

Boost YOUR PRODUCTIVITY



QUICK START
GUIDE

Quick Start Guide

Boost Your Productivity

Karen Cioffi

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## Quiet Your Mind and Focus

You need to be more proficient in our work to accomplish more. In many cases, people fail to be productive because they lose focus and let their minds wander, leading to a loss in productivity.

The key is to focus on the task at hand and block out all other distractions and thoughts that are unrelated to the task at hand.

- Failure to put aside thoughts unrelated to the task at hand will only slow you down and lead to a higher probability of mistakes.
- Get a good night's sleep every night to boost focus and productivity, and reduce mistakes.
- Don't let other issues or problems interfere with what's at hand.

## Basic Ingredients of Productivity

There are three basic ingredients to productivity:

- Time
- Energy
- Attention

Without all three of these ingredients your productivity will be lower than it can be, and you won't achieve the amount of success you are expecting.

## How to Measure Your Productivity

Dictionary.com defines productivity as "the quality, state, or fact of being able to generate, create, enhance, or bring forth goods and services."

Labor productivity is defined as "the output volume divided by the labor input use."

- In other words, it's the amount of effort and time that the worker puts in and how many units of production he/she produces in that time span.

If a worker produces one unit (say, one ebook) an hour and another worker produces two units (two ebooks) in one hour, then the second worker is two times more productive than the first worker.

Being more productive means being better able to manage one's time, focus one's attention on the tasks required, and/or utilize the energy necessary to complete the tasks required in the same time period as another worker.

*In order to boost your productivity, you need to be able to produce more of the product or provide more of the service you deliver in the same amount of time or less than you have before.*

When it comes to businesses, it's not just your production, but the production of your employees or subcontractors, that account for your total productivity.

## **Start Laying a Productive Foundation**

The first step is to eliminate all distractions from your work area and clear your mind of any doubts and/or worries you may have.

You also need to be totally focused and invested in the working process in order to produce the maximum number of products/content and/or render the most services within a specific time span.

Have a clear plan of what needs to be done in terms of tasks and projects and how to go about best doing them.

- In regards to employees/outsourcers, have an agenda of tasks and projects to be completed and a time table on which you can expect them to complete them.
- In regard to employees/outsourcers, lay down the ground rules on what needs to be done and how quickly they should be done.

## Implement Simple Time Management Techniques

You must manage your time as efficiently as possible in order to be as productive as possible.

Monitor your time very carefully and ensure you are working efficiently.

- Note how long you think it will take you to complete a project on a piece of paper, in a text file, or in a spreadsheet.
- Time how long it takes you to complete specific tasks.
- Time how long your work periods are, your breaks are, and how long any distractions are.

Use the clock on your computer and/or mobile device, or use an online timer to record the respective time periods.

Compare the time it took you to complete the project versus the time you expected. If you met or beat that time, reward yourself.

If you took longer than expected, review what slowed you down. Was it distractions, lack of focus, the task was more difficult than expected? Once you figure this out, make adjustments.

*You can make this into a game or challenge. See what you can get done in less time to improve your productivity.*

Online timers have bells or other sounds that can help you use the Pomodoro Technique (15-30 minute work periods followed by 3-5 minute rest periods three times. After the fourth work period, take a 15-30 minute rest period).

For health benefits, be sure to move during your break periods, even if it's walking through your house.

## **Removing Unimportant Tasks**

It's vital that you prepare for work ahead of time so minor/menial/repetitive tasks don't slow you down.

Consider what tasks are actually important to your business and which aren't.

- Tasks such as email and social media should be done during break periods, lunch periods, and/or outside-of-work periods, not while main work is being done.

If you run a business, only do the tasks you are proficient at and enjoy. Outsource all other tasks for maximum productivity and profitability.

## **Pursue an All-Around Productive Life**

Having an all-around productive life means that you are productive in all facets of it, not just in business. Interestingly, this helps with your business productivity.

- Increased productivity means doing any task in the most efficient manner possible. This helps you maximize the value of every minute and every second.

## TOOLS TO HELP YOU MOVE FORWARD

Being productive often means knowing how to do something well. This allows you to do it quickly. It's important to keep moving forward in your writing and marketing by utilizing available tools to boost your productivity.

### **CHECK OUT these WOW! Women on Writing classes:**

#### **Build Your Author/Writer Platform**

[http://wow-womenonwriting.com/classroom/KarenCioffi\\_WebsiteTrafficInboundMarketing.php](http://wow-womenonwriting.com/classroom/KarenCioffi_WebsiteTrafficInboundMarketing.php)

It's 4-weeks, in-depth, and interactive.

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#### **Become a Power-Blogger and Content Writer in Just 4 Weeks**

[http://wow-womenonwriting.com/classroom/KarenCioffi\\_BecomeAnSEOWriter.php](http://wow-womenonwriting.com/classroom/KarenCioffi_BecomeAnSEOWriter.php)

Learn to write super-charged blog posts in just 4-weeks – it's interactive.

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#### **Blogging Made Easy**

[http://www.wow-womenonwriting.com/classroom/KarenCioffi\\_BloggingMadeEasy.php](http://www.wow-womenonwriting.com/classroom/KarenCioffi_BloggingMadeEasy.php)

In just 4-weeks you'll feel comfortable and confident about how to blog in no time.

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#### **Create Your WordPress Website Today** (No code, no technical stuff, no fuss)

[http://www.wow-womenonwriting.com/classroom/KarenCioffi\\_CreateYourWebsite.php](http://www.wow-womenonwriting.com/classroom/KarenCioffi_CreateYourWebsite.php)

There's video instruction and one-on-one with the instructor.

**To keep up** with additions and/or changes to my e-classes visit:

<http://www.articlewritingdoctor.com/content-marketing-tools/>

**Karen Cioffi** is an award-winning children's author, children's ghostwriter, and author/writer online platform instructor with WOW! Women on Writing.

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**Let's Connect:**

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LinkedIn: <http://www.linkedin.com/in/karencioffiventrice>

Pinterest: <http://pinterest.com/KarenCioffi/>

**Check the next page for some of my favorite quotes.**



"Don't say you don't have enough time. You have exactly the same number of hours per day that were given to Helen Keller, Pasteur, Michelangelo, Mother Teresa, Leonardo da Vinci, Thomas Jefferson, and Albert Einstein."  
~ H. Jackson Brown

"Time is the coin of your life. It is the only coin you have, and only you can determine how it will be spent. Be careful lest you let other people spend it for you." ~ Carl Sandburg

"It's not what you do once in a while, it's what you do day in and day out that makes the difference." ~ Jenny Craig

"You can't wait for inspiration. You have to go after it with a club."  
~ Jack London

"Everybody is a genius. But if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid." ~ Albert Einstein

"A professional is someone who can do his best work when he doesn't feel like it." ~ Alistair Cooke

"Logic will get you from A to B. Imagination will take you everywhere."  
~ Albert Einstein

"One thing you can't recycle is wasted time." ~ Author Unknown

"You will never 'find' time for anything. If you want time, you must make it."  
~ Charles Bruxton

"You have brains in your head. You have feet in your shoes. You can steer yourself in any direction you choose." ~ Dr. Seuss

"You don't win an Olympic gold medal with a few weeks of intensive training." ~ Seth Godin