

BUSINESS MADE EASY[!]

A man with short, light brown hair, wearing a blue and white checkered button-down shirt, is smiling and splashing in water. The water is white and frothy, splashing up around his chest. The background is a light, textured grey.

Episode 61

7 Strategies to Improve Productivity in Business

Full Episode Transcription

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Good day, good day and welcome to the Business Made Easy Podcast where we make business easy. Jason Skinner, your host here for another week of the podcast that is all about growing your business, growing your business bottom line and giving you a better life as a result. How are you doing out there? I'm glad you're here with me. Thank you so much for joining me today. Wherever you are in the world, I hope business is going well for you. It's certainly been an absolute roller coaster for me at the moment. I have that much on between various things that I don't know exactly where I am at the moment.

So today's episode is going to help me just as much as it's going to help you I'm sure because and it was part of the reason I sat down to choose this topic today. That and for also the reason that last week to sort of the [inaudible] back on the back of last week's episode 60 if you didn't listen to it.

We were talking all about making 2018 your best year ever and finishing the year strong. It's quite easy to do at this time of the year as we see the end of the year fast quickly approaching and you just sort of tend to get a bit dusty with your goals and start to lose a bit of focus and a bit tired and bit battle-weary and I'm mumbling at my words today, battle weary and yeah, it's easy to sort of think that you, "look, it's too late now to achieve anything great or achieve anything major", and that's what episode 60 was all about.

We're setting, dusting off as goals and setting some priorities and refocusing and re-calibrating your goals and going hard and finishing the year strong and that's what the title of the episode was, "Finish Strong" so episode 60, if you go to businessmadeeasypodcast.com/episode60 you'll be able to listen to that episode and today [inaudible 01:59] is on the back of that because today is all about productivity and strategies. I'm going to give you seven strategies that I

love to improve productivity in my business and the things that I need to keep going back and revisiting. I tell you, you hear these things time and time again and you go, "Oh, that makes common sense or I've heard that before", or whatnot but how many of us actually do these things religiously? And it's good to have a bit of a reminder.

And these are the seven big ticket items that I – I just think are invaluable to know about and to go back and have a go at because I make sure if you've put your goals in place for Episode 60 and go through the exercises that I highlighted in episode 60, there's also a free worksheet, a free cheat sheet in there that you can get which are in the show notes as well to help you with that. But once you've got those goals set, these techniques that I'm going to go through today, they're going to help you to actually achieve and implement those goals and action steps that you've implemented from episode 60. The two episodes are kind of companion episodes. They go together. This one today is all about productivity and helping you to get more out of your day and achieve more out of your input as well. So there you go.

And before we get into today's episode and before we get into this topic which is I'm really looking forward to because I love this work and this subject of all about productivity, anything that can make life easier and more productive, I just absolutely love which is what the show is all about.

But yeah, before we get into that, if you haven't already, if you do have a question from last week's show or any question in business at all, just remember you can ask at businessmadeeasypodcast.com and hit that red record button and I will answer your questions on the show and if I do so, I will send you a prize, a gift from the business made easy team. So totally free. No cost to you.

Just go in there, hit the red record button, ask your question and I will more than happily answer that for you whatever that is in business. And as I've said before, if we don't know the answer here, then we will certainly get the experts in who do know the answer to help you out and on your way.

All righty. Let's get into today's episode and as I've said, we're talking about productivity, improve productivity in your business and it's very, very easy to just – I don't know, I have days like this where you go to work and you just seem to get nothing done and actually have weeks like this sometimes where you go to work and you just – you're getting stuck. There's all these little things but you don't actually seem to be ticking off anything big on your goal list or on your priority list and you're spinning your wheels and the day just seems to fill out with endless amounts of little task. I call this paper clip counting.

