



ADCOCK  
CREATIVE



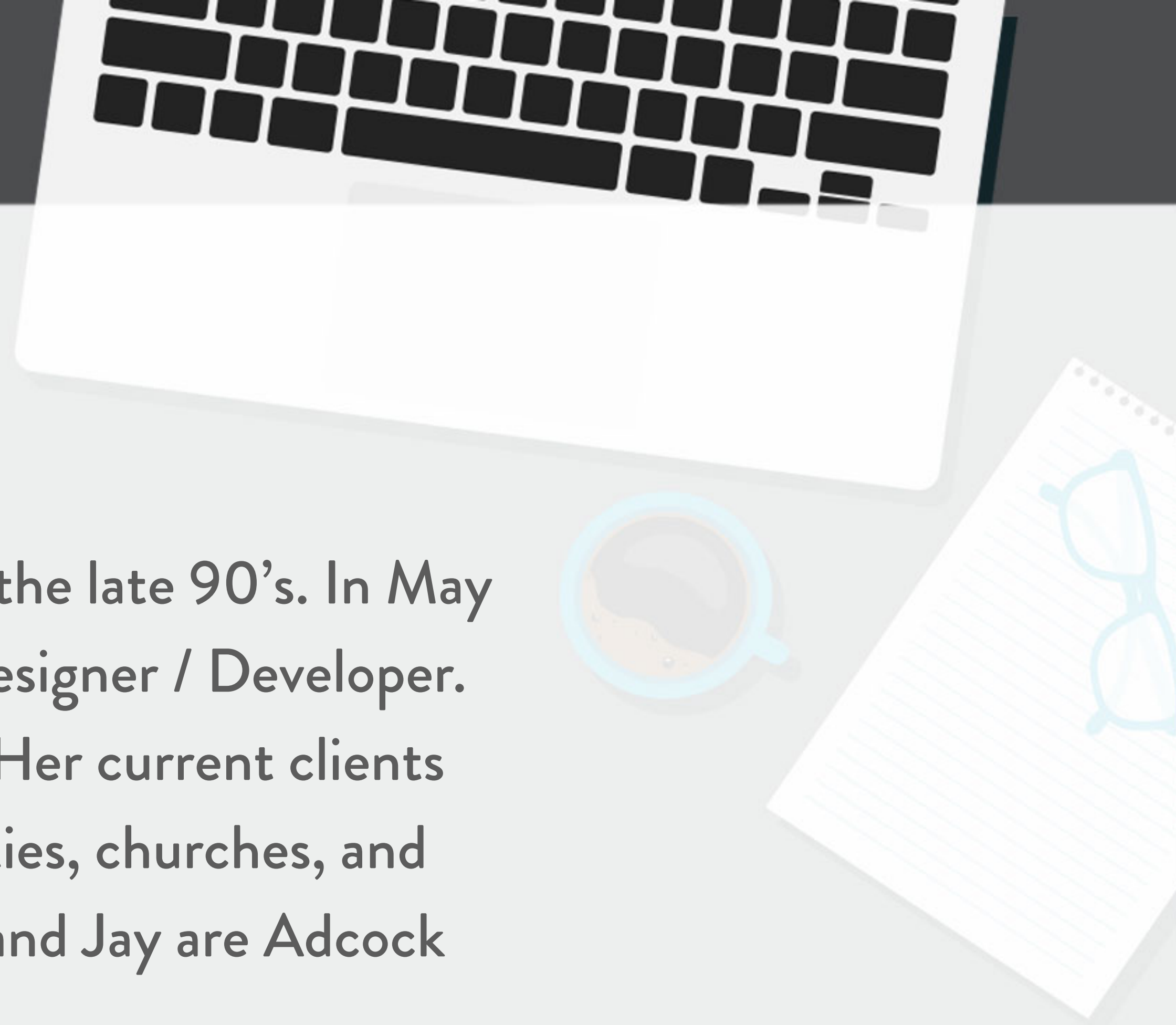
## **GIT'R DONE**

Maximizing Your Freelancer Day

MELANIE G. ADCOCK

# 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.
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# 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



