containing 15 horizontal dotted lines for writing.

SOLUTIONS:

A large rectangular area with a dashed border, containing 15 horizontal dotted lines for writing.

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STOP LIST: What can be outsourced, what is wasting my time?

A large rectangular area with a dashed border, containing 20 horizontal dotted lines for writing.