I always say to my wife, "I don't want to be a paper clip counter, all right?" I want to achieve the biggest strategy things so we were always working on ways to get paper clips out of my life. It's just a metaphor for kind of wasting little things I use because I work in an office I guess but yeah, I don't want to be a paper clip counter and I don't want you to be a paper clip counter. You're bigger than that and you need to be doing bigger tasks than that. You're the leader of your business so you need to be leading the way with strategy and the bigger picture items and ticking off the bigger – those 20% things that get 80% of the results, you know, those Pareto principle things. We want you to be getting and ticking those things off and I guess the one thing that I find, for me, that and- and- and in practice when I'm- when I'm coaching clients as well is that people don't actually value their time and they don't actually put a value on their time. They don't actually sit down and calculate, "what's ten minutes of my time actually worth?"

And it's just probably-- well, this is my first point out of the top seven, this one is a game changer: putting an absolute dollar value on your time. Now, everyone is going to have a different time value, everyone is going to have a different value for their time but here's the thing with time, time is a precious resource, okay? It's a resource that we can't get any more of. We only all get the same amount of time every day, every week, every -- we only have the same amount of time. And time is zipping by now faster and faster with technology and the way the world is moving. So it's even more important nowadays that we actually value that time and put a value on that time and use it wisely and cost effectively.

So to put it in another way, imagine if you had-- I don't know, imagine if you had \$1,000 in the bank and I walked up to you and said I'll wash your car for \$1,000 and you said yes, here you go, here's \$1,000. Well, I've just paid a lot of money for a low value task, you know, washing a car. I might be more inclined to pay someone \$1,000 for something that's going to be, you know, a big game changer for me or something quite substantial but I'm not going to pay \$1,000 for somebody to wash my car and-- Flip that over to time and when you put a value on your time, are you going to spend, invest large dollar items on low value items? You know, are you going to spend large dollars on low value items? And the answer is going to be categorically, no, you're not but here's the sad thing we all do. We all spend far too much money on low value and far too much time on low value items in our businesses.

So today, I want you to sort of think about that and think about, "what is my time actually really worth? What is ten minutes of my time really worth?" Now, here's a way to work it out. You can work-- It doesn't have to be down to the cent, all right? We're talking about a broad concept here. I'm talking about a mindset thing that once you get that dollar value in your head, you leave it at the

forefront of your mind and you keep bringing that and asking that question, "is this really worth this much?" You know, "is this worth this much of my time? Or is this activity going to generate this much in dollar value for the investment of my time?"

So the way to think of it is I think of – I'll start using with the end in mind. What is it that the net profit or net take home pay after tax that I want to take home with me at the end of the year? So what do I want to be on my annual pay slip at the end of the year or my profit loss statement after tax? How much do I want that to represent? And let's just pick a figure. You know, if it's \$100,000 say just out of the blue, that's low but let's just pick a figure for the sake of the argument. Then, I want you to work out how many hours per week you want to work.

In your business, how many ideal hours do you want to work? Not how many do you work, how many ideal hours do you want to work in your business? And from that, once you know that, you can basically multiply that out by 45 weeks or how many weeks do you want to work a year. And divide that resulting answer into your net after tax profit and that's going to give you an hourly rate that your time is worth, an equivalent hourly rate or effective hourly rate if you'd like. So you can then divide that into 60 and get how much it is a minute once you've got that hourly rate and it might work out that it, you know, it might be, you know, \$200 or \$300 an hour or let's just say it's \$300 an hour.

You can then divide that \$300 by 6 and you'll have, you know, what your 10-minute rate is or what you, divide it by 60 and that's what your one minute rate is. But knowing that number and quantifying exactly what it is that your time is worth to you and your business will help you to stop spending that money on counting paper clips. And you know, if your hourly rate is \$300 an

hour and you spend an hour on counting paper clips then we've got problems. You're wasting time, you're wasting valuable, valuable time when you could be working on the bigger picture items that you set out in Episode 60 with your goals that are priority for you to achieve before the end of 2018.

So I want you to do that as the first exercise and think of that, think of what – ask yourself that question. Just ask yourself the question. You might know already but ask it and bring it back to the forefront of your mind, "what is the value of my time?" And when you got that, lock it in, lock it in and write it down. Put it on your computer screen actually. That's a great place to put it. Post it in front of your computer screen or somewhere prominent in your office or workplace so you can see exactly and write that number down and in big letters, "that's the value of my time", so you can ask yourself that question all the time. So that's a productivity hack number one to start valuing your time.

