

# Exercises to Help You Determine The Value of Your Day to Day Tasks

## Exercise 1

**STEP 1:** Take a sheet of paper and turn it into two columns:

- 1. Tasks I Love
- 2. Tasks I Hate

**STEP 2:** Write down all the tasks you do on a daily basis and put them in one of the two columns.

**STEP 3:** Highlight the ones in either column that you're really good at

**STEP 4:** In a different colour, highlight the ones you're really bad at.

You'll probably find that most of the tasks you hate are also the ones you're not very good at (but that's not always true).

| TASKS I LOVE       | TASKS I HATE    |
|--------------------|-----------------|
| Creating recipes   | Invoicing       |
| Food photography   | Video editing   |
| Updating Instagram | Scheduling Pins |

Now you'll have a list of easily identifiable task that you hate and are not very good at. These are probably going to be the ones you'll want to get help with first.

## Exercise 2

FOOD BLOGGERS OF CANADA

**STEP 1:** Write down all the tasks you do in a spreadsheet or on a piece of paper with two columns next to them.

**STEP 2:** In one column make a note of how much income each task generates (or costs you – use the dollar amount you've determined for your worth to businesses)

**STEP 3:** in the next column write down what would happen if you didn't do that task. Don't just include the financial impact but include other consequences of not doing that particular task

| TASK                       | INCOME GENERATION  | WHAT IF I DON'T DO IT?   |
|----------------------------|--|--|
| Bookkeeping                | No income generation but takes up 1-2 hours of my time a week (at \$80/hour) | No invoicing will get done, I won't have a good financial picture of my business, I won't be prepared for tax time |
| Creating Sponsored Content | \$300-1500 per post  | No sponsored post income, no relationship building with brands   |
| Pinterest pinning          | No direct income generation but takes 1-2 hours of my time/week at \$80/hr   | Will impact my traffic which could impact my ad revenue  |

So for instance, does filing your business taxes generate any income for you? NO. But not filing your taxes could cost you a whole lotta money in fines!

Having an accountant to do your taxes will cost you money but... hiring an accountant could also mean they find a load of deductions you would've missed because you don't know Canada's tax code inside out and backwards.

Hiring somebody to schedule your pins for an hour a week could cost you \$20 as opposed to the \$80/hour you've determined your time is worth. But during that hour you could put together a proposal, possibly even two, for a brand you really want to work with that could generate \$500 - \$1000 in income.

**STEP 4:** evaluate all your tasks and highlight the most obvious ones to delegate to somebody else. Ideally you want to hire somebody who can do a task for less money than your time is worth **or** who can do the task better, faster and more efficiently than you.

A bookkeeper might be able to do your books in 1-2 hours a month but it takes you 4-8 hours. If a bookkeeper charges \$65 hour that's \$65 - \$130 a month for their time but if you did it, it would be \$320-640 worth of your time. Hiring a bookkeeper would free you up to earn income during those hours.