

P.A.T.H.

PRODUCTIVE TASKS

ADVANCEMENT TASKS

TRIVIAL TASKS

HELP | HIRE OUT

P.A.T.H.

PRODUCTIVE TASKS

Productive tasks - tasks that will directly bring in income {billable or invoicing work}.

Directly connected to someone or action. An activity that you can invoice for. Meeting directly with a decision maker.

ADVANCEMENT TASKS

Tasks that directly advance your business toward income.

Sending proposals, meeting with clients, 15 minutes a day interacting on social media for business, answering potential clients answers. Implementation of specials that can create revenue.

TRIVIAL TASKS

These tasks are easy for us to quantify as "productive" but can easily take up a lot of time on our calendars thus eating into our actual productive time.

These are tasks such as networking, 1 to 1 meetings, blogging, writing, researching products, creating special offers {worksheets}, getting caught up in social media.

} Good not Perfect {

HELP | HIRE OUT

Tasks that could be hired out for another person to do.

Even if it's not in the budget at the moment start listing those out. How much extra time would those items give you to spend on Productive Time.

Filing, CRM Mgt, sending mail, editing blogs/writing, ghost writing, creating website, managing social media, attending networking events.