The other one, I want you to know that we want to look at where are we spending that time with distractions. What distraction is chewing up that dollar value? Where are we investing that or wasting that – not investing, we're wasting that money and the very first one that comes to mind and I see so many people doing is social media. Social media would have to be one of the biggest time-waste apps in the world right now and we all use social media. Everyone has a social media account but it's what we do that when we use it that really matters.

Now, some people – some people use the notion that, "Oh, I'm on social media for business so I've got to be on social media because that's where my business is." That could be true. That could be true. But are you doing your business the most efficient way on social media? You know, are you scheduling your post by

using some form of automated posting software to scheduling your post? Or are you re-inventing the wheel every time you do a post? Are you planning out a strategy and mapping out a week's worth of content in a batch in one go and sitting down and going right, "my week's content is excellent. I'm going to put that into the scheduling program." I can thoroughly recommend "Co-schedule" as a program to do that. There's a few of them out there that made it cause another one, but these are great programs to schedule in your social media and for your business. If that's what your role is then really, you know, you can go in there and do that.

Another great tool that has really only just come to light in the latest issue of – on the latest release of Apple actually, and they now have this Screentime feature and you can access it under settings but it's the latest iOS that came out. And I really, really like this feature because what you can actually do with it is actually see on a daily basis where you're spending your time on social media.

Now, I'm not sure if they do it on Android. There might be a similar function on Android. I must apologize I don't have an Android but the feature is that you can go in and set time budget so you might only want to spend half an hour a day on Facebook. You can actually lock your phone down if you spend more than that allocated time on Facebook, it won't let you back into Facebook for that day. So you only get a time allocation per day that you set initially but remember your dollar value of time when you're setting that so you don't want to waste it all on Facebook but you can set that time allocation and go in and yeah, lock your phone down if you overspend on that or Instagram or any of the social media platforms. You can set the priorities around that. I really, really love that feature. I think it's a fantastic introduction to the iPhone and it's one that I'm certainly using as well.

The other one with – while we're talking iPhones and phones and social media stuff is turn off notifications on your phone. Those little red addictive circles that pop up and say you've got one notification or five notifications, turn them off. Turn off anything to do with notifications on your phone. You don't need to – your phone shouldn't be calling you to it. You should be going to your phone actively and decisively when it's the appropriate time for you in your day to actually visit that. So we don't let the phone dictate our time or the social media dictating our time. We dictate when we actually actively use that. And a great time to use social media is in a dead time. Standing in a line at a shopping center or standing in line at the post office or whatever you're doing, wherever you're waiting in line or waiting for lunch or whatever it is you're doing and if you're just having a quick lunch break, they are the times to look at using your social media. Not in your productive spaces.

So a couple of tips there. Set the time lock notifications for social media and turn off notifications across the board on your phone and that will save you a swag of time. I know myself, just out of interest, when I first installed that – that function on my phone, the new iOS update on my phone, I hadn't been using – it hadn't been that long and I'm not going to check the function. I think I've been on social media 29 minutes and I go, "well, you know, if my time, you know, \$300 an hour", per my my example, well that's \$150 I've just invested on Facebook for no good or whatsoever. It really is an eye opener so check that out in the notifications and in the settings on your phone because yeah, you'd be gobsmacked. Once you know your hourly rate and then you apply it to the time spent on social media, I would guarantee you will drastically reduce that social media investment.

The other one for social media while we're on at Facebook, there is an actually a "Facebook feed eradicator" they call. It sounds quite savage, it's quite harsh but it's the news feed eradicator for Facebook. Now, if you're using Google Chrome and the Chrome browser extension and you can go and install this browser extension and it will actually turn your Facebook feed off when you go into Facebook. So if you've got to use Facebook for work, i.e. you've got to do a post or you're managing a group or anything like that, you don't need to necessarily be in the feed but you need to be on social media then that's a great way to save time as well. Well, you're not going to zap down that rabbit hole into the news feed. You can turn that off and you just go into the groups that you need to go into, all those spaces that you need to go into to do your post.

