



DITCHING THE HUSTLE

LESS WORK
MORE PRODUCTIVITY

THE
RETAIL
COLLECTIVE



MESSAGE FROM SAL

Hey there,

Working for yourself is 'the dream' and I'm grateful every single day that I have the flexibility to work when I want and from where I want, with no boss breathing down my neck (though I am probably harder on myself than a 'boss' ever was).

For too many years, I was caught up in the mindset that if I just did it myself, I would be saving money. The silly thing was, I lost the only thing I could never buy back. Time.

I know that you've got a lot to do in your day, but I'm going to ask you to put aside an hour or so to work through this Action Plan. Without distractions.

This may just be the hardest Action Plan you tackle, because it deals with your mindset. And whilst I'm here to help you, I can give you all the strategies in the world, but only YOU can change your mindset.

But I know you can do this.

Always keep it front of mind - remember why you started this business.

And that should be the catalyst for you to work less but earn more



BUSY WORK OR PRODUCTIVE WORK?



DITCHING THE HUSTLE

NOW YOU KNOW WHAT NEEDS TO BE DONE....

Let's start working through some ways to use your time more effectively.

1. BATCH TASKS

We've been lead to believe multi-tasking is a skill we should have a degree in, in order to get ahead in business. Except research shows multi-tasking or jumping from task to task with no planning is actually a recipe for disaster and significantly impacts our productivity

Writing out four or five newsletters or blog posts at one time is far more productive than completing one on the day it's due. Paying all your bills one day a week is a far better use of your time than paying them as they come across your desk. Jumping on and off emails and social media throughout the day, is way less productive than making time to respond to everything at one or two points in the day.

ACCORDING TO THE AMERICAN PSYCHOLOGICAL ASSOCIATION PEOPLE WHO MULTI-TASK OR SWITCH FROM ONE TASK TO ANOTHER ARE 40% LESS PRODUCTIVE THAN THOSE WHO FOCUS ON A SINGLE TASK

2. PLAN YOUR TIME

Planning your work week in advance means you will always be on top of your tasks AND you can plan other aspects of your life around your business responsibilities (rather than making unplanned decisions and constantly chasing your tail). Planning helps to eliminate procrastination, stops time wasting and limits crisis when tasks are forgotten or not done.

If you know you can't do administration tasks whilst you're working the shop floor, or packing orders in the warehouse, put aside a day or evening a week away from your store to do that work. If you are working around family commitments, set up one day a week of care for your children so you can work on those tasks uninterrupted. If you love doing your store displays, arrange to stay back late one night a month to get them done. Planning to work on tasks regularly helps to eliminate the overwhelm of constantly reacting to deadlines.

TOP TIP: if there's a job you hate, do it on a Tuesday - you don't want to dread the first day of the week but it frees up the rest of the week to spend energy on things you love.

3. CHUNK UP YOUR DAY

Alongside planning and batching, learning to block out chunks of your day as "customer free" time means you can catch up on outstanding work without having to juggle people or being interrupted.

Even if you have an e-commerce store and don't deal with your customers face to face, it's easy to fall into the trap of dropping everything and attending to their order or email enquiry immediately - at the detriment of what ever else you are working on.

If you need to be out and about on a regular basis, for example to see clients or suppliers, set up specific days of the week to do this and stick to it. Make your employees aware of your diary to avoid clashing appointments

4. TIME IT

How often do you say to yourself "it will only take an hour" and next thing you know eight hours have passed and you're still not done...?! Make sure anything that goes on your Daily Action Plan has a realistic amount of time allocated to it.

If you reach that time limit you will need to work out whether you are able to free up the extra time by moving another task to a different day or if the task you're working on needs to overflow to another day.

Not sure how long something *really* takes. Time it. This is a great practice to get into as it will give you an idea if you doing the task is really the most valuable use of your time or if you would be better outsourcing it to someone else (for either less hourly cost or someone who can do it faster. Knowing how long something takes is also a valuable asset when looking to outsource or giving tasks to your staff.

Which is holds more value: spending 5 hours resizing 50 images to save \$10 not outsourcing it OR spending 5 hours writing and scheduling 5 newsletters that return \$100 each in sales. Use your time wisely.

**DOING TASKS YOURSELF BECAUSE YOU THINK IT COSTS YOU NOTHING IS A FALSE ECONOMY
YOUR TIME IS WORTH MONEY. YOUR TIME IS BETTER SPENT BRINGING INCOME & CUSTOMERS TO
YOUR BUSINESS THAN "SAVING" A FEW BUCKS DOING TASKS YOU CAN OUTSOURCE**

5. RESTRICT AND BE STRICT

It's so easy to blur the lines between business and home life. Restricting when and where you work goes some way to creating firmer boundaries around your personal / family time and your work time. I know most business owners (well anyone really) would rather lose their right hand than lose their phone, but your free time is your own.

Take work emails off your phone and remove notifications for business social media so you're not tempted to work 24 hours a day. Get in the habit of only checking your messages once you've arrived at work (or settled into your work space). If that feels impossible, at very least set strict boundaries around when and where you check your work email. Waking up first thing to check your messages or responding to a customer query in the middle of the night is never a good idea - that's when you get the worst complaint messages that ruin your entire morning!

If you run your business from home or need to work at home, carve out a space that is specifically for working in. If you can close the door even better! Avoid home based distractions like the kitchen or living room where it's tempting to start doing household chores when you're supposed to be working. If you have the capacity to set up an administrative space in your store you should - doing administrative work from your counter or sales area is very difficult (and usually pretty messy).

I know many people who successfully work from home set up "office hours" to ensure they don't continue working all day and night. It's also important to make it clear you WORK at home - you are not a drop in centre for all your friends (this goes for shop front drop ins too).

If you find yourself putting in hour and hour of "after hours" time you may find you need to review how long each task is taking you or consider reviewing what tasks you're giving yourself to complete.

BONUS TIP

Learn to say no!

If it's going to deplete your energy, learn to say no

If it's going to make you busy rather than productive - say no



THE FORMULA FOR A STRESS FREE WORK DAY

ACTION

DAILY ACTION PLAN

Using the information you gathered when you shadowed yourself and combining it with my top 5 "ditching the hustle" strategies, I want you to start planning what your week will look like. If you work in a brick & mortar store, add in the days you work the shop floor and tasks you can do whilst you're there as a starting point. If there are other responsibilities in your week add those into your plan also.

MONDAY FOCUS:	HOURS AVAILABLE:
TASK	TIME ALLOCATED

TUESDAY FOCUS:	HOURS AVAILABLE:
TASK	TIME ALLOCATED

WEDNESDAY FOCUS:	HOURS AVAILABLE:
TASK	TIME ALLOCATED

THURSDAY FOCUS:	HOURS AVAILABLE:
TASK	TIME ALLOCATED

FRIDAY FOCUS:	HOURS AVAILABLE:
TASK	TIME ALLOCATED

WEEKEND FOCUS:	HOURS AVAILABLE:
TASK	TIME ALLOCATED

MONTHLY FOCUS:	HOURS AVAILABLE:
TASK	TIME ALLOCATED

