

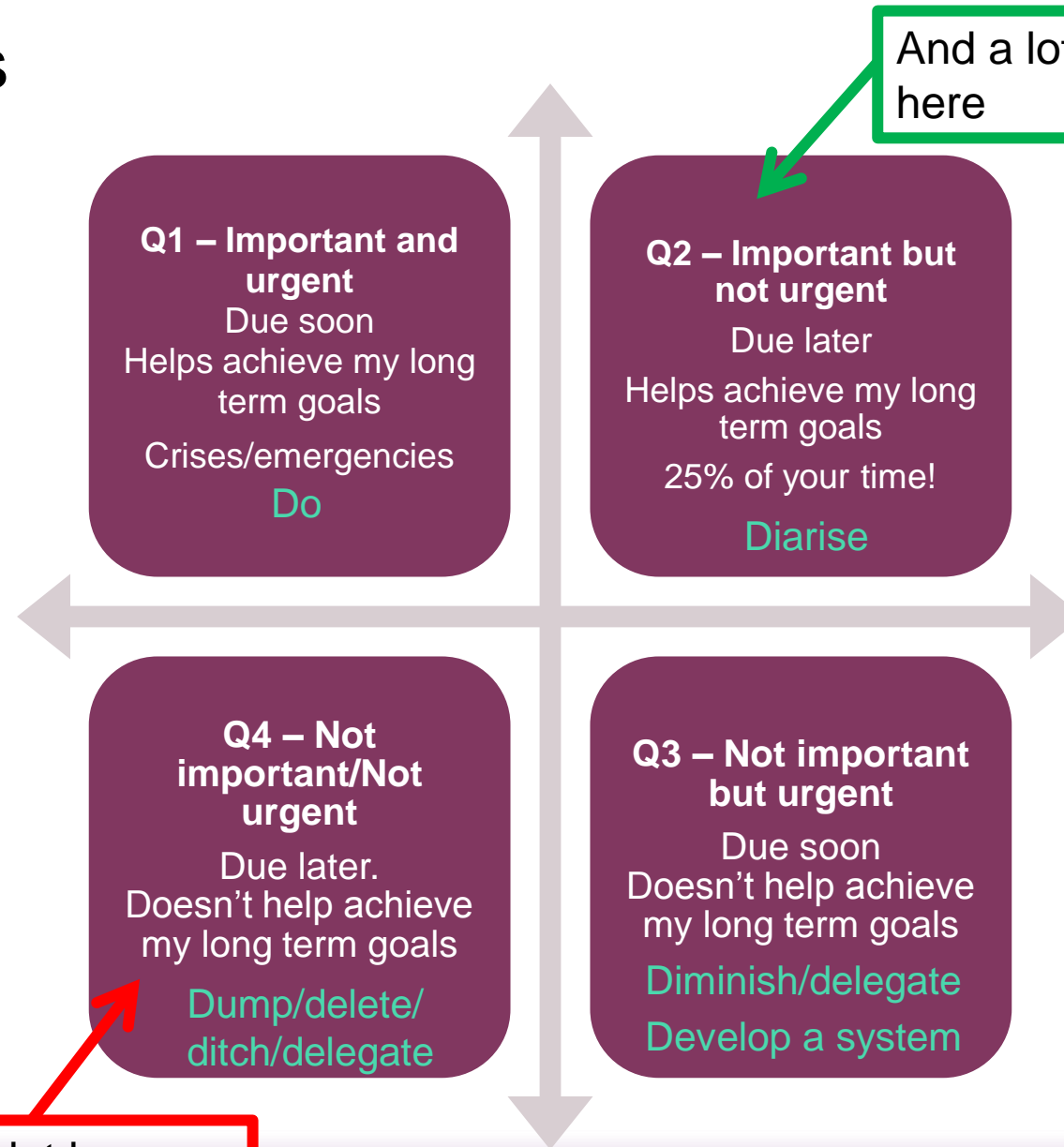
Prioritising – 5 Ds



- 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

Spend a lot less time here



And a lot more time here

- Strategy
- Customer satisfaction surveys
- Writing a proposal or on-line 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

