

The *Ambition Babes* Productivity Guide

ACHIEVE MORE BY DOING LESS!



Productivity Guide To Identifying How You Can Achieve More By Doing Less.

Inspired from the work of Michael Hyatt

High Productivity/Low Passion Bore Zone	High Productivity/High Passion Sweet Spot
Low Productivity/Low Passion Let go zone	Low productivity/High Passion Time Sucker

List out your daily tasks that are aligned with your goals as well as any other tasks you do in a day. Rank them on a high or low scale of how productive you are in doing that particular task vs. how passionate you are about that task.

Identifying where there tasks fall in the four quadrants will help you identify where to spend your time and energy and how you can accomplish more by doing less. It's important to know what your time is worth and if something can be done by someone else for cheaper than you would pay yourself it's time to outsource or possibly evaluate how important that task actually is and if it does in fact move the needle towards achieving your goals.

There's lots of energy draining, or busy body tasks that don't actually serve you so stop doing them!! It's time to focus on what you're good at so you can maximize your time and energy and fully commit to the main tasks that move your business forward.

4 Quadrants

Bore Zone - You are very proficient and productive in this task but you don't love doing it and it sucks your energy! Ex. You are great at doing your taxes and understand numbers but it's so boring. This would be a great task to outsource to someone or limit your time doing it as it doesn't serve your energy. Plus you can find virtual assistants for as low as \$2 an hour so why not get that task off your plate!

Time Sucker – You aren't very productive in this task and it takes you a long time to complete it but you just love doing it. Ex. You love picking themes for your website and customizing it with beautiful fonts and pictures and find yourself spending A LOT of time working away on it but you aren't a wize at it so it definitely takes you awhile. This task is an example of something that either doesn't need to be done or something you could outsource. If you are always perfecting things and tinkering – STOP! This is a waste of time and having a beautiful theme on a website isn't actually going to get you more clients. Get the job done or find someone who can do it fancy and quick for you!

Sweet Spot – This is the zone that you can accomplish the most and is totally in your realm of genius and passion. No one else can really do these tasks for you. When you're in this zone it just flows and these tasks are definitely the money making tasks as they truly do move your business forward. Maybe its writing great email copy, filming an ad video or Facebook go live and connecting with your audience. You feel challenged and accomplished when you complete these tasks and it lifts your energy knowing you're doing what you love and are good at. Optimize as many things in this quadrant as possible as these are fewer and far between but these tasks truly make all the difference.

Let Go Zone – This is the zone where you are not passionate nor proficient or productive. You get easily overwhelmed and feel like giving up because this sucks your time and energy. The good news is that depending on the task it could become a sweet spot task overtime. So for example you hate doing live videos and you're not very productive with them and don't actually have much of an idea of what to say so it doesn't overly help your business. Over time with practice you will likely get a lot better at doing them and come to enjoy doing them especially when you see the audience connection aka sales that result. Or this could be a task like doing your taxes, yes over time you could get good at them but how about you accept that you suck at doing them and you hate it so let it go and find someone else to do it for you! Or maybe it's a task you identify as not actually doing anything for your business goals so you let go of it completely.

So you might be doing this and thinking, wow I'm going to have to outsource or let go of a lot of my tasks!! That's a lot of money and how will I spend my days?! Well you'd be surprised how efficient you can become and what you can accomplish by staying focused in your sweet spot! The goals you will hit by staying in that quadrant will pay you back in time, energy and no doubt future income. Eliminating those other time and energy suckers will be a huge load off your plate and you'll be able to accomplish more by doing less.

You are worth more than you think and the sooner you can realize that paying someone \$10 an hour to fold your laundry or manage your Instagram account the sooner you can start scaling your business and get your time freedom back!!! The investment is worth it and you can't do everything on your own. Is it possible? Sure, but not sustainable! Worker smarter not harder!!