

PLEASE NOTE: This is a machine transcription. Some punctuation and spelling weirdness are to be expected.

A few weeks ago I started a new journaling habit. Now, I'll tell you more about that in a later podcast, but one part of my morning journal that I'm finding really useful right now is to simply jot down my goals at the top of the page every single day. And I always write them out in present tense as if they were already true. So every day I write down things like I am well traveled, and I always fly first class seeing these things in writing every day. Helps me to keep them at the top of my mind. Plus it gives me the opportunity to review my goals every single day and decide if that's really what I want to do is. That's still my goal. And again, I'll tell you more about my journaling journey in another podcast later once that habit is more solidified for me and the benefits are more clear. I'm not 100 % sure I'm even going to stick with it at this point, but what I want to share with you today is a goal that I've been working towards for a while. And that is the one that says my work day ends at noon. Now, to be fair, I don't work a ton of hours. To start with, I put in less than 30 hours a week on average, but they're all spread out throughout the day and even throughout the week.

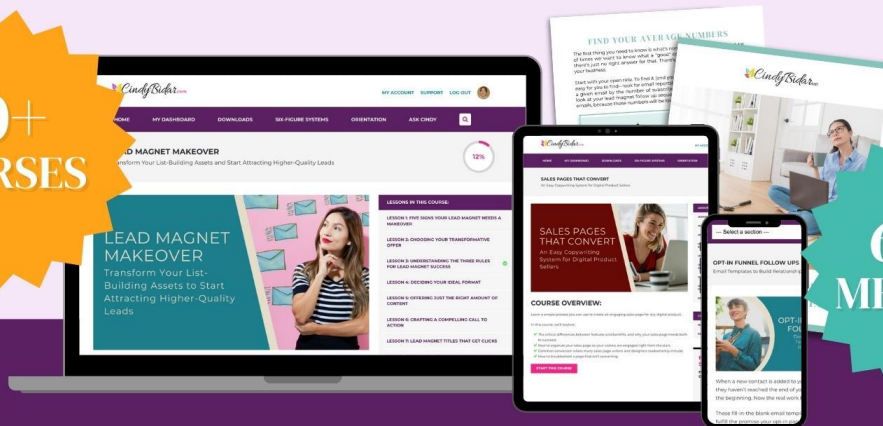
I might work for a couple of hours in the morning and then again for an hour or two after dinner. I might work on Saturday afternoon or Sunday morning, or I might work all day on a Friday. That kind of a schedule. Well, it's super flexible and I'm sure to some people it sounds perfect, but that kind of random schedule just doesn't suit me. It doesn't leave me the. Big chunks of free time that I want to have to do things like travel or go to yoga class or just maybe veg out on the couch and binge watch my latest Netflix obsession.

But if my work day ends at noon every day, if I can count on being able to close up the laptop and not have to look at it again until the next morning, that's going to leave me all kinds of free time that I'm craving to do fun things like that, one of the things that I do to achieve that goal. Is to try to become as organized and as efficient as possible. Every minute that I'm at my desk, I want to be focused and productive, and that means that all the time wasters have to go. Now, I've already done away with the distractions. I use an app called freedom. Dot two to block all of the distracting sites and apps that try to tempt me away from my work. I can't get to YouTube or Facebook or Reddit until after 2PM so I don't have those. Kinds of things to distract me from my more important projects. But there are other things that waste my time, and you might not even be aware of them. I wasn't for a long

time, and I'm talking about the time that we waste every single day just by being disorganized. Did you know that the average knowledge worker, and that's what we are, is knowledge workers? But the average knowledge worker wastes up to 2 and a half hours every single day just looking for the information they need to do their jobs. That's bad enough when you have a job. And you're working for somebody else. But when you work for yourself, those 2 and a half hours of wasted time mean that you're not making money, you're not doing the work that brings in your revenue, and even worse, you're not doing the work that really matters to your audience. You're not making a bigger impact for them, and you're probably not doing the things that you started your business to be doing. You're not doing the things that you really enjoy doing because you're wasting 2 and a half hours every day just looking for stuff. This is. Episode number sixty three of the Tiny Course Empire Podcast and today we're going to take back those hours with three of my favorite organizational tools. I could not run my business without them, and I want to share them with you today.

