

Productivity Checklist

Welcome to the productivity checklist. These sheets have been designed to help you stay motivated and help you save time. Structure is the KEY to being productive. Ignore this cheat sheet, and you may not be demonstrating that you are not professional enough or serious enough about building an online business.

YEARLY PLAN

First of all, you have to identify the purpose of your plan. You need to have a specific purpose for which you're planning this yearly work plan. The STB strategy revolves around YouTube, which means your goal is to get subscribers, email leads, video uploads and sales. Set yourself a target of x-number of subscribers and x-amount of video uploads you want by the end of the year, NOT sales! Be sensible. An objective of 1,000 subscribers and 100 video uploads is a realistic target.

After this, whatever number you have set yourself, take 1/3 of those numbers, and that is your ACTUAL yearly target. If you said 1,000 subscribers and 100 video uploads, then your actual goal will be 333 subscribers and 33 video uploads.

Now you can open a Google document/spreadsheet and start segmenting this yearly goal into monthly goals which you will work towards.

MONTHLY PLAN

This is more concise than the yearly plan, and for this, you must open Google sheets documents.

Now, start dividing your annual goal into smaller parts and put different goals for each month. Divide the number of subscribers you want, for example, into 12 separate months so you know what your monthly target is.

Set aside 30 minutes for planning this monthly plan after the end of each month and identify the goals that you want to achieve within that month. At the end of each month, come back and write in the real stats of your progress.

By breaking up your goals into monthly targets, it becomes more achievable and manageable. This stops you from feeling overwhelmed and lost.

WEEKLY PLAN

Set aside 30 minutes from your Sunday night and start planning for the upcoming week. Be realistic and factor in your family, friends and prior commitments.

Again, on Google sheets document, list your goals for the week and mention their timings. Make a list of the time you will spend researching a video, recording, and set yourself a goal of publishing x-number of videos per week. Aim low, do NOT aim for one video per day or anything like that. Two videos per week is more than enough.

Realize that your planning needs to be flexible. For example: researching a topic may take longer than planned.

Set your end goal, of publishing a video, towards the end of the week with ample time to allow for delayed micro-tasks such as researching and editing videos.

DAILY PLAN

A solid plan is essential, and the daily plans are the building blocks that form the results of the weekly and monthly AND yearly plans.

When you create your daily plan, be realistic. Add in breaks and human nature, such as getting distracted by Facebook or friends.

Highlight your most important tasks in the calendar and finish them first.

After this, schedule your tasks/work hours/family commitments and set aside the time you need to complete the tasks.

The first few weeks will be tough because you will mistime tasks and run over into overlaps. As time goes by, you will gauge how long you need to edit a video or how long it takes to complete specific tasks which will make it MUCH easier to plan your week.

However, it starts by just DOING IT!

Breaking down your daily plan

At this stage, you have made your weekly and monthly goals. However, you need to break these down even further to manage your day by day, hour by hour tasks.

You must complete micro tasks hour by hour to complete the daily, weekly and monthly goals.

For Example:

WEEKLY GOAL = Publish One Video

To achieve this weekly goal, you must complete the following tasks:

DAILY GOAL, MONDAY – Find Topic/Keyword

DAILY GOAL, TUESDAY – Research and plan video

DAILY GOAL, WEDNESDAY – Practice and record video

DAILY GOAL, THURSDAY – Edit Video

DAILY GOAL, FRIDAY – Publish video

Each one of these tasks have micro steps within them which you need to allocate time to achieve.

That is what you will do in this checklist.

Some of these tasks will take much longer than planned, others much less. As time goes by you can make one video in just a few hours and you will create more advanced weekly goals and move forward.

Being flexible is vital because some tasks will take longer depending on the video topic. You need to chop and change your plan depending on how long tasks take to complete, but you always focus on the long term and the end weekly, monthly and yearly goals.

DEVELOP A MORNING HABIT

1 - The first and the essential step is to develop a routine, especially a morning routine. Wake up early and organize your work for the whole day. Chances are you have a busy work/family/social life, so you need to be prepared and take action.

2 - Now divide your goals for the day into different parts and assign these to each hour in the morning or evening when you have spare time.

3 - Take a look at your calendar that you've set for your day and get an idea about your schedule. Can you work in the morning or the evening? Are you willing/able to cancel non-essential personal plans to ensure you have time?

DO NOT OVERCOMMIT

4 - Appreciate the fact that you have an existing life and this "online thing" is going to be hard to find time to work on. So do not overcommit and be practical. If you only have one hour per day to work on this that is totally fine, but then you cannot say you will make 5 videos per week as this is 100% unrealistic. Do you see what I mean?

5 - Break things down to the core basics and say "Tonight, after dinner, I will spend 1 hour researching my first video." Then the next day, "During my lunch break, I will plan out the structure of my video."

Do you see how these micro steps will slowly move you to the end weekly goal of publishing one video and, ultimately, to publishing your 33rd video by the end of the year?

Breaking down your daily plan

6 - If you want to build a second income online, you need to realize you have to make some sacrifices to free up time and money to make your business grow.

If you cannot afford \$100/m for the tools you need to run an online business, but CAN afford \$300/m on beers, pizzas and taxis.... Then you need to rethink your mentality towards your own growth.

7 - Watching 10 hours of Game Of Thrones on the weekend is great but what if you took 5 of those hours and worked on your business instead? Do you see what I mean?

KEEP IT FLEXIBLE:

8 - Everyday is different. Some days you will be productive and achieve much more than normal. Other days

your personal life will get in the way and you will get nothing done. This is normal but you have to get back on track afterwards.

9 - Be flexible and realize that sometimes you will have to change or move things around on your daily plan and weekly plans as things develop.

10 - Be self-aware and find which tasks takes you longer than normal. Do you struggle with recording, for example? Then set aside more time in your plan to allow for that extra time needed.

POMODORO TECHNIQUE:

11 - An interesting way to break down your daily plan is to use the Pomodoro Technique. First, decide on your task.

12 - Now set a timer for about like 30 or 40 minutes.

13 - Keep doing your task until the timer ends. Focus **ONLY** on working. No Facebook or distractions.

14 - After this, take a short break of about 5 to 10 minutes.

15 - Now repeat these Pomodoro sessions for four times.

16 - At the end, take a longer break of about 25 minutes.

17 - Now choose another task and repeat the technique.

18 - This way, you'll successfully divide your daily task into many chunks that will make it easier to accomplish.

This helps to overcome distraction and makes you work **MUCH** more efficiently.

WHAT IS THE POMODORO TECHNIQUE?

A method for staying focused and mentally fresh

STEP 1



Pick a task

STEP 2



Set a 25-minute timer

STEP 3



Work on your task until the time is up

STEP 4



Take a 5 minute break

STEP 5



Every 4 pomodoros, take a longer 15-30 minute break