

Table 1

Project	Marketing Projects	Hair Cuts	This firm/these clients/this office	Volunteering at School	Book sales	
Money						
Do I make money?	200					
Do I spend money?	-100					
Total	100	0	0	0	0	100
Time						
How much time does this take per month?	-20	-5	-7	-10	-1	
How many hours to I want to spend on this?	10	10	20	14	17	
Total	-10	5	13	4	16	28
Energy/Mindshare	Scale 1-10 (one is a little 10 is a lot)	Scale 1-10 (one is a little 10 is a lot)	Scale 1-10 (one is a little 10 is a lot)	Scale 1-10 (one is a little 10 is a lot)	Scale 1-10 (one is a little 10 is a lot)	
	-8	-2	-5	-7	-4	
How much energy do I WISH this took?	2	4	7	2	0	
Total	-6	2	2	-5	-4	-11
Is this project necessary to my business or life?						
	Yes	No	Yes	No	No	
Joy Factor - List each task involved with each project and give it a Joy Rating	Scale 1-10 (one is a little 10 is a lot)	Scale 1-10 (one is a little 10 is a lot)	Scale 1-10 (one is a little 10 is a lot)	Scale 1-10 (one is a little 10 is a lot)	Scale 1-10 (one is a little 10 is a lot)	
Scheduling	2	4	10	3	5	
Radio Shows	10	7	9	7	3	
Creating ads	4	6	8	8	7	
Updating website	4	8	7	3	8	
Client Relations	8	5	2	6	6	
Administration	3	3	7	2	9	
Taxes/bookkeeping	2	1	2	9	1	
Networking	7	5	10	1	8	
Total Joy	40	39	55	39	47	220
Could I Outsource &/or automate to spend time more productively?						
Scheduling	yes	yes	yes	yes	yes	
Radio Shows	no	no	no	no	no	
Creating ads	Yes	Yes	Yes	Yes	Yes	
Updating website	Yes	Yes	Yes	Yes	Yes	
Client Relations	no	no	no	no	no	
Administration	Yes	Yes	Yes	Yes	Yes	
Taxes/bookkeeping	Yes	Yes	Yes	Yes	Yes	
Networking	no	no	no	no	no	
Does it make sense to keep doing this?	Marketing Projects	Hair Cuts	This firm/these clients/this office	Volunteering at School	Book sales	
	yes	yes	no	no	yes	
What are my next steps and/or goals?	Marketing Projects	Hair Cuts	This firm/these clients/this office	Volunteering at School	Book sales	
Scheduling	install app on website	install app on website	Look for new firm, tell Jane & Fred that I'm not renewing the contract at the end of the year.	Quit		
Radio Shows	hire someone to do PR, schedule, confirm and remind me	hire someone to do PR, schedule, confirm and remind me			hire someone to do PR, schedule, confirm and remind me	
Creating ads	Hire a designer who has ad experience	Hire a designer who has ad experience			Hire a designer who has ad experience	
Updating website	Hire someone	Hire someone			Hire someone	
Client Relations	Focus on the little things	Call them to remind them that it's time to schedule			Interact with "fans" more on social media	
Administration	Hire a VA, get it all done on Monday mornigns	Hire a VA, get it all done on Monday mornigns			Hire a VA, get it all done on Monday mornigns	
Taxes/bookkeeping	Develop an easy system, hire a bookkeeper to keep track and a CPA at end of year. Pay taxes quarterly so it's more manageable chunks and I don't get behind.	Develop an easy system, hire a bookkeeper to keep track and a CPA at end of year. Pay taxes quarterly so it's more manageable chunks and I don't get behind.			Develop an easy system, hire a bookkeeper to keep track and a CPA at end of year. Pay taxes quarterly so it's more manageable chunks and I don't get behind.	
Networking	Commit to one regular networking group and attend more functions that I'm inited to. Host 4 events per year.	Commit to one regular networking group and attend more functions that I'm inited to. Host 4 events per year.			Go to 4 author events, conferences or book signings per year.	