EVERYTHING YOU NEED TO START, GROW, AND SCALE YOUR ONLINE BUSINESS

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COURSES



600+
MEMBERS

START YOUR \$7 TRIAL

Well, hello and welcome to the Tiny Course Empire podcast. I so appreciate you spending a few minutes of your day with me today. If you're new here, be sure to hit the subscribe button on your podcast app of choice so you don't miss any future episodes. Each week, I bring you actionable strategies you can put to use in your online business, whether you're selling courses, printables. Coaching or even freelancing. Next week we're going to be talking about sales pages. Your sales pages are your bread and butter. They are what entice people to spend their money with you, and they are so intimidating to write. That's why next week I'm going to give you a plan you can follow to write any sales page fast. I'll break it down into easy chunks and before you know it, you'll have that sales page finished and you will be out the door, maybe even before noon.

But that is next week's show. This week we're saving time and frustration in 2 and a half hours every single day just by getting a bit more organized. You'll find the show notes, the transcript, and links for everything I'm talking about today at timecourseempire.com/63. Let's go ahead and dive into the first tool that I use and love every single day in my business, and that is Evernote. I talked about this a bit back on episode 44 And I will put the link in the show notes for that episode for you so to put it in buzzword terms though, Evernote is my second brain. I store everything there. If I need to remember something or I need to take action on something in some way, it is in my Evernote account. If I think I might ever need to find it or access it again, it is in Evernote. In fact, I love Evernote so much and I use it so frequently that I went so far as to become an Evernote certified expert, which means that they have determined that I know enough about Evernote to be able to teach Evernote to you.

Now, that's not something that I have any plans to do. I became certified in Evernote because I wanted to know the most about the program that I use every single day. So here's how I use Evernote to win back those 2 and a half hours every day that we've been talking about. First, I use it to file all of my important documents. As a small business owner or as a human being living in 2022 we have a lot of important documents to keep track of. I have legal contracts and things that I have agreed to. I have emails that I need to keep track of because they contain important information. I have medical test result. I have bills and invoices and tax records to keep track of. You probably do. As well, and I put them all inside my Evernote account. I also use Evernote to keep track of project Research when I am creating a new course or I am working on a website redesign. Or maybe I'm working on a project around the house. Maybe I want to plan a garden, or re carpet

my office, or buy new furniture, whatever it is. I keep all of my research inside of Evernote. So when I'm browsing on Amazon or other websites and I see something that I like or something that I want to use in my own project, I will clip that to Evernote and save it in my project research folder. That way when I go to complete that project, when I go to work on that project, when I go to pick out the carpet for my office, or I go to choose the plants for my garden, or I go to write the course that I'm working on. I have all of my research in one place, and I can review that and immediately get back to what inspired me in the 1st place.

So I use it to keep track of all of my project research. I have different notebooks, they're called in Evernote. I have different notebooks set up for each project, and that's where anything that's related to that project goes. I also use Evernote to remember everything. I talked a minute ago about agreements, and that's something that's really important to me. I quite frequently participate in giveaways and other events, or I come across ideas that I want to try, tools that I want to try out, or maybe marketing ideas that I want to try. I will see somebody writing about that. I clip that stuff to Evernote again using the web Clipper. Or I just forward emails into my Evernote account and that helps me to remember what it is that I have agreed to do. Did I agree to send an email on a certain day? it's in my Evernote account. Did I agree to provide some product as a part of a giveaway? That information is in my Evernote account, so I can always find it when I am looking for it, and I never lose track of ideas that I want to try. I have an entire ideas notebook in Evernote where I clip things like different marketing ideas or different sales pages that I want to emulate. Or maybe swipe files for emails that I really liked. I'll put those in that folder in Evernote, or in that notebook in Evernote as well.

A.

And the thing about Evernote that really makes it so useful when it comes to saving that 2 and a half hours every single day is the search function. I can literally find anything inside Evernote in seconds just by searching for it. Evernote searches the text of the notes that you put in there, but it also searches. The text of any PDFs that you upload to it, of any word documents that you upload to it really has a powerful search feature. So if I can remember a keyword, if I can remember someone's name. So for example, I am participating in the Feast of Education this year, as I do every year from businesssuccess.com And if I need to know what those dates are, I can just go search for Feast of education in Evernote and it will. Immediately pull U every note that I have, every document that I have, even images

that I have that have those words in it so it makes it really easy for me to find exactly what I need. I don't have to go hunting through a bunch of folders on my hard drive. I don't have to go hunting through my email. Account to email kathy demeyers over at businesssuccess.com and ask her what I agreed to. I have it all in my Evernote account and I can find it in an instant and that saves me. A ton of time. So if you have a tendency to lose track of things, as we all do. Sometimes if you feel like you are a bit disorganized and you have trouble finding what it is that you are looking for, or finding what it is you agreed to do, or finding the information that you need, I want to encourage you to check out Evernote because I think it's going to help you. It works on all platforms, it works on Windows, on Mac, on iOS and Android, and it has really helped me to save. Ton of time. I'm sure. It saves me more than two hours every single day just by using it and using that search feature within it.

