How To Prioritize Your Time On Income Generating Activities

Most time management philosophy prioritizes tasks around a mix of importance and urgency. But as a small business owner, generating income is what really matters. This system ranks your daily tasks based on their ability to generate income or not.

Category 1: $$$
Primary Income Generators

Asking existing customers to buy
Sending out an offer
Promoting sales funnel
Promote existing product
Adding cart abandonment emails
Sending out invoices
Following up on invoices
Following up on wholesale quotes
Scheduling calls with B2B customers

Category 2: $
Secondary Income Generators

Developing strategic partnerships
Writing email sequences
Developing a lead funnel or landing page
Creating a new product or offer
Creating content, guest posting, etc.
Direct mail and offline marketing
Social media marketing
Tradeshows, events, and conferences
Managing paid advertisements
Negotiating discounts on software/tools

Category 3: OS
Outsource

Packing and fulfilling orders
Managing live chat
Implementing technical stuff
Programming and web development
Graphic design
Market research
Copywriting
Customer support emails
Processing refunds and returns

Category 4: TW
Time Waster

Inbox watching
Clicking around analytics
Clicking email links in newsletters
Reading auto responders
Reading forums w/ no implementation
Browsing social media
Reading news
Scrolling through iPad
Watching webinars
Playing Clash of Clans
Checking out software and new tools
Buying something you won't use now
Procrastinating

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Write down all your tasks for the past week, and classify it based off **$$$, $, OS, or TW**. After that, dedicate 1-2 hours per day focused on the tasks marked $$$.

Category	Task

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