

# Niche Success Blueprint

## “Start to Profit” Training Course

### Module 14: Goals, Tasks, Processes & Priorities

Over the last few months we’ve covered A LOT of ground together. If you’ve been working through this course consistently and methodically, then you’ve no doubt made *serious* progress toward your goals already. That feels *awesome*, doesn’t it?! :-)

Sometimes it’s easy to forget how much progress you’ve made, and focus instead on how much work you still have in front of you.

You may feel **overwhelmed** at this point, or a little flustered with all the tasks it takes to get a niche site off the ground and into profit.

This week we’ll focus on goal setting, priorities, organizing your tasks, plus creating structure and a workable schedule to keep you on track.



***“Discipline is the bridge between goals and accomplishment.”*** -Jim Rohn

This is a good time to stop, take stock of your progress and your future goals, and **create an action plan**. It’s easy to feel “stuck” with the endless ideas and tasks on your mind (or on your list). It’s referred to as “information overload” or “analysis paralysis”. The solution is to prioritize your tasks & goals, and map out a strategy...

# Turning Overwhelm & Ideas... Into Actions!

If you have a lot of ideas, tasks, concerns or thoughts of any kind relating to your business or your niche site, the best thing to do is what's called a "Brain Dump". It's much easier to deal with tasks & issues when they are on the screen in front of you where you can organize & prioritize them logically... than it is when they're constantly distracting you in the back of your mind while you're trying to work.

It's also a good foundation for **creating action plans**, processes, and a workable task list for your business.

A "Brain Dump" is exactly what it sounds like. Basically you dump all of your ideas, tasks and thoughts on paper or in your favorite software program.

**I prefer to use [Evernote](#)** for this exercise, and most other tasks. It's free software that syncs across any mobile device or computer you have. It keeps all of your projects & notes in one place (and [backed up!](#)) - plus you can access it from anywhere, anytime. **See [What is Evernote?](#)** for more info.

When you sit down to do a "Brain Dump" don't worry about the format or about making it organized. Start by just freely journaling (listing) all your thoughts, ideas, tasks, etc.

When thoughts or ideas are in our head, we deal with them emotionally. They tend to make us feel stressed, overwhelmed, confused, unsure, etc. When you get it all out of your head and "in plain text" in front of you - you are able to deal with it logically instead.

*Note: You may want to get out of your usual (distracting) work space and take your laptop or tablet to another room - or even location - for this exercise.*

Once you have everything "dumped", sort it into lists. This is where using Evernote or another software program (vs paper) can really come in handy. You can simply copy and paste to move things around. I like to lump related things into categories, such as:

- Priority Tasks/Goals (important or deadlines)
- Back Burner File (great ideas, but not necessarily a priority)
- Personal Tasks/Goals (things unrelated to work, but still need to be tended)
- Maintenance Task List (things that need to be done daily, weekly, monthly, etc)

## About Lynn Terry

Best known for ClickNewz, Lynn works online full-time as a Professional Blogger and Super Affiliate. She has 18 years experience in a variety of online business models, and a passion for helping others achieve the same success & lifestyle.

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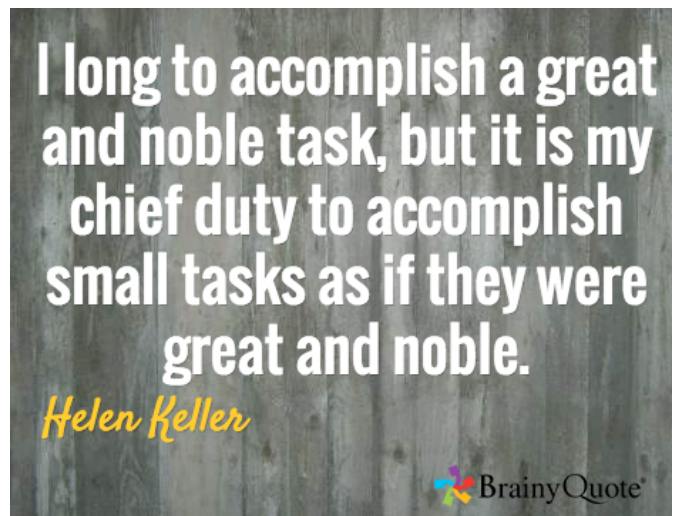
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# Prioritizing Your “Action Plan” and Task List

Now that you have it all in front of you, and categorized into sections, you can easily **create a workable schedule** or routine for your tasks. You can also prioritize your task list so that you’re focusing on the most important tasks first - those things that make the most sense *right now*, and that will move your business forward the fastest.

**Tip:** Put any idea that is not attached to a deadline, not “pressing”, and that is not in line with the ONE thing you are working on right now... *in the **Back Burner file***.



This is a great place to store ideas, save things you want to read, put links to plugins or programs you may want to check out later, etc. That way you don’t lose them, and can refer back to them when you’re ready - without taking you away from priority tasks.

Once you have all of those “distractions” out of the way, organize **your Personal list**. Make note of any personal goals you want to achieve, and personal tasks you need to tend to - and sort those by priority. It’s also a good idea to list out all of your debts and assets so you can prioritize your financial goals and your financial action plan.

Next, organize your **Maintenance Tasks**. These are things that need to be done on a regular (consistent) basis to keep your business running. This includes tasks like writing content and publishing blog posts, answering blog comments, social media updates, interacting in groups/communities or on social media, responding to your social media replies, scanning/answering email, mailing your list, etc.

**Priority Tasks** are those things you’re working on *right now* or implementing in your business to move it forward. They aren’t necessarily things you’ll do regularly, but rather implementation type tasks and/or deadlines. This might include setting up your mailing list, updating your subscription form and opt-in copy, writing a guest blog post that’s already been requested/accepted, etc. And of course... doing your Brain Dump. :-)

**Start with Priority/Deadline tasks** and knock those out first. Just get them done. ONLY work on “true priorities” - those things that need to get done NOW, period.

***Our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act. There is no other route to success.*** -Pablo Picasso

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If you're feeling a bit "lost" my advice is to go back to your [Objectives Worksheet](#) and also refresh yourself on your original ideas and goals. It's easy for those to get lost in the daily grind of micro-tasks. \* *Always keep your "why" fresh in your mind!* \*

### **David asks: How do you organize your tasks? Do you have checklists for daily, weekly, monthly and quarterly tasks?**

Referring back to your list of "Maintenance Tasks" - those things you need to do on a regular basis to keep your business running (and your niche site growing!) - your next step is to organize each of those tasks. Make note of **how often** each task needs to be done, and **how much time** they take to achieve.

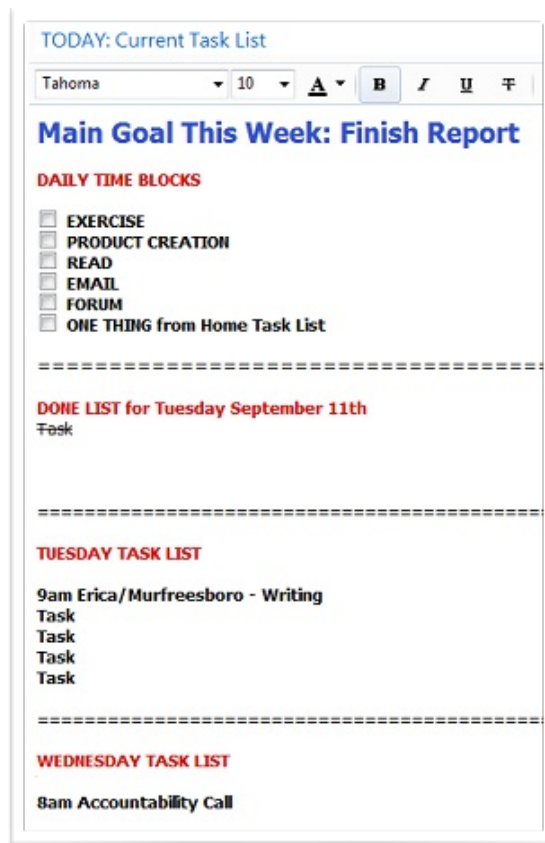
You can tweak those details as you go, so start with a "best guesstimate" for now. Some things will take longer than you expect, you'll become faster at some tasks or figure out more efficient methods, etc. Your goal at this point is to get structure in place.

