Business Review and Planning for 2022 - the theme of the year seems to be "Time Freedom"

- The Plan
  - Organize
    - What assets do we have and where?
    - What needs to be eliminated?
    - What can be consolidated?
  - Systemize
    - Improved project workflows
    - Fewer one-off projects - anything done two or more times can and should be a system
    - Consistency is still key in all things
  - Automate
    - Transcripts
    - Email marketing funnels
    - List hygeine
    - Traffic sources
  - Outsource
    - Podcast editing
    - Graphics
    - Document formatting and design
    - Content scheduling
- Three questions to ask
  - What should we keep doing?
    - The podcast
    - Promotional calendar
    - October sale event
    - Product bundles
  - What should we start doing?
    - More affiliate outreach
    - Upgraded images and website design
    - Podcast interviews and guest blog spots
    - Paid ads
  - What should we stop doing?
    - So much manual work
    - Anything that's a poor use of our time
- Goals
  - Lifestyle
    - Travel frequently
    - No calendar obligations
    - Get lots of outdoor time
  - Monetary
    - Continue to fund the retirement account
  - Business Assets
    - Updated website
    - Rebranded/upgraded membership site
    - Increased organic traffic
- Tools and Strategies
  - The Zone of Desire
    - Not good at and don't enjoy
      - Audio editing
      - PDF conversion
      - Social media content
      - Technical website details
      - Brand visibility
        - Search optimization
        - Finding and landing interviews
    - Good at but don't enjoy
      - Content scheduling
        - Webinars
        - Email
        - Podcasts
        - Blog posts
      - Personal outreach
        - Affiliates
        - Other content marketers
        - Customers
      - Slide design
    - Enjoy but not good at
      - Document design
      - Graphic design
      - Page/post design and formatting
    - Highly skilled and enjoy doing
      - Big picture planning
      - Calendar planning
      - Content creation
  - Time Tracking
    - Where is the best use of my time?
    - Where am I wasting time?
    - Tools to use
      - Clockify
      - Toggl
      - Notebook