



## Show Notes

**Episode 12:** How to boost your productivity (to make more money)

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### What's in this episode?

Hosts Rachel Smith from [Rachel's List](#) and journalist and content creator [Lynne Testoni](#) talk productivity and the time-saving tips and tricks to help you out.

**Make a list** Rach updates her list every Sunday night – it's a simple Word document with bulleted sections for each priority so she knows exactly what's happening through the week.

**Hard copy diary** Both Lynne and Rach swear by a real diary (not digital) and use it to plan their week. Rachel also puts in an hour-by-hour breakdown on really busy days to avoid getting distracted.

**Batching** This is where you carve out time to complete similar tasks – whether it's transcribing, admin, invoicing or research. It's a much more productive use of your time than jumping back and forth from task to task. We wrote about batching [on the blog here](#).

**Inbox Zero** Rach loves white space under her emails and aims for inbox zero (where all emails are filed, actioned or deleted) by 11pm.

**Making a start on stories.** Hate facing a blank page in the morning? Lynne says it's so much faster to hit the ground running if you've just made a start on your story for the next day – writing the head, intro and sell and setting up the page.

**Having an income goal** Whether you're a Rounded customer and rely on their built-in monthly / annual income goal graphs, or have your

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own goal to shoot for, both Lynne and Rach believe having an income goal can really motivate you to get work done and maintain the hustle.

**Knowing what to outsource** Whether you outsource online shopping, proofreading, design or podcast production (thanks Phil!) we're both huge fans of snatching back time in this way. NB: In the episode we mention outsourcing our transcribing to Rev.com, but both of us no longer use Rev. (The episode was recorded before [this story](#) came out. Doncha hate that!)

**Keeping track** When you're freelance, staying organised is key and you often are juggling a heap of things – story ideas, prospects to reach out to, invoices to send. It's impossible to keep all of it in your head and we've found that a lot of RL members love the trackers in the Rachel's List Toolkit. We have a pitch tracker (for keeping track of story pitches), an income tracker (for keeping track of your invoicing and expenses) and a client tracker (for monitoring the existing clients you're nurturing, and reaching out to new leads).

### SPECIAL OFFER

Want to try our trackers or another Toolkit resource? We're offering our lovely podcast listeners 50% off in the Toolkit until Dec 1, 2019 with the code **BYTE50**.

That's it for this episode. Hope you've found these show notes useful.

Cheers,

Rachel and Lynne

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