Plan to adjust as you go. You'll constantly tweak your list as things change and evolve, or as your business grows and you add in new tasks/goals.

I use [Evernote](#) to organize Maintenance Tasks. You can see the screenshot to the right, which shows an **example Task List** so you can see how I use it:

I have my Priority Goal for the week in bold at the top of the list, then checkboxes beside Daily Tasks. Each task is has time assigned, such as "20 minutes reading/studying", "30 minutes Email", etc.

I use a timer for each task, and my goal is to check off every box before the end of the day. It's almost like a game, and I feel *challenged* to mark off each box. That's just an example list of course. The key is to **be consistent with your main business tasks.**



My current Daily Task List is much longer than what you saw in the example screenshot on the last page. Obviously it includes things like blogging, "strategic networking", managing my active Facebook Groups, etc. Not every block gets checked every day. *That's okay.* My goal is to check off as many as I possibly can! :-) Some things on my current list are not meant to be done daily - such as "mail my list" or even blogging. Although I would *LOVE* to blog daily, but we'll talk more about that in a few minutes. ;-)

**To create your own Priority Task List** simply go back through the last 13 Training Modules in this course and make note of any great ideas that come up (Back Burner), any ongoing tasks (Daily Tasks) - as well as Priority Tasks you haven't yet completed. Simply add to or adjust your Task List as you notice "repetitive tasks" in your business.

**Tip:** Add "Money Task" to your daily list. Big or small, whether it takes five minutes or five hours, you should do at least one "money task" in your business every day. This could be anything from making a profitable connection, writing a blog post with a specific product recommendation, a task that grows your mailing list (long term), etc.

## Increasing Productivity: The "Time Log" Exercise

You may have noticed my "Done List" in the screenshot on Page 4. I move tasks there once they're completed. I also keep running notes there all day of anything I do, as a means of **keeping track of how I spend (or waste) time**. It's a running "Time Log" of how I spend my time every single day. This is particularly useful for looking at ways you can better spend your time, analyzing **what's working and what isn't**, and identifying repetitive tasks you may want to eventually outsource.

The goal is to move everything from the Task List to the Done List, and also to mark off each of the Time Blocks. At the end of the day I move the Done List to another file (where I save them all to review periodically), uncheck the Time Blocks, and start all over again the next day. This is the system I use myself. If you already have a routine that works well for you, great! If not, definitely give this a try for yourself. :-)

*That "done list" file comes in handy, by the way! It's a great way to look back and easily see which day I transferred these funds or paid that bill, started a certain promotion, sent an invoice, updated a page that is now converting better, or whatever.*

If you don't want to go through the trouble of keeping track of "done tasks" on a daily (ongoing) basis, I highly recommend you **keep a Time Log for the next 72 hours**. You'll see exactly HOW you spend your time, and where you should make adjustments.



# How Often Should You Publish Blog Posts?

On the topic of routine/schedule and productivity, I received a great question via email regarding "Blog Post Publishing Frequency". I'll share that note/question with you here along with my advice to you... and my candid response to the actual question. :-)

Here is a screenshot of that snippet from the email:

## 1. Blog post frequency

Many people recommend adding content several times a day, often very short posts with comment about curated content. On ClickNewz and your low carb blog you add content much less frequently and almost all tends to be long form.

I saw you gave an example of short content, but even then you had a video embedded in the post, which to my mind makes it long form as you need to spend more than a minute or two to get the content. Also, from the way I read it, you treat each new blog post as a kind of mini-launch.

How often to you recommend adding a new blog post?

Ideally I would like to publish a new blog post every single day, or at least five days a week. In fact, it's one of my Daily Time Blocks in Evernote. And yes, between [ClickNewz](#) and [Traveling Low Carb](#) that would mean a minimum of 10 blog posts per week.

In the beginning, I *did* blog daily - or close to it. With a new blog it's important to get your core content published (as we've discussed in previous Modules), and to be in front of your market consistently. I still aim to blog several times a week, but it's true that I don't always meet that goal. You may not always either - *and that's okay*.

