ABOUT ME

- Freelancer since 2010

- Co-owner of Adcock Creative

- Melanie G. Adcock has been designing websites since the late 90's. In May of 2010 Melanie became a full-time freelance Web Designer / Developer. She has been using WordPress exclusively since 2011. Her current clients include several small businesses, retirement communities, churches, and other non-profit organizations. Melanie and her husband Jay are Adcock Creative, a full-service agency in Newnan, Georgia.

- melanie@adcockcreative.com
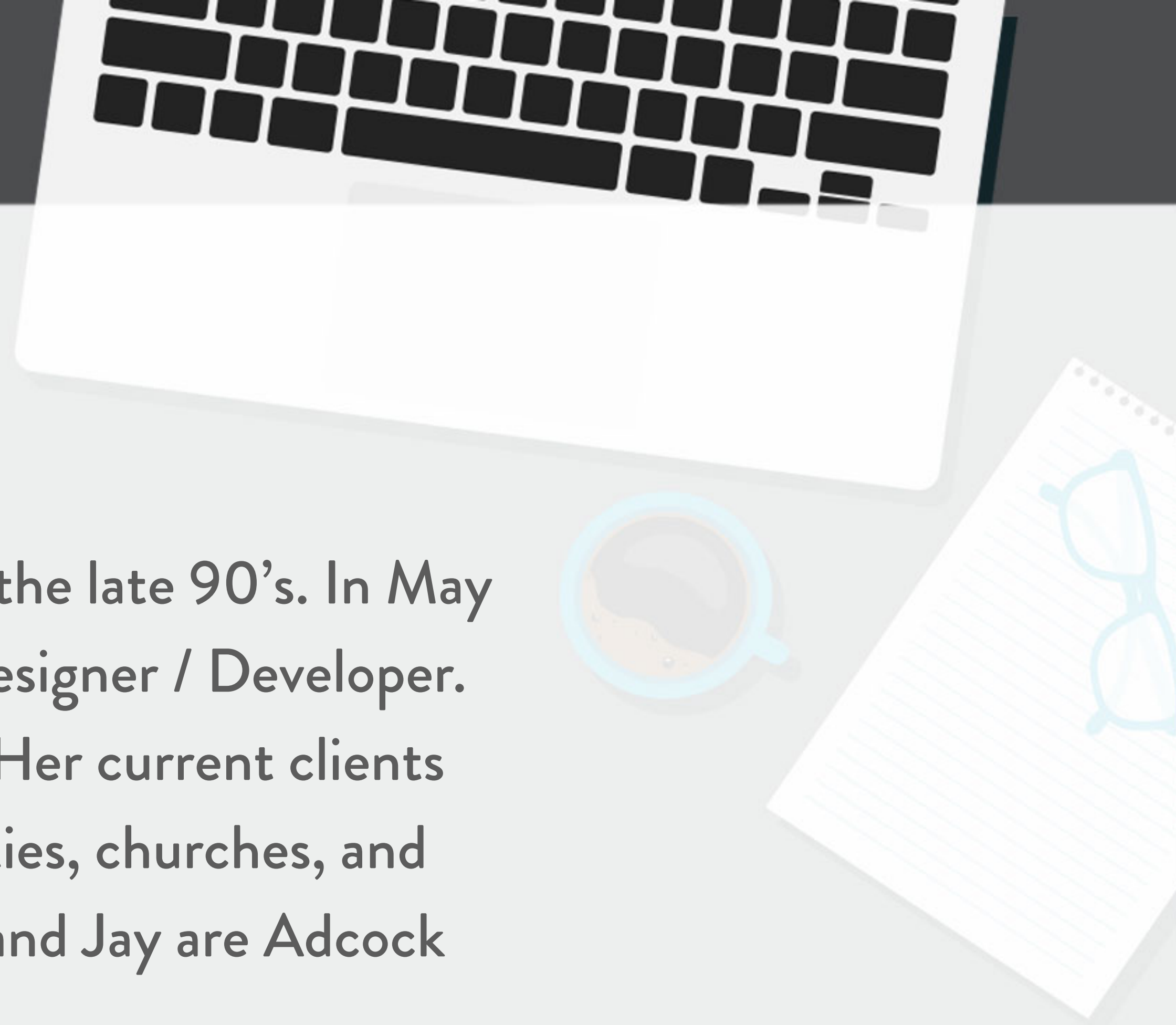
WHAT WE WILL COVER

- Recommended Reading

- Set yourself up for success

- Taming Your Inbox

- No Isn't A Rejection

- Tracking Your Productivity

- Have a process for everything

- Project Management tools

RECOMMENDED READING

- Getting Things Done - The Art of Stress Free Productivity by David Allen

- Take the Stairs by Rory Vaden

- Procrastinate on Purpose by Rory Vaden

- Everybody Writes by Ann Handley

- The Checklist Manifesto by Atul Gawande

SET YOURSELF UP FOR SUCCESS

- Dedicated workspace

- Hide that phone

- Stick to a schedule

- Set timers

- Set three tasks to complete each day

- Set breaks for email and social media

- Don't be an island - have colleagues to reach out to for help

- Use checklists

- Headphones

- Focus At Will or Brain.fm

TAMING YOUR INBOX

- Unsubscribe

- Use a third-party tool like unroll.me or SaneBox

- Delegate, Defer, Delete, or Do

- Zero inbox

- Send from inbox to project management tool

- Set a schedule/timer to check email and then turn it off. Turn off new email indicators if possible.

