

HOW TO

GET SHIT THINGS DONE

A CHEAT SHEET FOR BUSY BOSSES



We all KNOW we should be blocking out time to get our shit done, but we don't right? Something always comes along and bumps our well laid plans off the rails.

Consider this though, if you gave your own business the same time, effort and priority as you did your clients ... how would your business look now?

SOLUTION: Treat your own business as a client. In this cheat sheet we're going to show you how to do that, so your shit gets done too!



"The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks, and starting on the first one."

Mark Twain

TIP #1

BE PROFIT

focused

As you set the time and priority for your task think about its profitability. What impact will completing this task have on your bottom line?

The importance you place should directly affect it's profitability factor.

EXAMPLE

If I spend 30 minutes going through my subscription expenses I know I'll be able to reduce them by 20%. That's a saving of \$324 for 30 minutes work!



We all know how to block time in our calendars. We tend to either ignore those little reminders or worse, not block time out in the first place.

So, as you add a task to your calendar, an action in your to-do list or a note in your diary, implement the following tips for each action.

You'll stuff up, you're only human! But as you do, be mindful about why you've not done the task and use those habits and road blocks in your future planning ... as you become a 'get-shit-doner' these stuff ups will become a thing of the past, because you'll be achieving more and more while setting healthy habits to be a powerhouse of productivity.

Just imagine what you'll achieve!



TIP #2

BE ACCOUNTABLE

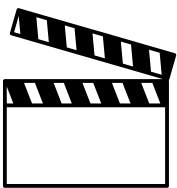
We all perform better when we have to answer to someone. Make sure you tell someone what you're going to achieve, and by when. Get them to come back to you or ask to see the finished product.

Be accountable to yourself but it always helps to achieve if you think by not achieving you'll let someone down.

That someone could be your virtual assistant or virtual business manager, coach, mentor, partner, team member ... as long as it's someone who can call you on your excuses and someone you don't want to let down.

EXAMPLE

Hi Adam Accountant, it's Joe. I'll have those figures you need by 3pm tomorrow. Will this give you enough time to prepare my quarterly budget so I can plan my forecast by the end of the week?



Write a list of 5 people you could be accountable to:

1. _____
2. _____
3. _____
4. _____
5. _____

TIP #3

BE OUTCOME OR GOAL

driven

By working towards an outcome you'll stay focused, you'll have something to show for your time, you'll have reached a result or outcome that impacts your business.



At the end of [insert task] what will you have accomplished?

EXAMPLE

After spending 2 hours on this task I will have produced my free bonus offer for next month's launch and have sent it to Verity VA so she can finalise our funnel.

TIP #4

BE YOUR OWN

client

We've mentioned this before, but it bears repeating...

If you tell a client you'll have their marketing strategy to them by the end of the day, then it will happen. Give your own business that same respect.



Think about some instances where you'd prioritise your clients over your business.

- Is it a mindset?
- Is it a lack of resources?
- Is it not being able to delegate because you don't have the procedures?
- Is it having a problem saying no?

Now plan how you front up to your own business priorities, taking the instances above as challenges you need to find solutions for.

TIP: We have set *Your VA* up as a client in Xero, our project management software and other systems. So time on task, profitability, efficiencies and systems are all treated exactly the same internally as we do for our clients.

TIP #5

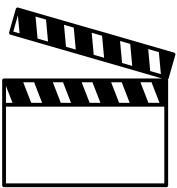
BE THE **visionary**

Ok so this one sounds a bit airy fairy but it works, trust us!

- How will achieving this outcome impact your business?
- What will reaching the goal mean to you?

Take five minutes, close your eyes and visualise yourself having completed your project. Imagine 'a day in the life of' now you've made those changes, done that 'thing', or achieved that goal.

Now, take another minute and go to the same place in your mind but this time imagining the consequences of not having ticked off that task, idea or goal. *How do you feel?*



Right down the outcome of getting your 'stuff' done?

For example, by completing my marketing strategy by 3pm today I'll be able to get Kelly to start executing the strategy next week. This means we will be on track to bring on two new VBM clients by the end of next month.

If I don't complete my strategy today, next Monday through to Wednesday is committed to clients meaning I'll lose another week before executing. This means we don't attract those 2 clients this quarter. That's a monetary loss of \$11,200 in revenue.

TIP #6

BE HUMAN!

reality

We hate to break it to you, but you're going to fail sometimes. You're not perfect. But failure is just another milestone on the road to success. It's only by reflecting, evaluating why you didn't succeed and learning as you go that you'll break the habits that get between you and getting shit done.

Some of our own lessons (aka bad habits) are:

An email comes in demanding my attention

Turn off all distractions!

A previous block of time runs over time

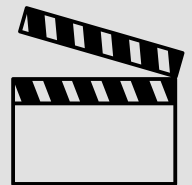
Stop when you said you were going to stop. Reschedule the time you need to finish (after first identifying why you didn't finish on time in case there's something you can do to avoid this in the future).

A client phones with an urgent request not scheduled in your day

Is it urgent?? If not, schedule it when you have a space (and when blocking out your day you should also be allowing time for 'urgents'). If it is urgent, is there anyone on your team who can help?

There's just no room in my calendar to block out get shit done.

Then something needs to change from a strategic level. Can you delegate, do less meetings, increase your pricing and work with less clients, change some of your systems and work smarter?



WHAT DID CHAT GPT

suggest?

1

Prioritize tasks: List all pending tasks and prioritize them based on their urgency and importance. Focus on completing high-priority tasks first to ensure critical matters are addressed promptly.

2

Time blocking: Allocate specific time blocks for different tasks throughout the day. Set aside uninterrupted periods for focused work, and avoid distractions during these dedicated time slots.

3

Delegate effectively: Identify tasks that can be delegated to capable team members or outsourcing partners. Delegating responsibilities not only lightens your load but also empowers others to take on important roles.

4

Adopt the two-minute rule: If a task takes less than two minutes to complete, do it immediately rather than adding it to your to-do list. These small tasks can quickly accumulate and consume unnecessary mental energy.

5

Use productivity tools: Implement productivity tools and apps to streamline workflows and stay organized. Utilize task management software, project collaboration platforms, and time-tracking apps to enhance efficiency.



HOW CAN WE HELP YOU?

DISCOVER HOW WE CAN HELP YOU GET TO THE
FINISH LINE ... WITH TIME ON YOUR SIDE.



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