

Plans & Actions – Suggestions for Using

The Action Date, Time Started, Time Stopped block in upper right corner is for use when you want to track your time spent on your top priority projects. It may be helpful when you do your quarterly or annual reviews – to help determine if less-than-expected results may have occurred due to less than planned time put in. Thus, your strategy may be still viable, but your time investment may need to be improved. OR, if you already have a time monitoring system in place, you can likely ignore this block.

Top 3 Results I want area is to help you winnow down your (probably) really long “projects to do” list to a manageable number. And various coaches and experts have long suggested putting only three major things on your schedule to do each day for maximum productivity and success. That per-day rule can be extrapolated to annual goals when those objectives are complex and time-consuming. Better to accomplish three biggies this coming year than to fall short on all of the dozen you dreamed of doing but ran out of gas and time. And you can always add another as you complete one.

Examples: Write and self-publish a specific book. Sell your book proposal to a traditional publisher. Earn a specific dollar amount from editing services. Add 10 new business clients for your copywriting services. Write an info-product series and get it up for sale on the Web. Or you may like to see a certain personal/family result.

What each result will mean section is to help you put in writing what each of the three in the above section will mean when it is accomplished. It is easier to stick with a demanding project when we stop thinking of it as a project or book or marketing, and begin to look at what it will mean once accomplished. Many a book author has been able to actually write a lengthy book only after placing a book cover mock-up within eyesight.

Examples: If your result is income, what will that income allow you to do or buy? or simply have peace of mind? How will that published book help you in your business? (Perhaps solidify you as an expert in your field? What will that do?)

Most important or Next Steps section is self-explanatory. What do you need to do next? But wait, how often do you put a task on your to-do list, only to get to it and discover you need more information, or to clear out and set up physical or digital file folders? Or do a little research? This section is to help you look more closely at your next steps before actually adding them to your to-do lists – thus helping you actually do more of your to-do list tasks. Crossing or checking off “done” steps and tasks is the best momentum generator going.

Action Time section is the beginning of a to-do list. You likely already have in place some sort of daily planner or to-do list. Look at this section to see what elements you might want to incorporate into your current tasks list. Or use it to set up a new “Project Action Steps” form.

Best wishes always for your writing success, and I do hope this Plans & Actions tool will move you along toward that end result. – Dana K. Cassell