



THE P&P MAGIC FORMULA

- 1 Brain Dump List (Clear Mental Space)
- 2 Categorize (Create Order)
- 3 Decide Priorities (Honor Values)
- 4 Schedule Calendar (Remove Overwhelm)
- 5 Track & Tweak (Maintain Flow)
- 6 Complete & Celebrate (Feel Great)

Brain Dump List

- One list, not many
- If you have more than one list/method of recording, lists must be consolidated once a day
- EVERYTHING goes on the list
- Brain Dump once at the beginning, then keep a running list
- Brain Dump once a week

Categorize

WORK

- Clients
- Launches
- Products
- Travel
- R&D
- Ezine
- Team/Employees

FAMILY

- Appointments
- Reminders

PERSONAL

- Healthcare
- Self-care
- Shopping

R&R

- Places to research
- Current plans
- Travel/reservations

Tips: Create these two files: Ideas, Someday/Maybe

Decide Priorities

QUESTIONS TO ASK:

- What deadlines do I have?
- What will bring me maximum income?
- What am I most uncomfortable with?
- What have I been saying 'I should' about?
- What can I delegate? Personal/professional

Decision Fatigue: Feeling paralyzed in making decisions, exhausted, or unsure

Decision Overwhelm: Looking at all the decisions you have to make without making any

PRIORITY PRINCIPLES

- Rules help minimize decision making stress
- Make a 'do not do' rule list
- Employee days and boss days
- Batch decisions at your 'good time' of day
- Make one decision before moving on and considering others
- Make hardest decision first
- Make all the easy decisions first
- A to-do list is not a wish list

Schedule/Calendar

- 1 Deadlines 1st: Set up tasks according to deadlines
 - A deadline on a calendar is worthless without the task being scheduled
 - Example: Ezine, Ad copy
- 2 Calendar for calm: Calendar even if there is no deadline
- 3 Little things: Keep a 'less than 10 minute' list
- 4 Intentional mental breaks
 - Driving
 - Last 10 minutes of the hour
- 5 Slush Time
 - Every day
 - Every week
- 6 Get 'er done: Work to time, not to task
- 7 Handling the tough stuff:
 - EMAIL**
 - Batching
 - Email-free zones
 - INTERRUPTIONS**
 - Phone
 - Family

DISTRACTIONS

- Pets
- Family
- Juicy to-do piles
- Email
- Someday/maybe ideas

EMERGENCIES

- Portable work

8 What to do when things take too long

- Technology doesn't work
- Need additional training
- Broken computers, etc.

EMERGENCY PROCESS

- 1) Look at calendar for next 3 days
- 2) What absolutely, positively can't be delayed?
- 3) What can you give up?
- 4) What can you reschedule?
- 5) Favorite way to 'find time':
 - Get up one hour early? Give up one hour of TV?

Track and Tweak

PROJECT TRACKING

- Map out all tasks in the project
- Work back from the deadline to fit everything in
- Identify potential challenges
 - Unknowns
 - Tough tasks
- Schedule extra time - 'get ahead time'

Complete & Celebrate

- Decide at beginning of project on 'Complete Marker'
- It's not done until you've achieved that marker
 - Almost-done syndrome (avoid this)
- Decide at beginning of project on completion celebration

YOUR ASSIGNMENT

Schedule 1-2 hours in the next week, and walk through your to-do list using the P&P Magic Formula.

MY QUESTIONS OR CHALLENGES: