

# #IndieFreedomSeekers

## Time On & IN

So we can't have MORE time as much as we want it. One of the things we can do is learn how to use the time we have more productively!

First think about time you spend ON your business and On your time you spend IN your business.

ON your business tasks look like this:

- Updating your Facebook Profile
- Changing copy on your website
- Doing your finances
- Planning and project time
- Writing blog posts and emails
- Organising your work space
- Working on paperwork

Essentially all the things you do in your business that don't directly bring in income or contact with customers.

IN your business looks like this:

- Generating customers - talking to potential leads
- Making calls
- Creating products
- Delivering coaching

Essentially delivering your products and services and creating an income.

Now you need both ON and IN your business to be successful. But what if you're spending too much time on one side and there is no balance?

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## Time On & IN

Can you make a list of the IN tasks?



Can you make a list of the ON tasks?



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## Time On & IN

Now take time to think if you're spending too much time on one side?

If you're spending a lot of time on working on your business, because you might be scared of putting yourself out there, you're not going to be in front of people and making any sales.

And if you're spending too much time working in your business, what do you do when those customers dry up, or contracts run out? You need to be able to keep your sales funnel full so you can keep those enquiries coming in. Plus your emails aren't getting answered and your tax bill might go in late!

What tasks need to be done each week or each month to make your business run smoothly?

Can you sit down with your calendar each week/month and map out time so that you can make sure you have time for ON and IN your business?

You can make notes here:

