

Message in a Bottle: Productivity



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"Productivity."

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Message in a Bottle: Productivity

Kelly: Hey Everyone. Welcome back to another Message in a Bottle from [Beachpreneurs](#). You're here with Kelly McCausey and Nicole Dean. Hi, Nicole.

Nicole: Hi, Kelly.

Kelly: We are joined by Beachpreneur Retreat alumni Debbie O'Grady from [Revenue Recharge](#) and Natalie Collins from [VA Success School](#). I want to roll right into our topic.

Our topic this month is productivity. Last month, we talked about doing it afraid. The month before, we talked about how important it is to choose who you hang out with and who you're influenced by. Those are touchy-feely topics. This is more of a brass tacks kind of topic. It's so important.

We cannot get more hours in our day but we can make our hours more productive. I have one particular coaching client who, every single time we talk, she expresses the same angst. "I need more hours in the day." I can understand expressing that once or twice. But when you're a broken record about how you need more hours in the day then it's a productivity issue. It's about prioritizing and choosing how you spend that time that has to be gotten under control. If there's anything we have control of, it's how we spend our time.

Nicole: That reminds me of that phrase, "If you want something done, ask a busy person." They'll get it done.

Kelly: That's right.

Nicole: They know how to get stuff done. It's funny because we all have the same 24 hours in a day. For people to say, "I wish I had more hours in a day so I can get things done," I look at people in our circles who are juggling so much. They are just machines. They're focused. They have their priorities on straight. They have their goals set. They are unstoppable.

Anything beyond that is just excuses. If you're not getting things done, you're making excuses. I've seen people who have kids in the hospital with cancer or they're battling something themselves. If you have your priorities straight, you're not going to be able to get as much done, but you'll be getting the right things done. I think that's what we'll be talking about today, right Kelly?

Kelly: Definitely. Debbie, we invited you specifically because you're an accountability coach. I imagine that a lot of people are coming to you because they want to be more productive.

Debbie: That's absolutely true, Kelly. The fact that you and Nicole are talking about being focused, having your priorities set and goals documented, that's a really big thing. People have these dreams of what they want their business and life to look like. But until

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they document it and get it written down, it's still a dream. As soon as it's documented then it's something set that they can work on. Nicole, you mentioned that everyone has the same 24 hours.

I honestly don't remember who said that but, recently, I had it said to me a little bit differently. It sticks with me every time I think about what I did not get done that day. Oprah has the same amount of time as me. Steve Jobs has the same amount of time as all of us. Richard Branson, who is one of my heroes, has the same amount of time as I do. They can do it. I think if everyone figures out who they look up to, they can think about the fact that this person has the exact same amount of time as you do.

Kelly: That is so good. I love that.

Nicole: That was perfect.

Kelly: Natalie, you are a virtual assistant. You help other people get things done. Plus, you're building your own income streams. You have your own projects and a membership. You have a lot that you're balancing. One of the reasons that we wanted to have you on here is that we know that you get a lot done and you live your life. You're not a slave to the computer. We see you enjoying your life with your new husband. You take time to travel and come to things like Beachpreneurs. Many virtual assistants would say, "I can't travel. I have work to do."

Nicole: I've heard that from several virtual assistants that I've wanted to attend Beachpreneurs. They say, "What happens to my clients? I can't get stuff done."

Natalie: It's all about balance. I love my freedom. One of the reasons that I don't work in a corporate environment anymore is because I didn't like being chained to a desk. Being a virtual assistant still allows me to bring on the tools that I'm good at. If I need to go to the grocery store at 11:00 in the morning, I can. I'm not going to let that hold me back. I'm not stuck at my desk all day. It's really about that balance for me.

Kelly: You're very creative. I recently attended a virtual crafting date with you and fellow Beachpreneur Kristen Eckstein. If I could let you see what I saw, Natalie was sitting on the floor with a bunch of crafting stuff. She was drawing. She was looking at what I was doodling and what Kristen was creating. Talk about playing. It was absolutely playing. You try to marry that picture up with the person who gets so much done. How do you justify that kind of playful creativity in line with your to-do list?

