

THE MODERN CEO'S TIME-SAVING *playbook*

SECRETS TO SAVE YOU TIME &
MAKE YOU MONEY

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TIME IS A NON-RENEWABLE RESOURCE

IT'S TIME TO LEARN HOW TO MAXIMIZE *your time*

Here's the truth—no one teaches you how to be a successful CEO or business owner. No matter how much education you've had, how many courses you've taken, or how many productivity tools you've purchased, it might just seem like time is never on your side. And let's face it, you might be feeling lots of pressure beyond just creating business success.

AS A MODERN CEO, YOU'RE LIKELY BALANCING HOME, BUSINESS, FAMILY, SOCIAL, AND LIFE OBLIGATIONS... ALL WHILE TRYING TO GIVE THE IMPRESSION THAT YOU'VE GOT IT ALL TOGETHER.

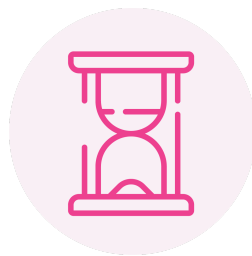
I want to let you in on a few secrets that successful female CEOs—those who have busy and complex lives just like yours—use to get the most from every precious hour.

These secrets will sound simple, obvious in many cases, but the practical day-to-day application of them is where the simplicity stops. Managing our time resource is hard! And it's not like you get lots of time to "practice" getting it right. Talk about trial by fire!

So read on, my friend. Know that you're already doing way more in one day than most people do in one week. And that with just a few simple tweaks, you'll be on the road to next-level productivity and success.

7 CEO TIME-**SAVING** SECRETS^{!!}

- 1 - BATCH *everything*
- 2 - DON'T *mismatch* ENERGIES
- 3 - LEVERAGE OFF-PEAK TIMES
- 4 - *Be* THE EARLY BIRD
- 5 - LEVERAGE \$\$ AND TIME *conveniences*
- 6 - ROUTINES FOR THE *win*
- 7 - ANSWER THE *big* QUESTION



STRESS-REDUCING & TIME-SAVING SECRETS

INTEGRATE THESE SECRETS TO REDUCE STRESS & MAXIMIZE *your time*

01

Batch Tasks

What kinds of tasks can you batch? So many, in both your business and your life! Errands. Emails. Meetings/Calls. Reach Out. Food Prep. The list goes on. Batching requires thinking ahead, but when you have a solid plan, you can save hours in your week. If you only use one tip, use this one!

02

Batch Energies

There are 6 energies of entrepreneurship: Content Creation, Marketing, Edge Work, Self Care, Fulfillment, and CEO Time. Understanding these energies, and intentionally batching tasks that share the same energy into one work block, saves time and improves focus.

03

Use OFF-Peak Time

As CEO of your business, YOU can choose when you work. Take advantage of low crowds, light traffic, and shorter wait times by scheduling shopping, errands, and self-care appointments during off-peak times. You'll reduce stress while saving time and can use No. 4 to get everything done.

04

Be The Early Bird

It's true ... the early bird really does get the worm. Starting your work day early helps you get ahead of your day, and allows you to work during quieter times when you're less likely to be distracted or disturbed. By taking advantage of these off-peak working hours, you can use tip No. 3 to save even more time.

05

Leverage Convenience

Use low cost convenience services like grocery delivery, house cleaners, and online shopping to save time (and \$). The time savings add up quickly and can make a huge difference in your day. An \$8 fee for grocery delivery saves you hours (and avoiding impulse purchases recoups your \$8 bucks).

06

Routines For The Win

While they lack variety and excitement, routines save lots of time. By knowing what to expect, you can plan better and avoid wasting time during your day. You can also create a more peaceful environment when everyone knows what to expect. Routines are guideline that free you up for creativity and spontaneous fun!

REAL-LIFE CEO—MY TIME-SAVING PLAN

USE MY EXAMPLES BELOW TO GET YOU *started*

01 Batch Tasks

MY SECRETS: I consciously choose the sequence in which I'll complete my errands and plan my route based on traffic/time of day. I host client calls on Tuesdays and Wednesdays. And I plan weekly menus and order my groceries in one sitting, so I don't forget anything.

02 Batch Energies

MY SECRETS: The energy of marketing is about putting energy out into the world and truly connecting with people. Content creation energy however, is a very internal process; I like quiet time to hear my thoughts. Those two energies don't match, so I put tasks in those different energies into different days of my week.

03 Use OFF-Peak Time

MY SECRETS: I schedule my hair cuts & manicures back to back on Friday mornings since they are across the street from one another. I schedule mid-morning appointments that ensure timeliness and avoid rush hour and school bus traffic. This helps avoid foreseeable delays and wasting time.

04 Be The Early Bird

MY SECRETS: Okay, I'll admit it: I only get up at 5am because my puppy needs to go outside. But the positive benefits I get from having 2-3 uninterrupted work hours can't be ignored. The quiet time allows me to think clearly and actually complete tasks before more gets added to my plate during the work day.

05 Leverage Convenience

MY SECRETS: I pay for grocery delivery, which saves hours of my time and keeps me from meandering down the potato chip aisle (ultimately saving me pennies & calories). With more low-cost, time-saving services like this popping up all the time, it's easier than ever to stay focused on my work while loving my family.

06 Routines For The Win

MY SECRETS: I like having variety day-to-day, but consistency week-to-week. One benefit of having integrated Tips #1-5 into my life? Routines build themselves fairly easily. My puppy likes routines. My wallet likes routines. And I love routines because they limit the number of choices I need to make every day. Hello brain space!!

SECRET #7: THE GOLDEN RULE FOR MAKING CHOICES

UNDERSTANDING THE TIME, QUALITY, COST TRIANGLE & HOW TO MAKE IT WORK *for you*

Can you have it all? It's debatable! But rather than trying to work out the "having it all equation," I'd like to invite you to choose a different way. If you seek to balance the time, quality, cost triangle in every situation, you can make choices that align with your core values and priorities, and live in a way that's best for you.

Truth time: in every situation you must decide what's least important to you. Time? Quality? Cost? Choose wisely.

IT BEGINS WITH KNOWING YOURSELF



Time: Fast or slow? Professional or DIY? Speed and duration are variable and relative, but time is your only non-renewable resource. Do you want to save time? Are you comfortable being patient?

Quality: Quality decisions range in importance depending on the topic. As a consumer, you have choices around the quality of products and services available to you in most situations. Your personal rubric on quality can help you decide when "good is good enough" or when it's time to invest in quality.

Cost: Is \$100 a lot of money to you, or a little? Cost is relative, so you'll need to be clear on your own personal money gauge to evaluate cost. Consider that the variability of what goods and services cost generally runs in direct correlation to their quality and the time they require from you (or others).

Here's the truth: no matter who you are, as a consumer making a buying decision, you can only get your way in 2 of the 3 areas. Want low cost and high quality? It's gonna take awhile. Want to keep costs down, but do things fast? Expect a lower quality (or more of YOUR time being required).

CREATE YOUR TIME-SAVING ACTION *plan*

APPLY THE SECRETS TO YOUR LIFE AND GAIN BACK MORE TIME FOR WHAT'S IMPORTANT

Now it's your turn. In the spaces below, begin to make notes around ways you can use each secret to get more from your time. One little idea can be a real spark in the right direction, so don't hold back on listing anything that comes to mind. Once you have a few ideas, start putting them into practice. Starting small will help you form new neural pathways in your brain so you can build and create successful habits in the weeks and months to come.

Batch Tasks

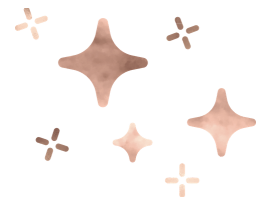
Batch Energies

Use OFF-Peak Time

Be The Early Bird

Leverage Convenience

Routines For The Win



I HOPE THESE SECRETS
HELP YOU SAVE TIME AND
reduce your stress!

These tips have definitely helped me and my clients save time. And I believe these tips will help you, but only if you PRACTICE using them! Be patient with yourself as you work to build these concepts and ways of being into your day-to-day life. I believe that you are a strong, capable Modern CEO and I can't wait to see how you use these secrets to improve your biz and life!



I'm **Eryn Morgan**, **Success Strategist and Business Coach**. I help creative service providers who are amazing at supporting clients to make smart choices that lead them to increased revenue, clarity, and fulfillment. If you're looking to build the next level of your business, I'd love to support you on your journey. Get more free resources at my website, ErynMorgan.com

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