

Your Time Diary

Chapter 5: Business

In health and fitness we often ask clients to fill out food diaries and training logs. The professional equivalent? A time and activity log.

The idea here is to keep a record of everything you do during your week, to catalog your tasks and the time it takes to do them. You don't need fancy apps or time trackers for this, although you can use them if you want. Yours could be as simple as this.

Your Task Log

| 7 AM | :00-10 | :10-20 | :20-30 | :30-40 | :40-50 | :50-60 |
|-------|--------|--------|--------|--------|--------|--------|
| 8 AM | | | | | | |
| 9 AM | | | | | | |
| 10 AM | | | | | | |
| 11 AM | | | | | | |
| 12 PM | | | | | | |
| 1 PM | | | | | | |
| 2 PM | | | | | | |
| 3 PM | | | | | | |
| 4 PM | | | | | | |
| 5 PM | | | | | | |
| 6 PM | | | | | | |
| 7 PM | | | | | | |

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After a week or so of recording, divide your work into one of these categories:

1. Low-leverage activities I worked on

2. High-leverage activities I worked on

3. High-leverage activities I didn't work on*

Next, look at how much time you're spending on low-leverage activities, the ones that feel urgent or important but don't make a difference in getting clients, keeping them, growing a business, or achieving any goal you've set out to achieve.

Back when I was a full-time personal trainer and lifestyle coach, it was scheduling, invoicing, and answering basic questions about protein and peanut butter that felt annoying, low leverage, and in the way of my bigger goals. If I was busy doing these things, I wasn't working on getting new clients, building systems, or learning more about my craft.

*

These are the activities you know are important and will produce a high return but you simply didn't make time for them, so they never made it onto your calendar.

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Next ask yourself if there's a way to cut down on the time you're spending on low-leverage things by creating templates for the same emails you send out every week, or using scheduling software, or using an automated billing system. Are there some you can flat-out eliminate? Is there a way to structure your month so certain tasks can be done in a single chunk on a specific day, rather than having them hang over your head every day or every week?

The goal here isn't necessarily to eliminate low-leverage activities. Some of them are necessary—for now anyway. Rather, the goal is to reduce time spent on them, freeing you up to do more high-leverage tasks, including some of the things you've been procrastinating for much too long now.

These activities and worksheets are taken from the book **Change Maker**: Turn your passion for health and fitness into a powerful purpose and a wildly successful career by John Berardi, PhD.

Check it out at: www.changemakeracademy.com/book