Natalie: For me, being able to play every day is critical to balance. I have this very creative side. I also have a very analytical "get it done" side. In order to keep my sanity, I have to balance the two of them. When I have too much on my to-do list, I actually have to take a break, step away and do something creative. Once I get in the flow of the creativity then more thoughts and ideas on ways that I can get stuff done pop into my

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head. I allow myself that play time in order to be able to get stuff done in a calm, sane manner instead of just being frazzled all the time.

It helps to ground me and really put things back in perspective. One of the other things that I do is create a weekly calendar for myself. You have your day planners. I know that both you and Nicole have your day planners in front of you. I have that, too. I also create my own. It gives me an excuse to draw with stuff for my business. I enjoy sharing that with other people.

Kelly: Nicole, do you have any thoughts on anything that Debbie and Natalie have said so far?

Nicole: Yes. I love it. I want to go back to Debbie's point of writing down your goals. That is huge. I didn't even know what I wanted until I started writing them down. I did the method where you write "Be," "Do," and "Have" at the top of the page. You divide your page into three sections. I started to list the things that I wanted to be. I wanted to be a published author, a really good mom and a great granddaughter. There were the things that I wanted to do, like traveling.

Then there were the things that I wanted to have. Those are more material types of things. The funny thing for me is that my "have" list was pretty short. My "be" and "do" lists were very long. It showed me that I have to make sure that I structure my business so that I have the flexibility to do things. Having that written down and knowing what I want my life to look like in five and ten years helped me to design my business intentionally so that I am able to go to the grocery store at 11:00 in the morning. I am able to head to the beach with a paddleboard and hang out with the kids or go to Packers games with my husband. That was really important to me.

Natalie, I totally agree with balance. Many times, I get so caught up in work, problem solving and putting out fires. The best thing that I can do for myself is to go on a walk. I grab one of the dogs, go on a walk and get out of the office. I feel that reboots me a lot of times. I can also take a shower. The shower is where all greatness happens. I can jump in the pool for a little while. Basically, I reset my brain by getting into a different atmosphere and letting my subconscious and all of the chaos just go away for a little while.

Then I can get back to, "What is my priority here? What is the best, most profitable activity that I could be doing right at this moment? Is this bringing me closer to my financial and lifestyle goals?" Those are the two index cards that I have hanging on my desk. One says, "Is this the best, most profitable activity that I could be doing?" It's a constant reminder. The other says, "Is this bringing me close to my financial and lifestyle goals?"

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As I'm making decisions during the day and running off on rabbit trails, I can pull myself back and say, "No, this is not bringing me closer to my financial and lifestyle goals. I need to come back and do the best, most profitable activity that I could be doing at this moment in time." If it's something that still needs to be done then it can go to my virtual assistant. Most of the time, it doesn't need to be done. It will resolve itself. I just don't stress about it. That's the way that I handle a lot of things in my business as well as parenting.

I love listening to all of you talk. I admire all three of you, what you've accomplished in your businesses and how you keep on trucking over the years. Natalie, Kelly mentioned how you juggle your own stuff that you've made a priority. Again, I'm so proud of you and happy for you. Debbie, you help other people to be accountable through your business. Kelly, talk about consistency. That's you.

Kelly: One of the printables this month needs to be the cards with your sayings. I think there are a lot of people thinking, "Yes, I need to put that on my board."

I'm doing a productivity survey right now. On Monday, I was meeting with my coaching mastermind members. They are a bunch of up-and-coming coaches, trainers and consultants who get together with me. Of the small group that was with me, when I asked them, "When are you most productive?" they were all just like me. They have a split schedule. They get up and work for a certain period of time. Then they hit a lull where they just walk away from it. Then they come back later in the day, whether it's in the afternoon, evening or late at night. Their productivity is split. They know themselves so well. They know when they work best and when they're better off napping or playing with the kids.

I was curious to find out how prevalent that is across the board. I opened up a really simple productivity survey. I asked, "When are you most productive? In what tasks are you most productive? What are you least productive in?" I've had about 40 responses so far. I've only had a chance to collate a handful of those. I am giving it to my virtual assistant to finish. It's not the best use of my time to collate this. I wanted to have a little bit of information for this call. Already, out of the six that I read, four have that split productive schedule. For most of them, it's early in the morning and then again in the late afternoon or evening. That's just how they work.

How about you guys? Do you have a split schedule of productivity or is there a morning or evening tendency?

Debbie: Now that you said that and I think about it, I usually get to my computer by 8:00 or 9:00. I tend to work throughout the whole day because I come from Corporate America. I'm used to that kind of a schedule. Knowing that I don't have to get in the car and do a commute makes me feel very happy. Usually, in the afternoon around 2:00, is

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when I'm looking for other things to do. I tend to lose my focus on what I'm doing. That's when I get up. I'll play with the dog, or like Nicole said, I'll go for a walk.

I know that I have to get up and get away from everything. That tends to make me feel like there's a little bit of a split schedule. I often work past 5:00 and into the evening. I am most productive between 9:00 and 2:00. Then I'm productive for a couple more hours in the afternoon. The rest of the time, I'm just trying to catch up on things.

Natalie: Debbie has a really good point. I have almost the same schedule. I usually start between 9:00 and 10:00. I like to give myself time in the morning to journal, write and take a little bit of "me time" so that I'm refreshed. When I come to the business table or my desk, I'm ready to go. I don't feel frazzled or think about all the other stuff that I have to do in my house. It's been taken care of. I allow myself that space. Then I allow myself to really focus and do my work.

I do quit at about 2:00, depending on how I'm feeling or how into my work that I am. It's funny that Debbie brought this up. Coming from Corporate America, I'm used to sitting down and working through stuff for a long time. If I feel like I still need to work, I'll continue through it. I do take breaks throughout the day. I use the bathroom as motivation to get stuff done.

Debbie: You drink a lot of water and you get up every hour.

Nicole: I use pee motivation, too. I find that with the type of work that I do, it's creative and I do a lot of writing, I can't stay focused for hours at a time. I have to do it in little chunks. It's the way that my brain works. I can't remember the principle. It's the one where you stretch out an activity for as long as you've set the deadline. For instance, let's say that you have a paper due in college and it's due two months from now. If you start it now, you can work on it for two whole months. If you start it the day before, then boom. It's done. I like to set a goal, sit down, finish something and then get up and reward myself by doing something else. I can do that with the type of work that I do. The little tasks are handled by other people so that I don't have to be on all the time.

I tend to work in chunks throughout the day. Kelly, you know because you're on Skype. You'll say, "Nic, are you there?" I'll say, "No, I wasn't. Now I am. What do you need?" I also have my dogs. My husband is here as well as the kids. It's the summer. I go with the flow. I will sit and have my focused time. I don't stress out if there is something else that I need to do for a while. If my daughter wants to swim in the pool, I say, "Okay, let's go for a little while." It's good for both of us.

I don't say, "No, because I can't work." It's good for my brain. It's good for my goals. It is in alignment with my true priorities, not just my work priorities. If I tried to sit down from 9:00 to 5:00, I would fill that time easily. I know that I could sit here for that entire

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time and feel like I was productive. For what I do and how I work, I know that it's not my most productive way to work. I would just be filling time rather than setting the timer, getting something accomplished and then throwing in some laundry.

I use timers a lot in my business. I will use pee timers by drinking a big glass of water. I like to set a timer and have a goal. This blog post will be done by the time the timer goes off. When the timer goes off, I hit "submit" or "publish." Then I grab a snack, refill my water glass, switch over some wash, check on the puppies, throw the ball for a little while or see what my kids are up to and then come back again. I'll put in another 45 minutes to an hour.

Kelly: You know what your important money tasks are. You mentioned that before. That's definitely a key takeaway for our listeners. Where is your money coming from? What tasks point directly to that? We are productive people in this panel. We get stuff done. I say I need a t-shirt that says, "I'm a doer, dammit." I get things done if I have a clear deadline. When I don't have a clear deadline, I tend to flit, waste time and play silly games.

