

Time is Money

The ultimate planning and time management toolkit to reduce overwhelm and get things done.



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 **augment**
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Introduction to Ultimate Time Management Toolkit

Hey Entrepreneur!

I'm guessing that you purchased this toolkit because you're either starting a new business or you already own one and you're feeling a bit overwhelmed with all the things that you have to get done.

You're not really sure how to manage it all, what you should be focusing on that will truly impact your business growth, as well as leave you enough time to also have a life.

You want a solution.

You have it right here!

I believe in making things simple! Business does not need to be complicated. That of course is not to be confused with being easy. New disciplines are always challenging and difficult... until they are not. Planning, consistency and focus will completely transform your present and help you create exactly what you want.

I've put this toolkit together to help you achieve the results you ultimately want in your thriving business – sales and business growth with enough time to enjoy your success!

These are the tools that I use with my clients who pay me £thousands. The tools provide a step-by-step guide to improve your time management, and get things done.

Follow the structure of the guide. Part of the problem you are probably facing at this time is trying to get things done in the wrong order.

Section One will help you review your business as it currently is. The reason for this assessment is to help you build the right foundations if you're just starting out and if you're already running your business, it will help you see if you are focused on the right things / people / products.

Section Two will help you focus on creating SMART– Specific, Measurable, Achievable, Relevant and Time-Limited – goals. No more running around trying to be all things to everyone, being on every media platform, at every networking event, talking endlessly to people that aren't listening to you.

Section Three is about the business of doing. Prioritisation and focus are two of the most important weapons in the successful entrepreneurs' arsenal. Learn how to do both. You can also get additional tips on eliminating distractions and being more productive [here](#).

What are you waiting for? Get going, and I'll catch you on the other side.

Uzo x



**PLANNING
SECTION**

Develop a Simple Business Plan.

Writing out your business plan helps you to review your entire business at once: your value proposition, marketing assumptions, operations plan, financial plan and team building / staff plan

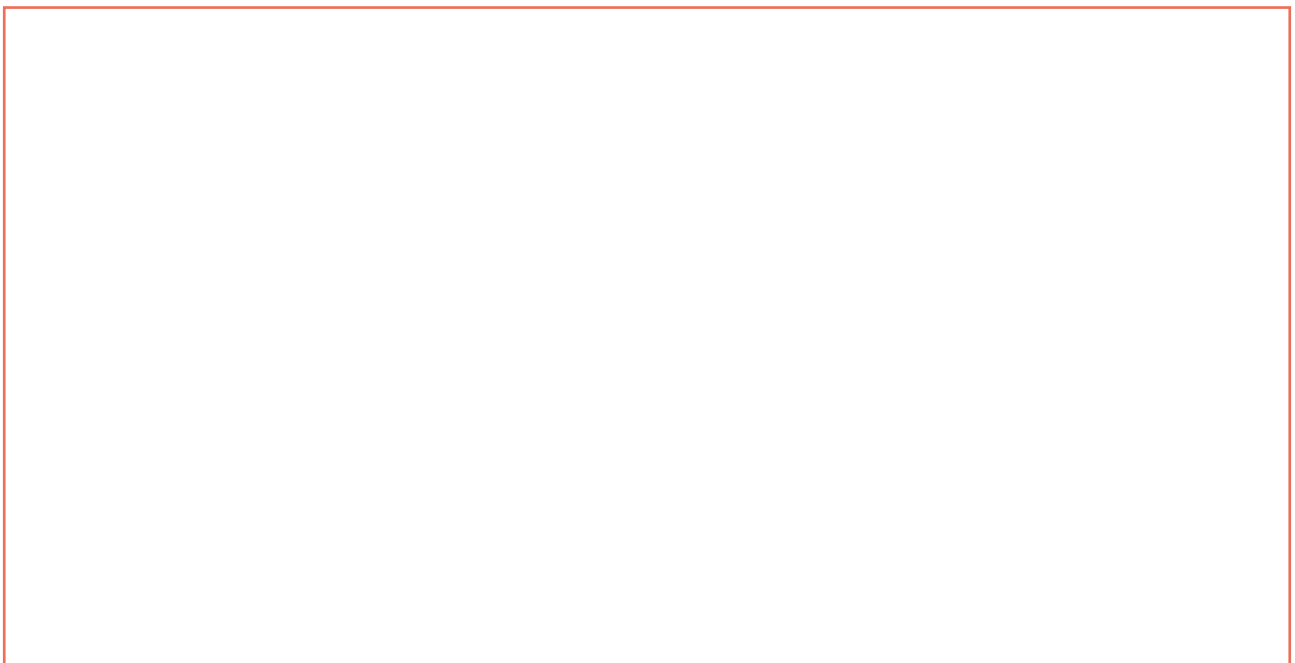
1: What is your product / service? And what is good / special / different about it?

2: What does it cost to make/buy in/provide the product or service? If your time is involved, attach a cost to your labour based on how much you want to earn annually and how much time you can dedicate to it.

3: What price will the product/service sell for? Ideally double your cost margin. Consider what your competitors charge and what the market will bear.



4: Who will buy the product/service? Who is your Customer? Create a Profile and understand what they want. Who are your competitors' clients? Use the Client Profile templates on pages 9 and 10 to support this step.



5: How much/many do you need to sell in a year? And how many customers do you need? How many items do you need to sell to achieve your annual income target?

6: How will people know about the service/product? How and where will you market your product / service? How frequently do you need to market? What budget do you need? What help do you need?

7: Does all this add up, and better still provide a cash surplus at the end of a year?



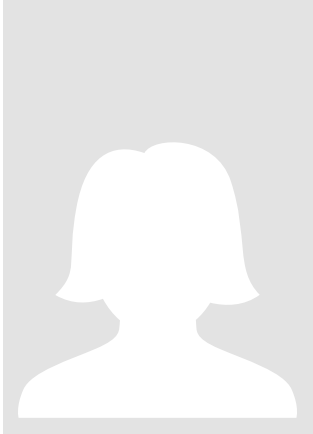
Sales plan tool example

This template will help the planning process. Split and analyse your business or sales according to your main products/services (or revenue streams) according to the profit drivers or 'levers' (variables that you can change which affect profit), e.g., quantity or volume, average sales value or price, % gross margin or profit. Add different columns which reflect your own business profit drivers or levers, and to provide the most relevant measures.

	Quantity	Total Sales Value	Average Value	% Gross Margin	Total Sales or Gross Margin
Product 1					
Product 2					
Product 3					
Product 4					
Totals					


Customer Profiler

Discover, understand and empathise with your ideal client and their challenges in order to enjoy huge returns in the future.

	<p>Name:</p>	<p>Who is She?</p>		
<p><i>When you really know her, name her.</i></p>		<p>Her environment/ influences?</p>	<p>What does She really think and feel?</p>	<p>What does She actually say and do?</p>

<p>Pain?</p>	<p>Gain?</p>
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Customer Profiler

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GOAL SETTING SECTION



Get Unstuck – Understand Your Options, Set Goals & Take Action

You may be feeling stuck, not sure how to move forward with your business. This tool will help you to gain perspective as well as review what you have done successfully and unsuccessfully, and set SMART (Specific, Measurable, Achievable, Relevant and Time Limited) goals.

**What is it that you want?
What would be your ideal outcome?**

Take a moment to get very clear in your mind (or on paper!) what being unstuck would look like.

**Identifying Options.
So now you know what you want, answer these questions**

What *specifically* have you done so far?
What worked and what didn't?

What do you *have already* (e.g. skills and resources) that could move you forwards?

What could you do to help you find the first (or next) step?

Imagine you're *fully confident* in your abilities, what could you do?

What other angles and options have you not thought of yet?

Get Unstuck – Understand Your Options, Set Goals & Take Action

Taking Action – Look at the list of ideas and options you now have:

Which options or actions <i>grab you</i> ?	What would be the <i>smallest or easiest first step</i> for you?
What's one action you could take within the <i>next day</i> ?	What are <i>three actions</i> you could take that would have a big impact and are achievable <i>this week</i> ?

Commitment - Do something!

When <i>specifically</i> , will you do your action/s? Include the day AND time.	How do you normally sabotage yourself – and what will you <i>do differently</i> this time?
How will <i>I know</i> you've completed your action/s?	Who will you tell about your action/s (to support you in completing them)?

Goal Tracking Worksheet

Use this worksheet to keep track of the goals you set for yourself on a weekly / monthly basis. Consistency and accountability will help you get where you want to go with purpose and urgency. Now you have your SMART goals, you have to track them. Use this tool to help you.

	Goal	Date Set	Achieve By	Done
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

TIME MANAGEMENT SECTION



Business Activity Planning Sheet

Maximise the time you have to spend on your business by being focused on exactly what you need to get done. Use this sheet to reduce confusion and overwhelm by understanding the impact, urgency and cost of the activities you have planned for your business.

Instruction: List the activities you want to get done. Decide a scale (e.g. 1 – 10, with 1 being low and 10 being high) for Impact and Urgency. Assign each activity a number on the scale as well as note the cost of the activity. From the example below, writing a blog post, though the same urgency as sorting out SEO, has more impact for my business and costs a fraction of the cost of SEO. It makes sense to focus on the blog now.

