Prioritising – 5 Ds

- Angry Customer/client
- Important meeting coming up that needs prepping
- Project with a tight deadline
- Going on Facebook
- Reading screeds of emails with 'useful' articles
- Watching webinars that claim to change your world
- Put a time limit on time spent here
- Time wasting
- Turn it down
- Unsubscribe

Q1 – Important and urgent

Due soon Helps achieve my long term goals

Crises/emergencies Do

Q4 - Not

important/Not

urgent

Due later.

Doesn't help achieve

my long term goals

Dump/delete/

ditch/delegate

Q2 – Important but not urgent

term goals

25% of your time!

Due later

Helps achieve my long

Diarise

Q3 – Not important but urgent

Due soon Doesn't help achieve my long term goals

Diminish/delegate

Develop a system

Strategy

And a lot more time

here

- Customer satisfaction surveys
- Writing a proposal or online course
- Creating a lead magnet.
- There are no deadlines so the only way to make it happen is to block out time in your diary.
- Automated replies Repeat calendar entries
- Automation of monthly retainer invoices
- Doing your accounts
- Putting business cards into CRM Delegate and automate

Spend a lot less time here