My personal productivity killers are lack of direction, lack of deadline and not having a clear picture of what needs to happen this week. When I have it, I'm driven. I will get it done. When I don't have it, I will flutter about like a little butterfly. I might get some interesting things done but I'm not extremely productive. I have to admit, I like that butterfly time. I like flitting around and having the freedom to do what I want to do every now and then, but I can't live there or my business will not be successful.

What trips you up and makes you unproductive? Let's start with Debbie.

Debbie: I learned a long time ago that I have to write it down. My mom was a big list maker. Every morning, she would write down what she was going to do during the day. I obviously learned from her. That's exactly what I do. If I don't have written down what needs to get done that day, I'm like you Kelly. I tend to do things but not be productive. Social media and email are the big things for me.

It's great, Nicole, that you talked about timers. That's what I teach and use myself. If I'm going to get on social media and I don't have something very specific from my list of what I'm doing, if I'm just on there spending a little bit of time, I set a timer. If after five minutes I'm not done, I know that I need to get off and get back to my list. Those are the big things that trip me up. They are email and social media.

For email, I have my iPad right next to me. I tend to look at email when I first wake up. Then I get to say "hi" to people as I wake up in the morning. Then I don't look at it again until sometime in the late morning after I've gotten some things done. I use them as celebrations. When I finish a task, I want to find ways to celebrate and congratulate

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myself. I'll jump on Facebook or email and share that information, if it's something that I think other people would enjoy hearing.

Kelly: Natalie, what trips you up and makes you unproductive?

Natalie: I have to agree with you, Kelly, on the lack of goals. That really equates to a lack of focus. When I don't know the final end result then I'm not as productive in that way. It will mess with me. I need that goal-oriented stuff. I need to know the things that need to get done in order to really focus and be able to stay motivated in working towards that and getting it done.

Also, social media is a huge tripper and time suck for me. I have an app on my Google Chrome. It's a Google Chrome extension called [StayFocusd](#). It's my timer. I can set it for however long I want to. I have it set for 30 minutes a day because I do have some client work that needs to be done on Facebook. I block it. If I go over my 30 minutes, it blocks it for me. That's my accountability partner.

It's funny because, since I started using it, I really get irritated if I find myself just browsing through the newsfeed. Then it triggers something in my brain that says, "Is this the most productive use of your 30 minutes that you have? If not, then get off and save it for something that's a little bit more important than just seeing what everybody's up to." Those are my trippers.

Kelly: I use StayFocusd, too. I don't use it every day but I use it when I'm on a strict writing deadline. I can lose a lot of time on Facebook if I'm not intentional. Nicole, how about you? What trips you up and makes you unproductive?

Nicole: There are so many things. I absolutely agree with the other ladies. I love what everyone had to say. The first thing that trips me up the most is, like you said, not having clear goals. I do like to write down my plan for the year. I break it down by the month, week and day. If I don't then time just goes by. One of my favorite sayings is, "The days are long but the years are short." That was my motto when the kids were babies. They would be screaming. I would be frazzled and un-showered.

I thought, "Oh my gosh." I'd have to reset my thinking and say, "Wait a second. This day feels really long but I know that I'm going to blink and wish back this time. The days are long but the years are short." I find that with my work now. I've transferred that over. I can be sitting here for hours. I could easily sit here all day, every day if I let myself, but the years are short. I don't want to look back and think, "Oh my gosh. I had computer butt. I spent all this time on the computer. Did I really need to? Was it really the most productive time?"

I find that if I don't have those year, month, week and day goals, that's what happens. The days slide by. The weeks slide by. The months slide by. Then I'm not accomplishing

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the things that I have floating around in my head. Like Debbie said, it has to be written down. I'm at my most productive when I do that. I know that when I don't, it really sabotages me.

My biggest productivity trips are internal. They come down to confidence, health and anxiety. I've looked through the names of our members who signed up for this program. I know that a lot of you suffer from anxiety, lack of confidence and health problems, too. I mentioned this last month. I have to take my vitamins. I have to go on walks and make sure that I'm drinking plenty of water. If I don't, I cannot possibly be productive because I'm tired and I don't feel good.