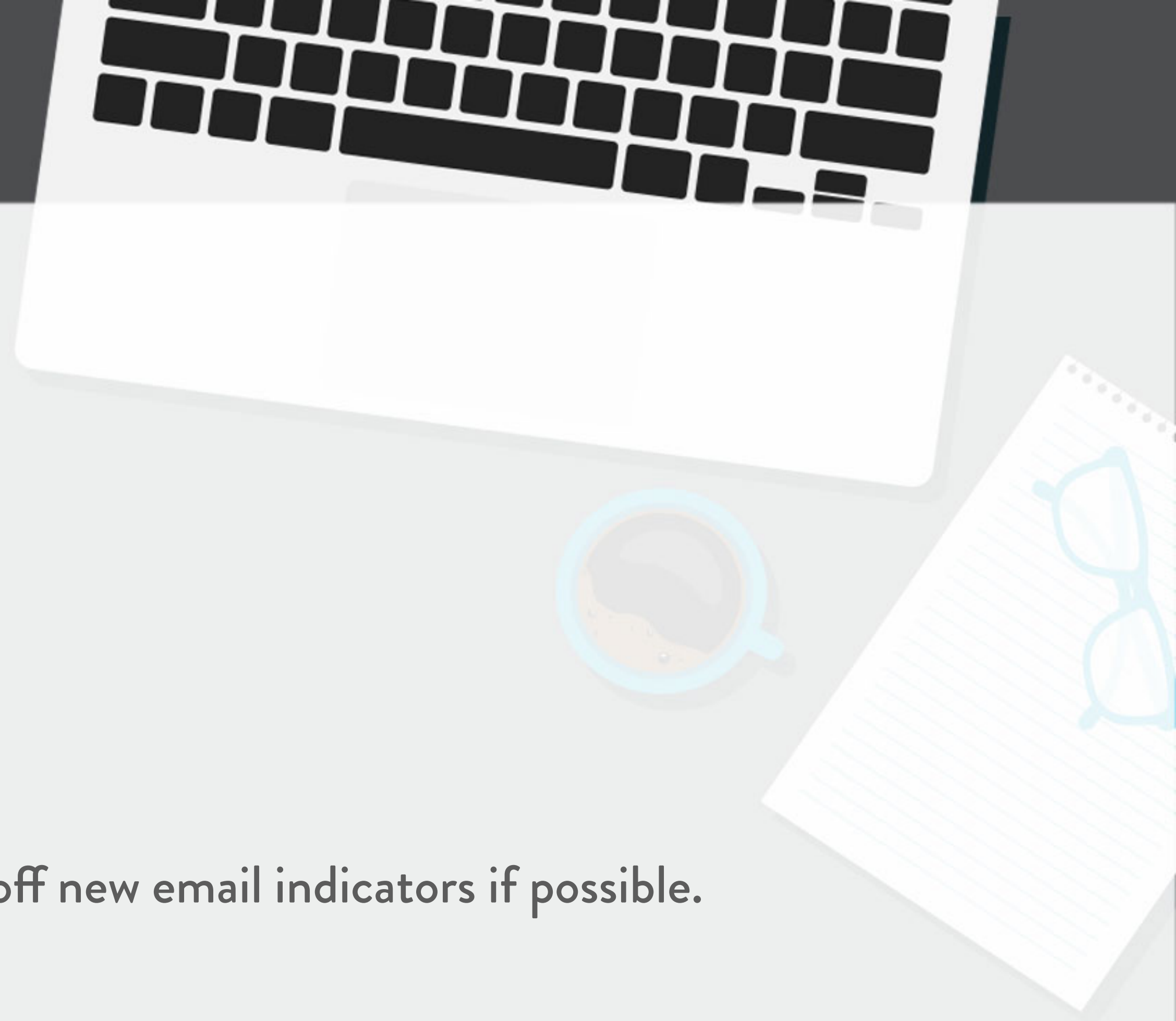
# SET YOURSELF UP FOR SUCCESS

- 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](https://www.brain.fm/)



# TAMING YOUR INBOX

- Unsubscribe
- Use a third-party tool like [unroll.me](http://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>