The next tool that I use to save my time is air table keeps my content plan organized. Air table is what I use to keep track of what podcast episodes I'm creating. It's what I use to keep track of my email. Promotions it is what I will use to keep track of my YouTube video channel when I get that up and running later this year. Content creation is my most important job. I am constantly in writing mode. And a huge time suck for me is when I sit down at my desk and I stare at an empty page wondering what exactly I am supposed to be working on right now. On the other hand, when I can just open up my air table content base and see that coming U this week I've scheduled a promo campaign for a specific product and how I plan to talk about it makes getting into the writing groove so much faster. I'll give you an example so you can better understand how I'm using air table for this and I'll drop a link. In the show notes to my air Table base template that you can use if you're an air table user so looking at my air table content lanner for the next few weeks, I can see that I am right now promoting my [Plug And Play Trello Toolkit](#). This is going on as this episode goes live, so I'm going to drop a link for you in the show notes and we'll talk more about Trello in a minute because that's my third favorite organizational tool that helps me save time every single day.

But back to air table in my content planner. I can see that I have emails to write about using Trello. There are emails scheduled for today, and again, that's today, meaning the day this episode is published, so Thursday, November 3rd. On that day, I know that I want to send an email about the Trello toolkit, and I've decided that the topic of that email will be the three different ways that I use Trello in my business. I'll email again for the toolkit on Saturday, and the topic is my favorite

Trello power ups. Then on Sunday I'll email about the magic. Of Kanban boards. All of these notes are in my air table base. I can see exactly what I'm promoting and how I intend to promote it. Because I made these decisions ahead of time, I won't waste time staring at my screen and wondering what the heck I'm going to talk about in Saturday's email I already know. All I have to do is sit down and write. This air table base gives me other advantages, too. I keep track of how my promotional campaigns perform so when I'm building out my promo calendar. I can look back on past campaigns and quickly decide if they're worth running again. I can find out in an instant when the last time I promoted something was so I don't accidentally promote the same thing a month later. And you guys are like, what are you doing? We saw this just a month ago. We don't want that to happen. So I can keep track in air table of when the last time I shared something was. I also keep my affiliate links and links to any swipe files or graphics in air table. So everything I need to write my emails is all in one place. I never have to go hunting for links or images. And just imagine if every time I send an email for an affiliate product, I had to log into the affiliate center to find my link. It might take me a minute or two and I'd probably get distracted looking at stats or reading the latest blog post or whatever. So I might spend three or five or even more minutes just going in to get the. Link that I need. Do that every day for a year, and we're talking about more than 30 hours of wasted time. Let that sink in a minute. 5 minutes a day, three sixty five days a year is 30 hours. But by keeping all of that information in air table, I have it right where and when I need it, and it takes me about 2 seconds to copy it and paste it into my email. And I can get writing and get done and get out of my office in a reasonable amount of time. Every day, instead of wasting that 2 and a half hours. I don't know that air table saves Me 2 and a half hours by, itself evernote definitely. I'm not sure about air table, but I know that it saves me a significant amount of time just by being more organized. And dare I say, it makes me more money too, just by being more organized.

And the third tool that I use to save those 2 5 hours per day is one that I know many of you also use and love, and that's Trello. I use Trello for a lot of different things in my business, but two that really save me time are using it for my SOP's or my standard operating procedures and using it to organize my marketing assets, my SOP's board. And again, that stands for standard. Operating procedures. That's where I keep track of all of the checklists and the templates that I've created. For things like how to record this podcast, including all of the settings that I use in audacity and how I have my microphone set up and the outline template that I use. My SOP board also has instructions for managing zoom meetings for Q and A calls,

how to set up my streaming software if I'm going to be using that, and how to set up a webinar with a JV partner. Now, you might think that I wouldn't need to refer back to these checklists. After all, I do all of this stuff all the time, right? It seems like I should just know how to do it, and that taking the time to go and pull up a checklist would actually take more time than it saves. But at least for me, that's not true. These checklists and templates save me from making mistakes and having to backtrack and fix it or start over completely, or worse, forget something important like hitting the record button and then losing hours of my work. So yes, that SOP board saves me time every single day.