Great tool and that's what I like about "Co-schedule" too, you don't actually go into Facebook to actually schedule your post, you do that all within the application of post schedule so you're really not even going into Facebook to get distracted. You're going in there in a productive, constructive way as opposed to just yeah, just going in there and getting zapped in. It's like a magnet. It just zaps you in and as much as I try and try I always fall victim to notifications and getting zapped down and yeah, it's a big one for you. So stick with that and check that stuff out as well.

All right. Still on distractions, now the biggest time waster, e-mail is out there with Facebook and social media, I'm afraid. E-mail is an absolute time zap. The amount of people that e-mail me and it goes into your inbox and you get distracted. It's so easy to do. So I now try and prioritize my e-mail opening times. I don't have any notifications on my computer when I get an e-mail and I choose to get in at a set time and it's usually at a time where I'm usually feeling the least productive or the least creative, if you like so and least energetic because it's

something that you can still do and still get done and clear out but it's at a time that you want to go in as a discipline structured time. So e-mail, turn off those notifications as well and I only deal with e-mails that has to be dealt with.

A good way to deal with e-mail too when you're getting a lot of e-mail is to use flags and just flag the low priority ones and just move them off to the side. You don't have to – you don't have to deal with every e-mail that comes in your box. Actually, I heard one strategy and I don't recommend you do this strategy but I'll share it with you because this is quite funny. Someone was telling me that their strategy for dealing with e-mail when they go on Holidays because their inbox fills up is the very first thing they do and they come back into work is they sit down and they highlight all their e-mails and hit delete and delete their e-mail inbox, totally wipe it out and then those who respond again or follow up are the important e-mails and those that don't bother following up, he realizes that they weren't that important anyway.

So he only has to deal with the ones that follow up. So I thought that was quite a noble way of doing it. I personally wouldn't have the courage to do that but yeah, there's an option for you if you're that brave. But just trying it and set those times and have a folder to the side. I just have a not important folder on my side bar and I just flick those e-mails to the not important folder because they're not in my immediate feed I couldn't have counting paper clips again and I don't really want to be responding to e-mails that I don't really need to respond to. For instance, I get requests for people to come on the show all the time and I got a request the other day from somebody to feature a guest that they had on my show and which I'm always open to doing, but the thing is, this person had already been on my show so clearly, the person doesn't check out my show at all.

So that's a time waste for me. Like that person is either just using an automated spam out e-mail-type thing trying to fill up my day or they really didn't know my show or have a look at the show at all. So there's some things to-- just try not to get bogged down in every email. I personally have a - I'll be honest with you, I have a - I have this fixation, "I've got to have this empty inbox all the time. I just can't have anything in it." Otherwise it just represents clutter to me. So that's why the not important inbox, not important box on the sidebar really works well for me. I can throw things in there and forget about them and just deal with what's important at the time that I choose to deal with.

So here's another, another one for you. Uh, another great time-saving productivity tip is do not -- and I'm still talking under distractions here is do not get involved with unnecessary appointments and meetings. You've got to get greedy with your time. And when you put a dollar value on your time like I said in step one there, getting greedy, it gets very, very easy to get greedy with your time because if this-- if this coffee that this person wants to have with me, is it worth \$300 of my time? Because it's going to be an hour minimum. So, am I willing to invest that \$300 in that activity or is it going to help my business in any way?

Or is it just them trying to sell me something or them trying to get on board with me for something of their benefit? And you need to ask that question and distance yourself and, and get clear about what is the true purpose of this meeting, "do I really need to have it? And is it worth me investing this dollar value in this meeting?" Because there are big times up, I get requests for coffee meetings all the time and they really are um, they really are-- just can be just the times effort. So, you really wanna make sure that you're investing that in the right space as well.

Alrighty. So, those are the three big distractions that I come across and I think most business owners come across in their day and um, the, the other -- There is other- another one there that you- you could add in there which is probably more for people that have a lot of staff, where you're getting staff coming in and interrupting you uh, just knocking on your door, "Hey, you got five minutes here. You got five minutes there." Remember what five minutes is worth now that you quantified it. Um, So, set um, set uh, I have a policy really in our office with our staff.