- Email hacks: http://bit.ly/EmailHacks19
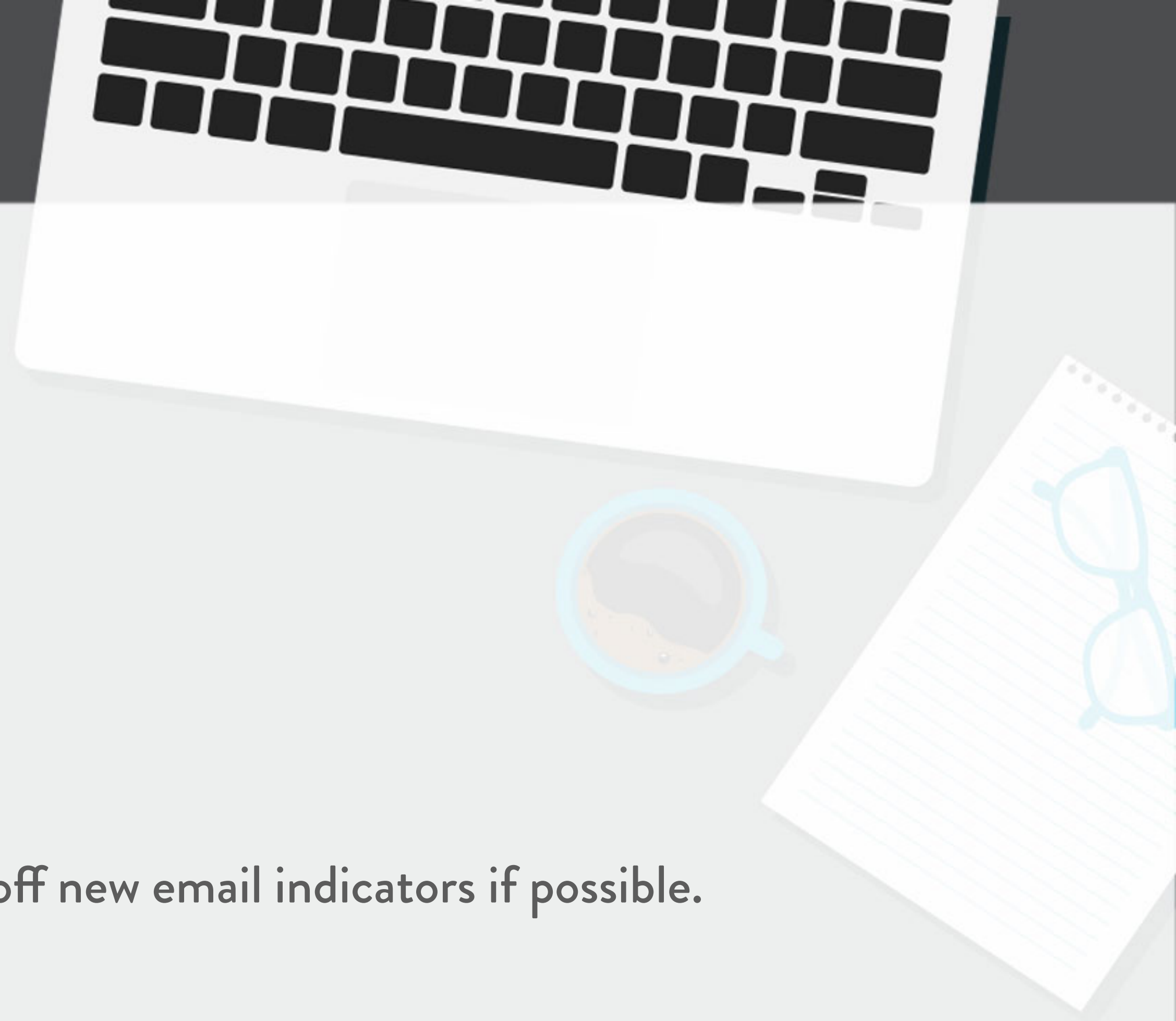
NO ISN'T A REJECTION

- Busy isn't a badge of honor it is a form of procrastination

- Develop the skill of saying "no" in a nice way

- Save your "yes" for what you really want to do

- Saying "no" to the distractions (texts, emails, phone)

- Say "no" to everything until you have accomplish one of your top three items for the day.

- Don't be guilted in to events, meetings, get-togethers ("I'm afraid I simply lack the bandwidth to add another piece to the stack clamoring for my attention.")

