



The Daily Profit Planner

Stop wondering if you are taking the right actions that will lead to increased profitability. On a daily and weekly basis, KNOW with 100% confident that you are doing what you need to do to be more profitable.

Spending your time tackling your to-do's will make your profit dwindle if you treat all tasks equally. Use the worksheet below every day so profits can rise.

First Column – List the Tasks

In the first column list everything (and I mean EVERYTHING) that you feel is a to-do: from client projects, to a marketing tasks, to walking the dog, or going to your kid's dance class.

Second Column – Business or Personal?

Make a note whether this to-do is business or personal.

Third Column- When is it Due?

Note the due date. If it is an ongoing task (like that dog who would cross his legs be distressed if it only got walked once in the next week), list daily, weekly, ongoing.

Fourth Column- Is this Income Producing?

For all business activities, list whether they are income producing (I), potential to produce income (PI), or non-income producing (N).

Examples- If you are working on:

- A client task that you have been paid for (or will be paid on completion) you put an **I** in the column.
- An active marketing task (say speaking to a group) that has the potential to lead to income put a **PI** in the column.
- Administrative tasks, distractions, tangents, etc. get an **N** in the column.



Task	Business or Personal?	Due	Income Producing?



Notice Insights

- What have you discovered about your list?
- Is it heavy on the non-income producing tasks or are you focused on what brings in money?
- Is the list smaller or larger than you thought?

Profit Power Next Step

Rearrange your list so that at least 80-90% of your time is spent on income producing (or potential income producing) activities each and every day.

Sustainability tip: While this exercise focuses specifically on financial income, make sure you include personal actions that pay you back in richer relationships, more joy, and more meaning on your list every day. This is precious form of profit and wealth that you can't afford to ignore.



About Paula G



Paula Gregorowicz owner of The Paula G. Company LLC, helps business owners take charge of their time, productivity, and technology and helps them build authentic, sustainable businesses while having plenty of time and space for a life they love.

The work Paula shares with others is the essence of her more than twenty years experience and education: from BS in Accounting to 20 years in corporate America to entrepreneur and business owner, spiritual and coach training, and eclectic life experiences.

She is a formally trained coach, published writer and passionate photographer having written many articles for online, print publications and her book *Open to Your Intuitive Intelligence: Reflections on Nature and*

Wisdom. She is also producer of the *Fun & Profit for the Active Entrepreneur Podcast*.

Great stuff not only gets started with Paula, it gets finished!

Learn more about her unique approach of practical action and inner awareness at <http://www.thepaulagcompany.com>

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