



## INTERNATIONAL FREELANCERS ACADEMY

Training that transforms your solo business

### What's Your Performance Like Today? JasonWomack

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**Jason Womack:** Hi, there. My name is Jason Womack, and I want to talk to you for a couple of minutes about something very serious. You know productivity, performance, time management; these kinds of things that when we look back after a long day or a week or now that the year is going by as fast as it is, we want to look back and know that we did something, know that we accomplished something.

When you sit down and those of us who worked out of a home office or on the road a little bit, there are all kinds of things that we need to make decisions about all day long, right? Do we respond to that email? Do we pick up that phone call? Do we respond to the little one running through the living room as we're doing our work? What you get done through the day is really going to come down to three things and I want to talk about those. And then I'm going to give you a tool you can use as kind of a prioritization kit, if you will.

At the Womack Company, we worked with all sizes of companies, all kinds of folks around the world. And our specialty really is mastering workplace performance, so that at the end of the day, at the end of a week, at the end of a client engagement, at the end of a conversation with somebody, when you look back you know that you did ABC whatever that is to you. Now to me, ABC means accomplishment, my belief, and challenges. So let me talk about each one of those for a little bit. I'm going to give you a tool you can use with each one. And then I'm going to end this International Freelancers Academy presentation with a tool that you can walk away with. Stay tuned because after just a few minutes this one tool that I draw up here on the sheet that's going to allow you to process really filter through what's the great work, what's the best work that you can be doing.

So let's start here with accomplishments. Once every 24 and then again every 168 hours, that's right so once a day and once a week, I'm going to ask you to step back. And at the end of the day, if you're watching this video at night right before your head hits the pillow, as you're brushing your teeth, or as you're kissing your kids goodnight whatever it is that you do to end of the day, for the next five days I want you to ask yourself this question. Was I me today? Another way to ask that question is, did I do me today? Was I





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the best I could be? Was I the best friend? Was I the best vendor? Was I the best client? Was I the best parent? Was I the best, whatever that is. Right on a weekend, freelancers we're just as likely to be working in a garden on Tuesday as writing up a client proposal on a Saturday.

So that question, was I me today, really takes into account what I accomplished, right? You see often it's really easy to start the day and go through the middle of the day and even end of the day with the big long laundry list of what we didn't do or what we have to do. In fact, so many people are focused on what they have to do they lose sight of what they did. The accomplishment process is a very specific one. It's a very critical one to our moving forward. So things that you can think about when you think about accomplishments, who did I talk to, what did I finish, what closed itself, what did I contribute back through today.

Okay, let's go on to number two, beliefs, my beliefs. What do I believe? What do I know in my head and in my heart and inside of me? What do I know is possible? What do I believe I can do? And as you're taking a look at this as you're thinking to yourself about where you're going, beliefs it's more than goal setting, right? Goal setting is kind of like here's what I hope I get to or here's what I'm planning to get to. But your beliefs, those are the things that are in the core, the real integrated things that you're going to understand. There's probably some people out there who are hoping that you show up. Are you showing up at your full intent with everything you know, with everything you understand, with your intuition, with your experience?

Here's a tool you can use, by the way. In order to access your own beliefs, I invite you to pick a big project, a big event. Pick something that you care deeply about. And at the end of whatever that noun is, right, whether it's being a parent, whether it's being a great vendor, whether it's a community event that you're sponsoring, I want you to pull out a piece of paper and write down I am doing this whatever this is. I am doing this so that I am training my physical body so that I can compete in my triathlon. I am writing this proposal so that I can step up to a new level with my organization, with my business. I





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am planning a weekend getaway with my family so that I can take some time away from the computer, from work, from the desk, from the lights of the office.

Now here's the trick. Once you've identified the so that of whatever that thing is that you're working on, I want you to go deeper. I want you to go again. I want you to go again. I want you to go again for that same thing. I want you to dive down and see if you can come up with 8, 10, maybe even 15 so. Here's what I found, folks. Once you get down deep into that thing, once you find that 14, 15, or even 16 so that, you're going to find some energy. So you're going to find some juice right there, right?

I am doing this video for International Freelancers Day so that I can share some of my ideas with you, so that I can stand in front of the camera and share whatever it is that I believe in, so that someone out there at International Freelancers Academy land will get an idea that here's something or see something that they may never have seen before. I am doing this video so that and I can keep on going and keep on going and keep on going. That leads me to C.