"You are *always* saying no to something. Any time you say yes to one thing, you are simultaneously saying no to something else. You *cannot* say yes without also implicitly saying no."
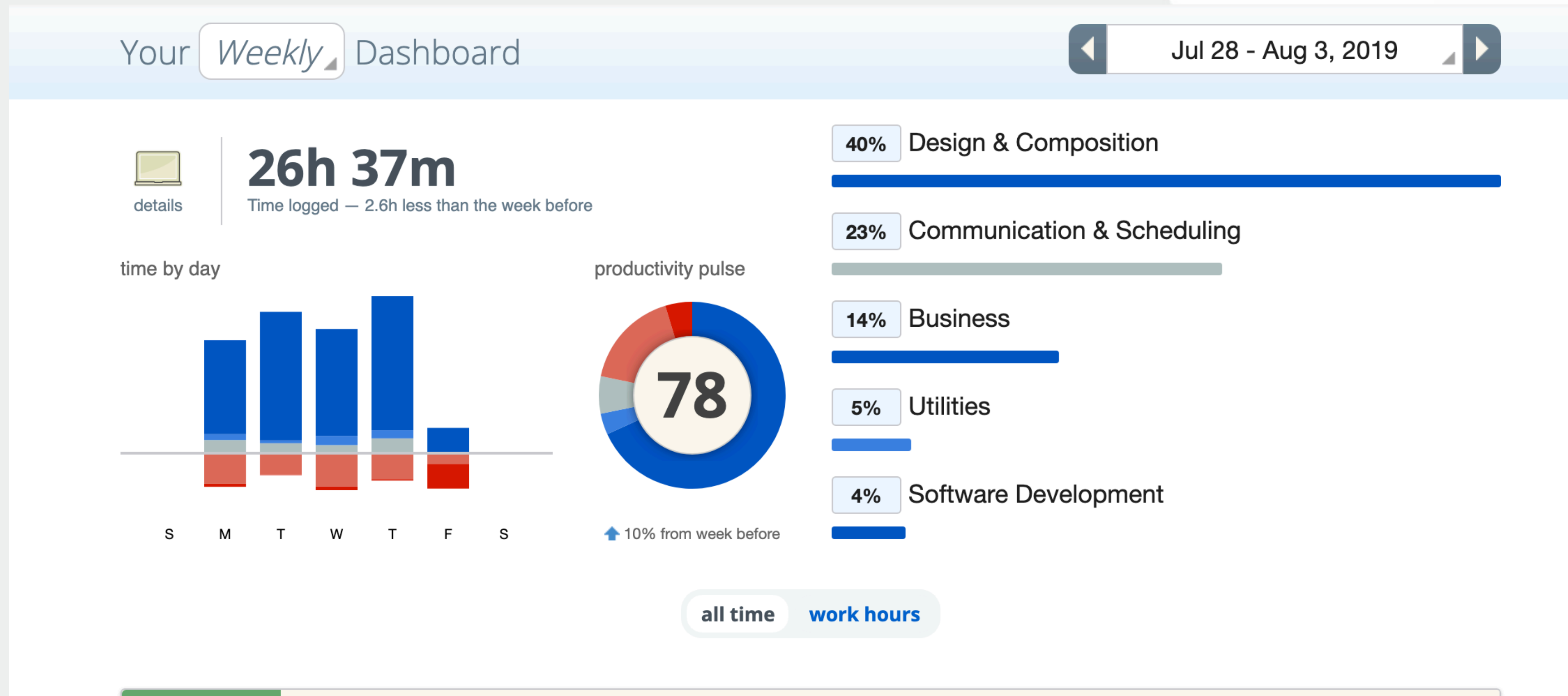
AVOID DISTRACTIONS

HEADPHONES W/ BRAIN.FM

How-To Guides

How to Use Brain.fm for Focus

How to Use Brain.fm for Relaxation

How to Use Brain.fm for Sleep

Science and Research

Brain.fm White Paper

Science FAQ

Learn More

HAVE A PROCESS FOR EVERYTHING

- Create checklists for every phase of your process

  - Incoming

  - Interview

  - Proposal

  - Design

  - Development

  - Launch

  - Post Mortem

PROCESSES / CHECKLIST

- Take the time to document your processes

- Record daily tasks (useloom.com)

- Create checklists for your entire process. http://bit.ly/2TdQrBW

- Create a development "stack" of theme(s) and plugins you always use. Keep a dev base site ready for spinning up new dev projects.

- Keep a list of all serial numbers and keys for quick access.

- Use ManageWP, MainWP or other website dashboard to manage updates and access.

PROJECT MANAGEMENT TOOLS

- Find one that fits who you are and how you work.

- Asana*, Basecamp, Trello*, Monday, Plutio, Dubsado, Pancake, Pipedrive, Hubspot, Teamwork, Zoho, etc. http://bit.ly/2EwAP2p

- Free tools work just fine

THERE'S MORE

- Better Proposals

- Text expander

- blisk.io

- Coda or Transmit

- Astra Pro Sites

- Get a coach or join a mastermind group NathanIngram.com or WPElevation.com

- Contact me

FOR MORE INFORMATION

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