

## PRODUCTIVITY HACKS

### 1) HIT A BUTTON

Washer, dryer, dishwasher, Roomba vacuum or crockpot. As a single working mom with three busy teens it feels like I am simultaneously home doing great things for my family. Also let's the teens take the chore to the next level and I come home with a new house.

### 2) LIVE WITHIN WALKING DISTANCE TO A STORE

I leave cash out so even if my 12 year old does not do the grocery shopping he knows he can, and knows not to complain "we need x..."

### 3) RIGHT INBOX

I do way more work at 3 a.m. that I like to admit, and most mornings I have 30 to 70 emails tee'd up to go out at 8 a.m. Right Inbox software plugin allows me to

- 1) time the emails until typical work hours,
- 2) allows me to respond immediately but set reply for 1 hour so recipient doesn't get spoiled or reply back too soon, and
- 3) allows me to set up month long drip campaign.

Mostly, I love the feeling that I have put in a full day before I have even hit my desk which allows me to be thoughtful and able to listen to what might come my way during the day.

### 4) AN ASSESSMENT OR "QUIZ"

An assessment or "quiz" that people love to take to see what sort of authority they are. They gives them specific and helpful feedback they seek but also lets me know who might be a great prospect. Also the "trojan horse" questions are qualifiers to determine how much attention and time I should invest in each person.

### 5) CONFERENCE CALL FOR ALL CALLS

Allows me to never worry about remembering phone number AND records calls so that I can refer back and/or share information as necessary.

## 6) TAKE A WALK

I structure calls such that the first part is intense listening where I take notes, the next chunk I am often repeating the same information so I call into same conference call line with my cell and stroll through gorgeous downtown Charleston. I am more relaxed and energized as a result.

## 7) STANDUP DESK, STATIONARY BIKE, AND DUMB BELL

Sitting is indeed the new smoking so "riding" while I take calls keeps the blood flowing. Arms always need more exercise.

## 8) MINI SALE FOR THE BIGGER SALE

Most of my clients AND most of theirs spend \$50k or more. To get in front of the right prospects without wasting too much time, we sell (and encourage our clients to do the same) a mini-sale.

Could be an assessment, an audit, a mini course in the \$5k range. It is full of value but serves the main purpose of the prospect taking the chance to work with us seriously. Weeds out the time wasters.

## 9) MIRROR FORWARD

When writing a book about your stories, passion, and knowledge to build your authority - design a mosaic of the ideal clients (geography, industry, decision maker level, etc.) Then mirror forward those results by strategically placing these individuals in the anecdotes shared in the book.

## 10) USE REAL ESTATE WISELY

EVERY piece of content marketing from podcasts, to blog posts, to newsletters, to the book has VALUABLE real estate.

Share it generously with specific clients and prospects who know and love you and illustrate your points well. And who most importantly have big social media followings. They will share your message widely.

## +1) THANK YOU NOTES

Great to send and even better to require each child to write one a day. Good habit, chance to practice writing, but most importantly it ensures that my children have spent a moment in the land of gratitude though we live in a culture of demand. So, they are nicer people by the time I get home.