It's that they send me an e-mail when they need to see me about something and they get a batch of things together to come and see me about not just ad hoc things one at a time. So, they have a batch of you know, five or six things that they need to see me about unless of course it's urgent but they still must always email me, not just walk into my office and not just knock on my door, not that I'm untouchable or, or uncontactable. It's just that they're going to get a lot better result out of me when I've allocated that time, I'm investing that time with them.

I'll get my clear head-space. I'll get my full attention and they can get results that they need and they can get on with the work too. So, it's that's more productive and you get more done. So, you know, try and avoid those, those staff-- um, or just trying to say to people you know, " happy to help you, happy to coach you through that or whatever it is that you need help with but make sure you just flick me an email and I'll be able to deal with the question and see you at the appropriate time that I can give you the best attention possible." So, great way to do that as well. So, there's four things really they're under distractions of time that I think uh, are pretty relevant.

Number three is delegate. Delegate, delegate, delegate. Have the,- you want a hot potato uh, "hot potato theory" you know, when everything comes across your desk, it's a hot potato and you can't wait to get it back out. Um, so, don't take everything on. Don't do things that you shouldn't be doing. Now that you have a dollar value for your time, think about, "is this task really worth this- this amount of money?" Or, "is there someone on a lower pay grade that I can actually delegate these tasks to and train in doing that?" And they can then do it, step after step after step and I've got to tell you that now, I'm using a lot of virtual assistants these days and I thought that was going to be impossible because I thought, "Well, how am I going to ever explain these techniques or how am I going to explain what I want done precisely?" Because I'm pretty, pretty particular.

I like things done in a particular way but how are we going to-- it you know, and I've got to tell you, it is doable. Uh, I thought I would struggle but I have not struggled at all. The technology we have now where you can record video-type uh, procedure trainings. You can do step-by-step training and show someone step-by-step how to do something, send them the link to that video and they can watch it over and over again and follow exactly what you do on the screen. The program I'm talking about there to do that is "Loom". I'll put a link to that in the show notes and it's called "Loom", a free program, free tool, really easy to use and you can um, you can do that for your staff in-house as well.

You can record a quick video and show them step-by-step how you- how they should be doing a particular task and then they can go off and- and do that as well. So, yeah, delegate uh, and only focus on high-payoff activities that are valuable for you, okay? They're valuable based on your time value.

Alrighty. Number four, ask good questions. Always be inquisitive in asking good questions. Some of the questions I'm going to give you now that you can ask yourself. Whenever something comes across your desk um, or you're doing something within your business, "is this the best use of my time right now?" I had to find my- I had to pull myself. I asked myself that question very question today as I started down the -- but I get drawn into Photoshop. I just love Photoshop and learning Photoshop. I don't know what it is about but it just such a massive tool and I just love learning new tricks and features with it but I had to ask myself today, "Stop, is this the best use of my time now?" I had to close it down and get on with what I was supposed to be doing and that's what you need to be doing, "is this the best use of my time right now?"

The another one is, "is this activity worth my hourly rate?", the rate that you determined, your effective hourly rate that you determined up in, in the first uh, step that we spoke about. Is this the best um, "is this worth the actual hourly rate, my actual hourly rate?" And nine times out of 10, it's going to be no, then you find someone on a lower pay grade and you delegate. That's, that's um, that's another question to be asking.

Another good question to ask is, "is this the best and most efficient way of doing this task?" Quite often, we get into the um, we get into the way of, "this is a way we've always just done it so we just keep doing it that way", but we need to ask ourselves the question, "is there a better way nowadays? Is this the most efficient way to be doing it um, or is there a better way? Is there something else that we can, we can do to um, to do this, this task?" Um, nine times out of 10 again there is-- technology is moving all the time. There's tools and techniques and etcetera. And now I'll talk about that a little bit further down.