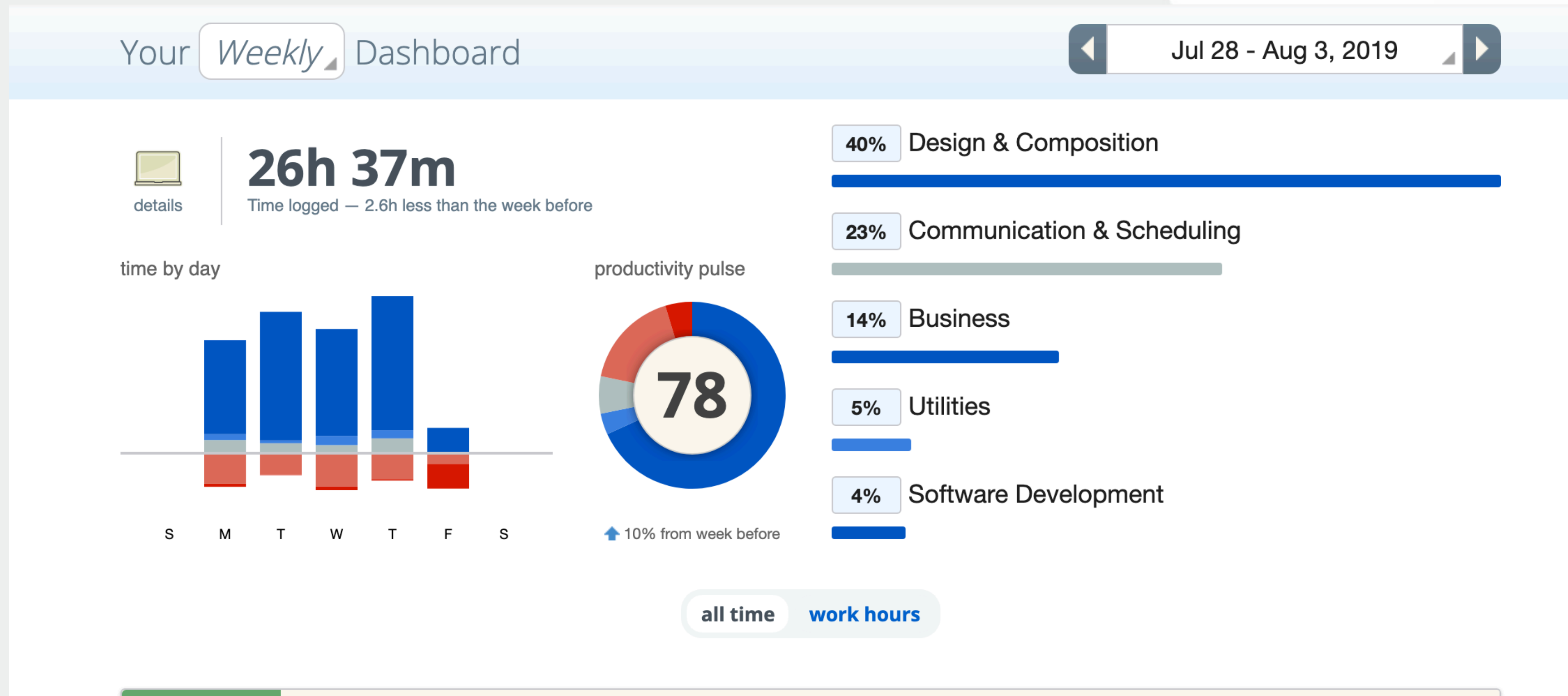
# NO ISN'T A REJECTION

- 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."

# TRACK PRODUCTIVE

## RESCUE TIME





# 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

An illustration of a workspace on a light grey desk. In the top right, a white laptop is open, showing a black keyboard. Below it is a light blue coffee cup filled with brown coffee. To the right of the coffee cup is a white notepad with blue horizontal lines and a pair of blue-rimmed glasses resting on it.

- 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

The background features a stylized illustration of a workspace. In the top right, a white laptop is shown from a top-down perspective, with its keyboard visible. Below the laptop, a light blue coffee cup with a brown beverage and a small amount of foam sits on a light gray surface. To the right of the coffee cup is a white notepad with horizontal lines and a pair of light blue glasses resting on it. The overall aesthetic is clean and modern.

- 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](https://blisk.io)
- Coda or Transmit
- Astra Pro Sites
- Get a coach or join a mastermind group [NathanIngram.com](https://NathanIngram.com) or [WPElevation.com](https://WPElevation.com)
- Contact me



# FOR MORE INFORMATION



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