

STRATEGISE YOUR TIME



THE COVEN

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From creating to selling, when there are so many areas to consider when running a business, it's often hard to gage where the greatest impact comes from. Living in the day-to-day running of your business means it's especially tricky to track the bigger picture of your progress. Which further makes it harder to know how much time to give to specific tasks. Because of this, there's a good chance you are distributing your time in (at least some of) the wrong places.

This workbook is designed to help you analyse the value of your tasks so you're able to be more strategic with your time.

Firstly, you need to be able to see a comprehensive list of everything you do in a typical week. For the next working-week, use the space over the next couple of pages to write down every task you work on and how long you've given to that task. Nothing is too big or too small – the aim of this exercise is to become more aware of how you are currently operating your business and whether or not it's profitable (but we'll come to that bit later!)

Then, categorising your tasks into the relevant areas of your business e.g. creating, coaching, marketing, admin, distribution, learning (these will be different depending on the type of business you run), fill in the pie chart to easily see where and roughly how much time you give to each of these areas of business.



Monday

Task

Time Spent

-
-
-
-
-

Tuesday

Task

Time Spent

-
-
-
-
-

Wednesday

Task

Time Spent

-
-
-
-
-



Thursday

Task

Time Spent

-
-
-
-
-

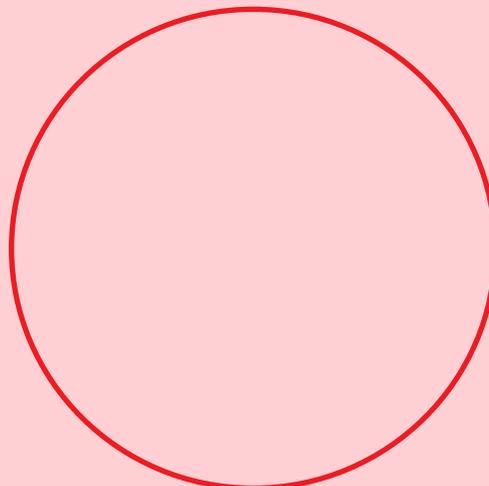
Friday

Task

Time Spent

-
-
-
-
-

Pie chart showing where I am currently using my time:



IDENTIFYING LOW-VALUE TASKS

What does my pie chart tell me about how I am currently distributing my time? Has it made me aware of any imbalances?

It's easy to look at your pie chart and realise you are making way more than you are able to sell or aren't marketing enough, but without understanding the return on investment (ROI) for each of these tasks, making changes means little.

To identify which of your tasks are low-value it's important to start tracking the results of each of them. Sometimes this is as simple as installing Google Analytics or Facebook Pixel but for some, you may need to dig a little deeper to find the answers you're looking for. For example, your blog might not necessarily bring you direct sales, but it might boost your SEO which in turn brings more people to your site.

For each area of your business, can you identify which tasks are bringing you no or little return on investment? Hopefully in identifying these, you'll be conscious to not spend as long on them in the future or eliminate them from your to-do-list completely.



Category (e.g. marketing):

Which tasks in this category bring me no or little return on investment?

Category:

Which tasks in this category bring me no or little return on investment?

Category:

Which tasks in this category bring me no or little return on investment?

Category:

Which tasks in this category bring me no or little return on investment?



WHAT'S MY 'YES'?

And finally, a huge part of reclaiming your time to be as valuable and profitable as it can be is establishing a system for what you say 'yes' to. We can easily override the deep knowing inside of us that shouts something isn't for us with reasons such as needing money or not wanting to waste opportunities. But knowing what really is a huge business 'yes' will help you stay on track without diverting your time to tasks and projects that don't serve your greater mission.

What projects/commissions/clients/work is a big YES?

What projects/commissions/clients/work is a big NO?