And C is for challenge, right? What are you challenging yourself to get involved in? What are you challenging yourself to step into? Who's challenging you? I say it all the time, right? We can get your phone to ring. Come on, place another ad and leave some business cards on windshields. I don't know. We can get your phone to ring. Are the right people calling me? All right. Are the right people, are the right clients reaching out and hoping that you'll work with them for a little while?

Okay, folks, here's the tool that you can use for challenge. I need you to pull out another piece of paper. And on top of this piece of paper, I need you to write down these words. I am at my best when and then fill in the blank. I am at my best when I'm prepared a day or two ahead of time for the work that I'm doing for clients. I'm at my best when I eat a balanced breakfast in the morning. I'm at my best when I reach out to a mentor or when I call someone who's coaching me and check in with them. I'm at my best when I say thank you to someone who may not expect it. I'm at my best when. And once you get 8,





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10, maybe even 15 of these, make them part of your early morning review. So that as you start your day for the next five days, you review your inventories or your recipe, right? I'm at my best when. And you go through this little filter and you set yourself up for success. You set yourself up to engage with everything you've got.

Okay, I promised you I'd give you a tool. So what I draw over here on the little white board, it's just a little piece of paper here, there is a tool that I used to prioritize the projects that I'm working on. And if you can imagine, an imaginary line across here. And this is what I call the efforts versus payoff charts. Now, of course, this is all going to be relative so keep that in mind. Over on this far right hand side, this is going to be high payoff, right, freelancers where I put a dollar sign next there. Over here is going to be high effort, okay. We might put a little energy symbol over there. So that as I go through here, I think about the projects that I'm working on, the clients that I'm attracting, the things that I'm working toward and I can kind of be subjective, right, which is relative. I can subjectively place those around.

Now I just made up an example here. So the tool you need, by the way, is just a 3 x 3 pad of Post-it. And what I do is I actually write down here the projects that I'm kind of working on these days, okay. And then this is all subjective. I mean if you ask me this tomorrow morning I might put these in a different order, right? So I take these things. I put them up here. Let me get this one here and put this down. Now when I look at this, all right, what I'm looking at is: what is the relative payoff versus efforts of the things that I'm engaged in? So this one it's just not—here I'm going to do this, okay. That one up there that's my book proposal. January 31<sup>st</sup> I have a book proposal due to a publisher; high effort, high energy, potential for high payoff, right? Ask anyone who's published a book. The potential exists that something great will come.

Over on this left hand side over here, high effort, questionable payoff, is updating the website. I've been in business now for four years. We've got a lot of client work coming in. We've got a lot of people coming in via LinkedIn. I've got a Facebook profile where people are finding us. Twitter people are finding us. We do one presentation in front of





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1500 or 2500 whether it's freelancers or insurance agents or real estate brokers, all kinds of people out there. The payoff of updating my website is a question mark. I'm not totally sure about that.

Over here, I've reorganized the bookcase, all right, those of us who have ever been on deadline who have ever done some kind of work around. It seems to be low payoff. It seems to be low energy. It's kind of that let me just do that kind of work, clean a drawer, clean out my files.

Over here, I have what I call the meet-up. We're doing a two-day event here in Ohio where we're inviting thought leaders to come to Ohio. You're invited to talk about what's important. What are the important things? What do we engage in? And I put over here that that's high payoff and relatively low effort. I live in Ohio. So really it's just a matter of bringing people who want to be with us.

Now you can use that tool for the projects that you're managing, the things that you're looking at. And then you can go hypothetical, right? Ninety days from now, what do you want to be working on and where do those things go on that sheet? So three things that I wanted to share with you plus the tool. The three things were your performance and productivity will come down to recognizing accomplishment, working on your beliefs, and adding challenges to what you're working toward. And then right here, you can take this chart. I call it the effort versus payoff chart, and you can start to relatively organize and prioritize the projects you're working on.

Hey, thanks for tuning in. I hope you get a couple of ideas. Please stay in touch. Go reread a couple sections of the Wealthy Freelancer if you haven't seen that yet and stay tuned. There's a lot more videos to come. Remember, this video is not going to be up forever. So if you saw some things you like and you want some of your colleagues to see this, quick forward it over. Thanks a lot and I hope to hear from you if you have any questions and I'll see you next time.