The other thing is anxiety. I suffer from a lot of anxiety. Right now, I have essential oils diffusing in the room. I know that I have to take care of that. Otherwise, my brain is too scattered and it can't focus. I won't get the things done that I need to get done. I have to take care of that as well. I do some deep breathing and reassess my thinking. I might think, "This person just came out with a similar product. Now I can't do mine." We all have that thought. We need to have the support that we talked about a couple of months ago. Also, know yourself well enough to kick your own stinkin' thinkin' and say, "This is ridiculous. I say things different. I do things different. I need to get this out there."

That brings me back to confidence and having a coach and a community. They really help with those things. It all ties together in my opinion. I am not productive if my head is full of doubts and I'm questioning what I'm doing. I write it down so it's not just floating in my head. I take care of myself so that I have the energy and focus to be able to do it. I have the confidence.

Kelly: The health angle is super important. You know that it's close to my heart. My health made me very unproductive for a couple of years. I will [link to an episode of Solo Smarts](#) where I talked about this. There are a lot of solopreneurs trying to build a business while they're dealing with a chronic illness. They have to be way more focused and way more careful about how they use their most productive hours. That what I talked about in that episode.

Here is the next question. What's your secret sauce when it comes to being productive? Before I let you answer that, let me share a little bit of information from my survey. When I asked survey responders what their most productive tasks are, writing is up at the top of the list. It was writing, planning and scheduling. They feel like when they're engaged in that, they're very productive. Their least productive tasks are anything to do with social media and learning new technology. Coming in steadily is checking email. It's not so much writing email but checking email. These are unproductive tasks.

What's your secret sauce? How do you boost your productivity? Let's start with Debbie.

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Debbie: I've been talking about this a little bit. I wrote this down as you were talking. It says, "Lists, lists and lists." I document everything. Nicole, you said it. You've all mentioned a lot of what I do for myself and teach for accountability. You need to set deadlines. Don't set those deadlines out three months from now. Even if I have something due in three months, I break it down. I say, "What do I need to do this week? What do I need to do today?" Each day, I can accomplish a little bit towards that big thing. That's another part of my secret sauce. It's to break those big things down into smaller, more manageable, easily understood tasks. I'm starting a new project and I don't know how to do all of it. I just take a piece of it at a time. I say, "I need to figure out how to do this little, tiny piece." Then I celebrate. That's a big part of what I do for myself and help other people do. Find a way to celebrate your accomplishments, no matter how small they are. When you reach a big goal, celebrate big. That's my secret sauce.

Kelly: Natalie, how about you?

Natalie: I have several things that I do. It integrates with what Debbie and Nicole have said. I really like to have a map of everything that needs to be done. If I have the desired end result, I work my way backwards on mapping everything out. I like to break it down into very small, easily manageable tasks. They are things that I can do in 15 minutes. I look at it and say, "That's so easy to do. I can totally do that." When I break it down to that level then it gives me the self-confidence boost that I need to know that I can get that done.

I also love to cross things off my to-do list. I write down all of the things that I need to get done for the day. I love being able to cross it off when I'm done. That is a celebration for me, knowing that I have been productive in that way.

Kelly: Nicole, what's your secret sauce?

Nicole: After I answer, I'd like to circle back around and ask everyone what they use as far as technology or paper. I know that Natalie mentioned to stay focused. She also writes things down.

I jotted down four C's that I focus on. They are calendaring, creating content free and paid, connecting with lists and communicating with JV stretchers, outsourcers and partners. Those are the things that I focus my time on. "Creating content free and paid" means creating content for my blog and things that bring people into my funnels. Paid are the things that I sell. "Connecting with lists" would be my email lists. Those are my leads, customers and my affiliates.

I communicate with JVs. They are joint venture partners. I also personally connect with potential affiliates. I also do what I like to call "connecting with stretchers." They are

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people who stretch me. They would be people like Kelly. That's if I feel like I need a poke or a stretch. Outsourcers are my team. Business partners are the people who I partner with on projects. Communicating with them keeps me moving ahead. Those are the big things that I do.

Natalie: One of the things that I love is green smoothies. That goes back to health in business. By drinking nutrient-dense things, it helps to clear my mind and allow me the space to focus.

Nicole: I ditto that, Natalie. We can add the link so that you can try [the green smoothie challenge](#) and learn more about them. They are awesome.

Kelly: I hadn't even thought about that. I would say that part of my secret sauce, besides focus in general, is that I'm wheat free. I've been wheat free for two months now. I've been low carb for a long time, not always very successful. It's enough that I know clearly, when I'm not eating simple carbs, I'm way more productive. When I do eat simple carbs, I'm tired. I crash. I get brain fog. As you were talking about it, I thought, "I cannot remember the last time I had brain fog. It's because of being wheat free. There are little hacks that you can make in your life that make you more productive. You wouldn't think of what you eat as influencing your business until you experience it like that.

Nicole: I agree. It's hard to be productive if you can't think clearly. For me, it's my vitamins, essential oils, eating my veggies and having my green smoothies. It does tie together and definitely impacts my productivity. If you're in bed napping, you're not getting stuff done.

Kelly: Nicole, you wanted to circle around to this. What are you guys using? Is it electronic or paper? How do you keep your lists and planning?

Debbie: I do it three different ways. I always have my little post-its in front of me. If something comes up, I can write it down on a post-it. I have post-it notes all over my desk. Periodically, I go through them to make sure that I've gone through everything. For my real lists, I keep it digital. I'm a big spreadsheet person. I use Excel to write things out. I can then check them off. I have an action plan that is your weekly and daily plan.

That is something that I use and offer to my clients as part of the training course that I have. They can use it to make sure that everything is in front of them as far as their big goals and how they break it all down. Most of the time, it's digital for me. It's just those little post-it notes where I break away from the digital life.

Natalie: I have two different ways. I use both digital and paper. Being a virtual assistant, I like to stay connected to my clients. I really don't like getting emails for my

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tasks. I use a program called Asana. I'm able to keep all of my clients in there. I can integrate all of my clients and their tasks and goals. I'll go through and write on my pretty calendar that I've created with paints and markers for the week. That's my fun thing that I connect with my to-do list.

I'll write in the different clients that need attention for that day and the little tasks that will come up. It may not be everything. I could put on there, "Check Asana. Three tasks due." I'll ping myself in both ways so that I have it in front of my face all day long and then I can go back to the digital version so that things don't get lost.

Nicole: I do things differently depending on my mood. I use Basecamp with my team, which is similar to Asana. I also use a lot of paper. Like Natalie said, I love crossing things off. I find that, when I'm in programs like Basecamp or when I have all of my tasks somewhere, I get overwhelmed. I like to have my daily list.

Then I know, "I have to mail to my list and check in with these people." One of the things that works really well for me is index cards. I have a pile of index cards on the left side of my screen and an empty basket on the right side. I move things over as I accomplish them. It's kind of a fun way to do it.

To me, the answer is to use something. It's not just about sitting down at your computer with no plan whatsoever. I highly recommend that it's done the end of the day before. When you sit down at your desk and there is not a clear to-do list of a couple of items then you will go off, wander and not get things done. At least that's the way I work.

I sit down and I have an index card in front of me that has six things on it that are high priority, are going to make me money and move me ahead. I sit down and say, "Okay." I'm focused and zoomed in right away. If I just plop down and don't have that, I say, "I wonder what's on Facebook." That's something that really makes a big difference for me. It's knowing what I do on a regular basis and also having that pen and paper. Like Natalie said, I love scratching things off. It makes me so happy.

One of the mistakes that I made when I started was trying to write down all the things that I wanted to do. I had these legal pads with lists and lists. It just shut me down. I know that three to six things is a good start for me. I can always tackle more things after that. That usually makes me feel really happy if I get those things done. Kelly, what about you?

