

*Krista's*

# **Profitable Effort Toolkit**



This workbook will help you create a schedule (daily, weekly, monthly) that will increase the time you spend on profitable, revenue-building activities..... kaaachiiing!!

On the next page is an activity for you to take an inventory of what you're currently doing, and help you decide if you're building momentum for your life, or just spinning your wheels and exhausting yourself. (Hint hint, it's probably a little of both).

My goal is for you to cut out unprofitable effort, so you can focus more of your time and energy on the habits and activities that bring "wealth" to your life.

Here's what I mean:

**Profitable effort** = activities, habits, tactics and choices that create time & energy, help free up mental space, result in action and momentum toward your goals, and generate wealth (monetary) or wealth-building events (opportunities).

**Unprofitable effort** = activities, habits, tactics and choices that steal your time and your energy, that deplete your mental space or health, that increase insecurities, cause procrastination or leave you broke and stalled.

There's a lot of ways we can measure, if what we're doing every day, week and month, is actually profitable or unprofitable effort.

*But first, you need to get clear on what you're doing and how you're spending your time.*

That's where this worksheet comes in... take 20-30 minutes today, writing down and analyzing everything that comes to mind about your habits, activities, business strategies, tactics and systems. Essentially any way you spend time in your life and your biz.

# Profitable vs Unprofitable Effort: INVENTORY YOUR EFFORT

Ultimately, is your "effort" building momentum for your goals? Are you spending your time or effort profitably?

List the activities, actions, & habits are you doing daily, weekly, monthly?

Are they creating: time, energy, revenue, clients, brand growth, happiness, momentum (for you)?

Yes - Profitable Effort  
No - Unprofitable Effort... replace with something new

# Profitable vs Unprofitable Effort: REPLACE YOUR EFFORT

Here are some things you can introduce to your daily, weekly and monthly routines to start building profit & momentum.

After finishing your inventory of how you're spending your time and what you're doing to create momentum in your biz, I bet you've spotted a few activities you should replace to move closer to your goals.

Screenshot the graphic below, I've included a few of my favorite "profitable efforts" that you can start leveraging to create more free time, more energy, better health and overall wealth in your life and business.

## **Daily** Profitable Effort

Video Text Messages  
Content Creation  
Skin In The Game & Accountability Groups  
Meal Prep  
Update on Market / MLS in Your Community  
Exercise  
Meditate & Breathing  
Visualization  
Affirmations & Manifesto  
Daily Sheet  
Community-building with Tribe 25, Connecting Online

## **Weekly** Profitable Effort

Content Repurposing, Video Batching  
Set Meetings & Outreach for Strategic Partnerships to Discuss Opportunities  
CMA Drop-Offs  
Location Domination  
Community Videos  
Coaching, Training, Webinars, Business Education  
Self-Education - Reading, YouTube, Funnel-Hacking  
Review Ads Manager, Marketing KPIs  
Home Cleaned  
Laundry Service  
Appointments

## **Monthly** Profitable Effort

Launch New Marketing Campaigns, New Ads Campaigns  
Update CRM with New Workflows  
Create New Lead Magnets or Opt-In Opportunities  
Host Seminars, Events, Virtual Events  
Sponsorship/Partnership Events  
Client Gifting  
"Reviews" Marketing  
Track Your Progress Towards Your Goals  
Closings, Deals, Listings  
Spa, Massage, Self-Care