And another question, good question to ask is, "can this be procedurized and delegated?" So, when you're doing something in your business, even though you thought you might-- you're the one that has to do this particular task, ask yourself the question, "could I actually write a procedure and some templates to do this task so it could be done repetitively?" I don't know how many times I write the same email. There's a classic example. Look, there's emails I write and I [chuckles] quite often of-, I've stopped doing it now but I, I used to ask myself, "hang on, I've done this five times this week this email." So, now, I have just a Google Doc with standard paragraphs that I include in emails all the time and I just have that open on my desktop and I can- I can just copy and paste that into the email when I'm writing emails.

It saves you know, two or three minutes here but they all add up? You work out what um, you know, what 10 minutes a day saved is over a year and it works out to be over a week. So, um, that's a- that's a lot of time. That if you're saving 10 minutes every day just by not typing the same emails out. Well, that's a big, big saving and that's going to get you closer to your goals and closer to achieving things that you should be working on rather than counting paperclips. So, this is funny [chuckles]. So, we don't know we're counting paper clips but yeah, ask yourself that question. "Can I procedurize this?" I know it's so easy to write procedures. You can just- just get onto a Google sheet, Google Docs, have uh, a Google sheet with hyperlinks in it to each- each procedure and, and you just, you just basically just write out the procedure, create a little template and just write it out. Um, you know, I won't cover procedures now because we might do an episode on it in full but yeah, that's something that you really should um, should be asking yourself that question.

Alrighty. So, that's it for asking better questions and get it -- I just want you to get inquisitive, get inquisitive about what it is that you're doing each day, each task each step of the day. And now, you're gonna have to train yourself with a lot of this like it's not something that you can just go, "Oh, I'm gonna ask better questions", and you do it for a couple of days and then you stop. You've got to keep bringing yourself back and saying, "Okay. Am I, am I still asking questions?" You know, write these, um, write these things down and- and- and have them somewhere handy so you can check in each week to make sure that you're revisiting and making sure you're doing these actual things because it's easy to um, form bad habits again and forget about them. So, yeah, just keep going back.

All right. Number five is plan your day in alignment with your goals and sub goals. So, so, the sub goals that we talked about and breaking the tasks down in um, Episode 60. I want you to prioritize the right tasks around your goals and sub goals. So, um, start your week or well, start your -- I usually like to start the week this way and say, "Oh, by the end of the week I'd like to achieve this of my goals." And then each day break it down and keep focused on that and can I -- "What am I going to work on today? What am I going to work on today?" And, and start the day at least with a list a clear list of what it is that you um, that- that you're going to achieve towards your goal um, because that is- it's just um- it's just critical.

Now, because time zips away and, and distractions and everything will slip in and into the slots that you think you should be doing. You want to work on your goals but you weren't prioritizing them. So, you need to write them into your day. Now, a great idea of doing this, I heard and it's not my idea they said I um, I forget where I heard it but um, setting up sprint blocks if you'd like. So, the, there are blocks of time where you're the most productive uh, in your day.

Now, some people are morning people and some people are afternoon people. Some people are really sleepy and groggy in the morning so they're not really alert and they're not really creative and they're not -- So, you know, that, that wouldn't be a time that I would set one of these sprint blocks but you might be um, really productive and creative in the afternoon. So, you know, from 1 to 4 might be your- your creative time every day. For some reason after lunch you just come alive and you feel good and energized and clear-headed and, right? So, you lock that time down as your sprint block and you -- Actually that's when you prioritize working on your goals and then you, and you -- the tasks associated with achieving your goals. So, think of that as a- as an option as well, these sprint blocks.

Me myself, I'm a- a morning person. You know, if I can get up at 5:00 in the morning. The earlier I can get up in the morning and get breakfast out of the road and exercise out of the road, the better I am for the day. I'm just charged and like ready to really kick up goals and then by usually around 2 o'clock 3 o'clock, I'm starting to get pretty over the day. So, that's when I'm gonna go and check my emails and work on, on those lower productive things or constructive things but -- So, yeah, use a sprint blocks if that's an idea that resonates with you as well um, to focus on your high payoff activities.

So, plan your day is what the key point is there as well. Um, some people like to plan their next day at the end of the day so you know, um, in those quiet you know, when you -- if you're not too charged over an afternoon and you sit down and go, "Okay. Well, okay well what would I like to achieve best tomorrow?" When I go away from tomorrow asking yourself the question, "what would I, what would be a great day if I could have that done by tomorrow afternoon

when I leave work home?" So, or leave the, the business or whatever it, whatever time it is you're working.