Kelly: I use [Evernote](http://www.evernote.com) for a lot of things. I have a system where ideas that pop into my head get put into an idea brainstorming notebook in there. There is an "open projects" notebook, which are the projects that deserve my attention right now. Then there is a notebook for to-do lists. This is the new step for me. I have been doing my to-do lists in a spiral notebook. As I travel more, I want to be 100% digital with everything. I want to

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be able to see it on my phone, my mini, my computer and my laptop. I don't want to have to worry about dragging a spiral notebook with me, too.

Here is the neat thing about Evernote. Let's say that an idea pops into my head. It goes into "idea brainstorming." As a project clears off my schedule and I decide what my next project will be, I go to "idea brainstorming" and choose something. All I have to do is change the notebook from "idea brainstorming" to "open project" and boom, now it's an open project. Then, all I have to do is change the notebook to "today's to-do list" to bring that right up to today. I can add a little checkbox of things to do in Evernote. That's what I'm using. I also use [Google Calendar](#).

Nicole: I can't live without Google Calendar. I shouldn't say that. I would prefer not to lose Google Calendar.

Kelly: Today's to-do list is on the calendar as much as anything. If it's just a little thing like, "Remind Nic about today's call," that's not on my calendar. That's just on the to-do list. If it's "work on this sales page," or "outline this message," those things actually get appointments on my calendar. They become just as important to me as if I had an appointment with a client. I try not to lie to myself on my calendar. If I put it on there, I intend to do it. If it's "iffy" and I'm not sure that I feel like working on it that day, it is not on my to-do list.

I don't want to lie to myself. I don't want to break promises to myself. I'm kind of important to me. Those are my tools. I'm trying to be as digital as possible. I take handwritten notes, like today on this call. I have handwritten notes. That will quickly get transferred to digital so that I don't have to carry this with me anywhere.

What final awesome productivity thoughts do you have, Nicole?

Nicole: I'd like to circle back to the beginning. If you don't know what your focal point is or where you should be spending your time and efforts, if you have a bunch of different websites or projects and feel scattered and unproductive, you can't push a whole bunch of projects successfully to reach your goals. Sometimes you just have to know which one to focus on. That comes down to having people in your life, like a coach or community where you can run ideas by someone.

That's one of the big things that people do when they coach with me. The first thing I say is, "Let's list all of your assets and your liabilities. Let's figure out what's making money and what's not and what you're having fun with and what you're not. Let's figure out where your joy is coming from and project this out five years. We will see where you should be spending your time." Spending an itty bitty here and an itty bitty there is just not going to cut it. It's not going to get you where you need to go.

Message in a Bottle: Productivity

If you don't know what tasks are making you money, you will want to start looking at your numbers. Get someone to help you. Figure out how to use Google Analytics. Find out where your biggest return on investment is. You only have so much energy, time and resources. To be productive, you have to throw your energy, time and resources at the right things. We can talk about tips and strategies all day but make sure that you look at what you have on your plate.

Like Kelly said, you're kind of a big deal. You are important. You should not be sitting in front of your computer for eight hours a day just because you think you should. Focus in. If you can get it done in four then go and have fun. Do your thing. Get some help if you need to figure that out. That's my pep talk. What about you, Kelly?

Kelly: Focus on your strengths, not your weaknesses. This is something that we talked about in my mastermind this week. You can focus ten hours on developing a weakness or you can focus ten hours on practicing a strength. You're always going to make more money from that strength. Give that your best time, every time, and you'll always be more productive and make more money.

Nicole: That is motivating to make more.

Debbie: Yes, it is.

Kelly: Debbie O'Grady from RevenueRecharge.com, thank you for being here.

Debbie: Thank you so much for having me.

Kelly: Natalie Collins from VASuccessSchool.com, thank you.

Natalie: Thank you.

Nicole: Thank you both for bringing your greatness to the table today. I really appreciate you so very much.

Debbie: It was so much fun.

Kelly: Everyone, thanks for listening to this Message in a Bottle. We'll see you next month.

Message in a Bottle: Productivity

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