I also use Trello, like I said, to organize my marketing assets. I put things like logos and brand colors and fonts and photos and testimonials and all kinds of other branding assets in a single Trello board. Then when I'm writing an email or designing an opt in Page or whatever it is I'm doing, I can just go and grab what I need and I don't have to dig through a bunch of folders on my hard drive looking for that logo or that headshot. They're all right there in a single Trello board. Now, there are tons of other uses for Trello, too. That maybe don't save me as much time, but there are definitely they make running my business so much easier. I've used it to outline courses before, for example. I've talked about that before on this podcast. I love that method because it's like having a virtual note cards that I can drag and drop and rearrange until they're in the order that makes the most sense. And if you know me, then you know how much I enjoy outlining a new course using three by five note cards. Trello just makes it easier because they're digital. I also like to use Trello to plan and organize new opt in offers. For that I set up Trello like a Kanban board where each list represents a milestone or a different step in the process. Then I can create a card to represent the opt in offer and move it from list to list as the project gets closer and closer to the finish line.

For example, right now I'm working on a new opt in offer so I have a Trello board set up for that and on that board I have a list for keyword research which is where the Project is sitting right now, then the next step in the process is to design the asset and I'm thinking this one's probably going to be a quiz. Then from there I need to create the opt in and the thank you pages, then the email follow up sequence, and then I'll run it through the entire setup for a final quality check. Each one of these milestones is a list in Trello, and the card that represents this new opt in offer just moves from list to list as I work through the project, so I can always see exactly where it's at and what I need to be working on next. Now, having this set up in Trello saves me time because it's keeping all of the assets like keyword research

and graphics and stuff all in one place for this single project.

I mentioned earlier in this episode that if you're listening to this in real time. Meaning, if you hear this episode before Sunday, November sixth twenty, twenty two, then I want to invite you to check out my [Plug And Play Trello Toolkit](#) which is available for just a few days. I've bundled together 18 done for you Trello boards, including boards that help you organize your SOP's that help you create course outlines, organize your email, schedule plan your blog content, host a webinar, and more. Plus, I've included six short video trainings to help you get started. With Trello, if you're brand new, or to help you improve your Trello game if you've been using it for a while, the toolkit is available only until Sunday and I will put the link in the show notes for that, but if you miss it, don't worry, I got you covered. This toolkit is always available to my [Six Figure Systems](#) members and you can start a 7 day trial for just 7\$ when you visit tinycourseempire.com/join and as a trial member you will get access. To that Trello Toolkit inside Six Figure Systems, I teach online business owners how they can set up repeatable, profitable systems that make running a business so much easier. Come see what we're all about at tinycourseempire.com/join and I will see you on the inside.

So listen, here's the big take away. Today i hope this is what you'll get from this episode. Being better organized is what makes it possible to save those 2 and a half hours per day when you know where to look for that logo or your affiliate link, or you have your projects organized in a way that makes sense to you. It's just easier and faster to do the work that really matters. Being organized means you can sit down at your desk and write that blog post because you already know what you're writing about and you have your research and your links right there in front of you can quickly respond to business opportunities. Like if you're asked to participate in a bundle or a giveaway because you can easily find your headshot and your bio and all the graphics for the product that you want to offer. You can make faster, better decisions about what to promote and when. Because if you keep track of what you've done before using something like air table and you'll know what works and what doesn't. All of this will save you time every single day, not to mention make running your business a whole lot less stressful.

Ok, just to recap, the three tools that I'm using in my business to save time every single day are Evernote, where I keep everything I might need to remember later and where I do all of my project planning. Air table is where I set up my content planning. It's what helps me be super consistent with things like email marketing

and podcasting without wasting a bunch of time hunting down links and content ideas. And finally, Trello is the tool that I use to keep track of things like my SOPs and my brand assets, and it has a thousand different uses as well, so if you haven't checked it out yet, I want to encourage you to do that. And by the way. Each of the tools that I have talked about today have totally free plans that you can use. In fact, I'm using the free version of both air Table and Trello. I've never found the need to upgrade those to those paid plans. I do however, pay for Evernote because I want the option to forward emails into my Evernote account and that is only available on their paid plans. But you could totally make use of the free Evernote plan as well. As I mentioned, you'll find the show notes and links from this episode. at tinycourseempire.com/63 while you're there, I would like to ask you to leave me a comment. I'd love to know what tricks you have up your sleeve for saving time in your business. I'm always looking for ways to be more efficient, so drop me a comment and let me know what's working for you. And finally, if you're enjoying the show, would you do me a favor and leave a rating and review over at Apple Podcasts or wherever it is you listen to podcasts, that helps other people, other small business owners like yourself find us. And of course, if you have a friend or a colleague who could. Use this specific episode. You can just send them the link It's tinycourseempire.com/63. Have a terrific day everyone and I will talk to you all again next week.

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