Number six is, used technology to leverage tasks and procedures where possible. Find the tools that do repetitive tasks efficiently. This is a big one. There's so, so many tools out there. Now, caution, a word of caution here, don't get the Shiny Object Syndrome and go testing out and you go, "Jason said go and test every tool under the sun." I'm not saying that. I'm just saying um, ask yourself when you're asking those questions, "is there a tool or technology that I can implement to do this work efficiently and repetitively and reliably that's not going to take my time?" There's lots and lots of tools out there.

Asana is a great free tool. I just keep recommending it every week. I know, but it's just a great tool, a game changer for me. Um, Mind Mapping is great tool. Um, Google Docs, Google sheets, they're all great tools. They're all free. You can just use these tools and they're there for you to- to um, to make you more efficient in your day. So, find tools that are going to um, you know, even MailChimp is free and MailChimp has got a lot of automation and stuff built into it now as well. So, there's- there's so many free tools that you-- we're not talking about spending big dollars here. Just- just find tools that are going to um, to help you leverage those tasks and it leverage your time. So, um, get, getting more done with- with less input from you is what it's all about.

And number seven is a big one. That should probably be in number one actually. It is a big ticket item and it's exercise and health. Uh, I can't stress this enough. Diet, health, sleep, exercise is critical to success in your business. It really, really is. If you're up feeling rundown and not sleeping and worn out, eating fast food, not eating the proper diet, not giving yourself the exercise, then- then you're

really um, putting yourself at a disadvantage. It's a fundamental um, fundamental I guess, I won't say exercise [chuckles]. It's a fundamental task that you should be doing in your business because it just is a game-changer in terms of your mindset to-- the way you look at problems, the way you address problems and your efficiency in your work. And I, I, like a classic example I found myself the other day. Um, I'm so uh, I guess involved with the online space now and um, I found myself on Saturday of last week.

I would-- I literally sat at the computer from 7:00 in the morning after breakfast till it was around about 3 o'clock and I just- just stale. I was absolutely totally stale and I've- I realized that I haven't been giving myself that appropriate exercise you know. So I've now locked in these this um, I guess regime if you'd like, where basically, I'm going to exercise in the morning before breakfast, do a block of work and then around lunchtime, 1 o'clock I'm going to get out in the exercise again, just even a brisk walk, get outside, fresh air and, and just come back, fresh ideas and then sit down and go again for another sprint. And that's that sort of thing I'm talking about.

If you're just sitting working at your computer or you're just stressing and not leaving the office and getting-- or the workplace and getting just, just a bit of fresh air and, and um, just clearing your head, then you're not going to produce the results that you need to be producing to achieve those goals for 2018 that you said. Well, for any- to any year for that matter, you're just going to be stale. You come sort of worn out and grumpy and it compounds because bit by bit we don't see it happening but you know, today we might add, "Oh, I'm a bit stressed. I might just eat a bit of bad food and just chill out and not worry about exercising or not worry about doing too much." And you get up the next day and you get more sluggish.

You don't do that, you'd you know, you start off on the wrong foot because yesterday you didn't give your body the fuel and energy that it needs and then start off the next day and it just builds and builds and builds and you just don't give yourself the right um, the right fuel and right care to um, to do your best in your business.

So, that's what I want for you I want you to think about your diet, think about your exercise and um, and really um, ask yourself again that question. "Am I really giving myself the best fuel and energy to deliver my best results to my business so that I get the best results out of my business?" So, your business is a product of you uh, putting in the right- the right mix of skills and energy and- and thoughts and vision and there's so many elements that you put into your business and, and, and it's gonna then deliver that you know, back as a return on investment for you and that's what we want.

If we're not putting the right stuff in, we're not going to get the right stuff back out. So, yeah. Clear uh, clearer path there with exercise and health and I can't stress that enough as it should have probably been number one but I really wanted to value-, [chuckles] I've wanted you to start with valuing your time first and getting a dollar value around that time thing.

