

PROFITABLE PRINT RELATIONSHIPS

The Successful Print Sales Circle

Worksheet 31: Track Your Day

Step 1: Set a date

It is important to commit to tracking your day. The best way to do this is to set a date in your diary. You do not need to set aside any time on the date. However, it is important to try and choose a fairly normal day – in as much as any day is normal!

Write the date when you will habit track

Step 2: Print out the 15-minute tracker

The 15-minute tracker is available to download in your membership area. Make sure you have this printed out and ready to go. Many of you know that I like electronic options. However, in this case it will be much quicker to use a printed sheet. I have included the sheet as a pdf and also as a spreadsheet. I have included some of the most common tasks that you are likely to be doing. It is worth adapting the sheet beforehand to include any other tasks that you carry out on a regular basis. This will make the sheet much quicker to fill in on the day.

Step 3: Track your habits

Using the sheet, mark down what you are doing every 15 minutes. Naturally, you probably won't work in exact 15-minute chunks. That's OK: note what you did for the majority of that 15 minutes.

On the sheet I have included some of the most common tasks that you are likely to be doing. So you can simply tick these areas. For tasks that aren't on the sheet, choose one of the extra columns to fill

out what you have been doing. You do not need to do this every 15 minutes. But do try and catch up with the sheet every hour so you do not lose track of what you were doing earlier.

Step 4: Review the results

I have set out the 15-minute tracker to help you see some quick trends. You can quickly add up how much time you spent productively, on administrative work or with non-productive time. You can then look at the trends with the individual activities.

Answer the following questions:

- Are you spending enough time productively?

- What could you spend more time doing productively?

- What percentage of your day is spent in admin?

- How can you reduce your admin time?

- How much non-productive time did you spend during the day?

- What non-productive practices do you need to reduce or stop doing?

Step 5: Make commitments

Now that you have answered the questions in step 4, it is time to make some specific commitments.

Make the following commitments:

- What one thing will you do if you have more productive time available?

- What one thing will you do to reduce admin time?
- What one thing will you do to reduce non-productive time?

Step 6: Share your success!

Congratulations! You are well on the way to shaping a better day.

Here is your goal for this month:

- Complete the 15-minute tracker
- Write down your three commitments

There is no table to complete for this assignment. The 15-minute tracker takes the place of this.

Next month we are going to create a marketing calendar. It really helps when you know what you will be promoting next.

How did you find this exercise? Please share your results with us at circle@ProfitablePrintRelationships.com If you come across any challenges you will be able to raise them on the monthly group call. If you are a gold member you can ask any questions privately on your exclusive e-mail address.