That said, 10 years into one site and 3 years into the other, I have quite a few content channels where I am consistently in front of my market - in addition to my blogs. That includes active Facebook Groups, blog comments, social media channels, my forum, other places where I contribute content, and even these weekly Training Modules. :)

**Aim for a minimum of 3 blog posts per week, but blog daily if you can.** You can mix it up between longer and shorter posts, and various *types* of blog content...

# Short Blog Posts -vs- Long Blog Posts

To be clear, there is no ideal blog post length. Your blog posts should simply be as short or as long as it takes to make the point - no more, no less. It is a good idea to offer a mix of post lengths though, and see which your audience responds to best.

You can share a video from YouTube along with an actionable tip, or share a great resource you discovered and tell them how and why they should use it. Other times you'll want to dig in to a deeper topic, give your readers a detailed tutorial, etc.

Mixing it up is great for your readers, and it also makes it easier on you. Especially if writing the longer blog posts takes you a bit longer than you would like. On that note, I use [a template](#) (or a set of elements) that makes writing longer posts a lot easier.

<http://www.clicknewz.com/9879/video-lighting-comparison/> I consider this post very short as it's just a video, an image, and a couple of very short paragraphs. Videos take me less time to create than text, and in this example - it's better at making the point.

<http://www.travelinglowcarb.com/4257/low-carb-terms/> This may be considered "a long post", but it was a fast one - it's basically just a list with some text added for context.

<http://www.travelinglowcarb.com/4343/wonderful-pistachios-super-bowl-commercial/> This is an example of a "short post" I literally wrote during a commercial break. :-)

## **"You treat each new blog post as a kind of mini-launch."**

This is true. As I've taught you throughout this course, search engines rank PAGES and people read TOPICS. While you will have subscribers and regular readers, even *they* will pick and choose which topical posts interest them enough to sit down and read.

You've already learned to optimize each individual page or blog post for a very specific keyword phrase, relevant to the content on that page, and include a strong call-to-action or "next best click" for your reader. So I suppose you *could* call it a "mini-launch". I never really thought of it that way, but it's an interesting perspective.

Of course, not all content is meant to sell a product. Some is meant for building your audience (getting subscribers), encouraging comments/engagement, promoting your social channels to increase social reach, etc. Still, every page should definitely have a specific point - and that point should be **very clear** and **very inviting** to the reader.

**One of my favorite resources for *Fresh Content Ideas*, and also for keeping my publishing calendar organized, is this free download from Lynette Chandler:**

### **[Free Blog Planner & Marketing / Content Calendar](#)**

I print it out every year and put it in a binder (my local printer does this for me cheap). It's a great way to plan out your content and also keep track of your priority tasks and deadlines. It includes great ideas for content themes, promotional themes, fun easy blog post ideas, etc. See the link above for a video and some screenshots. *You'll love it! :-)*

As we close out this Training Module, I encourage you to analyze your current routine. Look for ways to increase productivity. Create a schedule to complete tasks & projects. Do the 72-hour Time Log exercise to see where you are spending your time, how you could be spending your time better, what to eliminate, what to do more of, etc.

There are only three things you need to accomplish all the tasks it takes to start & run a successful niche site:

1. Time
2. Energy
3. Discipline

That's it - nothing more. Just time & energy devoted to it, and the self-discipline & commitment to see it through.

***Action is the foundational key to all success.***

-Pablo Picasso

Once you organize/prioritize the tasks needed to achieve your goals, it'll feel GREAT to see those tangible solutions right in front of you - as a workable action plan!

Be sure to download the content planner linked at the top of this page. It's an amazing resource for content ideas, and a great way to keep your content & promo ideas (and publishing schedule) all in one place. *Enjoy. :-)*

### **Have Questions?**

If you have questions, join us on the ClickNewz Forum:

[Join the ClickNewz Forum](#)

You can also post questions for Lynn Terry on one of the following social networks:

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If you would like hands-on help brainstorming your business or setting up your website, contact Lynn at: [AskLynnTerry@gmail.com](mailto:AskLynnTerry@gmail.com) to discuss low cost private or group coaching options.

**If you have questions about this week's tasks you can reach me on [Facebook](#) or at my [Forum](#). Otherwise I'll see you next week in Module 15. \*cheers\***