So, just to recap that's my seven uh, top productivity tips for you in your business.

Number one, value your time, putting a dollar value on your time. Um, if you get stuck with that, drop me an email at Jason@businessmadeeasy podcast.com and I'm more than happy to help you with um, helping you put a value, dollar value in your time there.

Number two, reduce distractions social media, remember those tools I mentioned about blocking out social media, your iPhone etcetera. It, it doesn't call you and you go to it when, when it's the right time. Is that is the critical thing there, email etcetera as well.

Number three, delegate tasks, outsource what you don't need to be doing. If you're wasting time on low payoff activities, low dollar value activities, investing high hourly rate um, \$300 an hour for low- low payoff activities um, then- then you know, you've got to look at that and ask yourself that question, "is this the best use of my time?"

Which brings me on to number four, ask good questions, always be inquisitive about what it is you're doing. Look at it inquisitively. Don't just sit there and do it because you have to do it. Ask yourself the question, "is this the best use of my time? Is there a better way to do this? Can I systemize this? Are there procedures or other things that I can do to delegate this task?" So, um, number four is ask good questions and be inquisitive.

Number five, plan your day in alignment with your goals. So, keep your goals at the top of your mind. Don't let them just drift off. Keep them somewhere prominent so you can always be looking at them when you're planning your day tomorrow, what can you take off of that list and um, you know, plan efficiently.

Number six, use technology and systems to better improve uh, and leverage time and tasks um, repetitive tasks in particular. Find tools that do those repetitive tasks for you well.

And number seven, exercise and health is the big game-changer. I want you to get out there and start exercising and being healthy as well with your diet and

your um, improving your energy levels and um, yeah, putting in the right fuel and um, and right mix of uh, energy to um, to get the, the better results out of your business as well.

Alrighty, so, there's the seven and I hope you have found those helpful. As I said, you may have heard some of them before, may not have. Um, I like to revisit them all the time because I just think they are so helpful and it's so easy when you get busy and stressed in your day. We are clo-- getting closer to the end of the year like it is-- I think it's only 10 weeks though, it might be 11 or 12 weeks away. Don't lose sight of the end goal. Finish the Year Strong. Go back to Episode 60 if you haven't listened to that at businessmadeeasy podcast.com/episode60, listen to that. Do the worksheet. Download the worksheet and do the exercises, set those- re-calibrate those goals for the year and, and, and finish the year strong. You know, there's still time. Like run over that finishing line and high five and um, and that's going to set you up for success in 2019 as well.

You're just going to be finishing on a high as opposed to a lethargic, "Oh, I didn't really achieve what I wanted to in um, 2018. I really didn't get there. Um, this got in the way, that got in the way." All the excuses of why. I don't want that for you. You don't want that for you and I know you can do it as well. So, grab that Episode 60 if you haven't already, at businessmadeeasy podcast.com/episode60 and then, go on listen to these five again and implement as well once you've got those goals focused because you can do this. I want this for you and I know you're gonna do it. Um, I'm doing it with you. Uh, I'm actually doing this myself. I'm- I'm out there and, and yes, getting- getting in to finish off some of those big ticket items that I wanted to finish for the year which is the first for me because in the past I've usually got a little bit down to this track and sort of gone this plot

along over the finishing line like sort of like the turtle. I want to be the hare. I don't-- I wanna be the hare in the race not the turtle. So, I want that for you too.

Alrighty. That's all I got time for this week. If you've got any questions about what I spoke today, drop me a line at Jason@businessmadeeasypodcast.com and I would love to uh, help you if you need help and uh, I'm here for you but uh, until next week, here's to your si--, here's to your success. I'm gonna hand you over to Mia. You have a great week and, I'll see you next week. Take us out Mia.

Mia: You've been listening to the Business Made Easy Podcast, where we make business easy.

Thank you for Tuning In

We hope you enjoyed this episode.

If you have any feedback or questions about the content in this episode please don't hesitate to drop me a line at jason@businessmadeeasypodcast.com I would love to hear from you.

Other things that you might like to help grow your business.

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Thank you again,
I appreciate you!

*Regards
Jason*