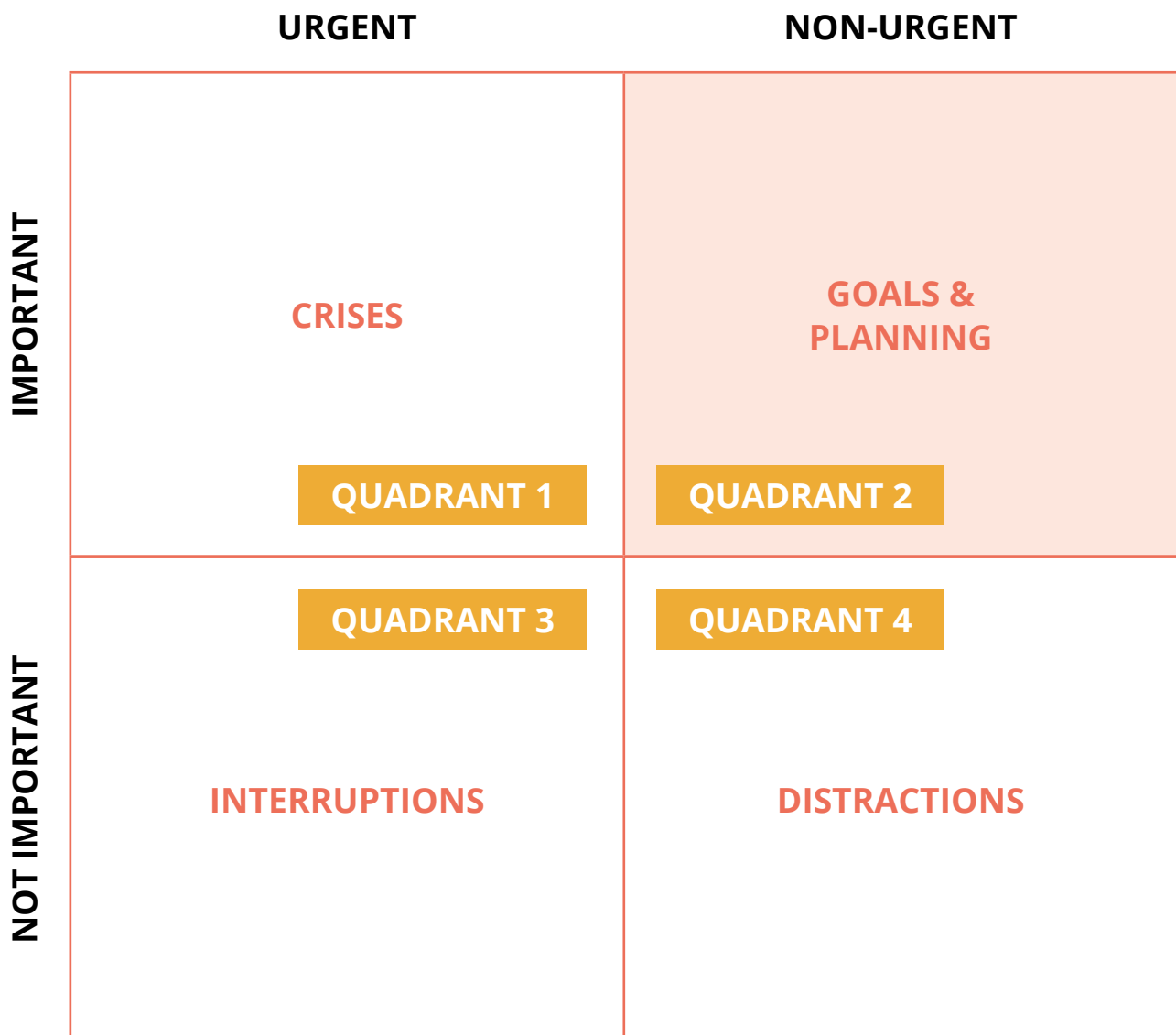
	Activity	Impact	Urgency	Cost (£)
Eg	SEO on website	2	5	500
	Educative Blog Post	6	5	20
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				

Action Priority Matrix

Reduce Overwhelm by understanding exactly what you should do first.

Instructions

1. Use the sheet on the next page to fill in your own actions / goals.
2. To be productive and minimise stress, you should aim for most of your goals to be in the **Important and Non-Urgent (Quadrant 2)** section of this matrix.
3. Anything that is unimportant and non-urgent (quadrant 4) should be discarded. They are distractions and will create busy work for you that is neither impacting your bottom-line (making you money) or adding value to your business.



Action Priority Matrix

URGENT

NON-URGENT

IMPORTANT

NOT IMPORTANT

Closing

Hey! That should have taken you about 15 minutes to skim through and about 90 - 120 minutes to actually work on.

Simple?

Exactly! Don't buy into the hype that complicated = valuable.

Remember, **KISS - Keep It Simple Sweetie.**

Now that you've gone through the exercises, don't just forget them on your pc. Print off a copy that you can fill in on a quarterly / monthly / weekly basis to keep you focused on what matters.

Beware the creep - useless activities and distractions will sneak into your day if you take your eye off the ball. And each day counts.

I hope these tools change things for you and for your business. Stay focused, be inspired, live each day with hope and optimism, and work intelligently and intentionally!

Want to stay connected?

You can arrange a free 15-minute call with me [here](#)

Or follow me on:

 LinkedIn

 Facebook

 Instagram [[@uzoijewere](#)]



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