



Time Management for Creative Freelancers

Monday April 15 | 10:15-11:15AM PT

Amy DeLouise



+ futuremediaconferences

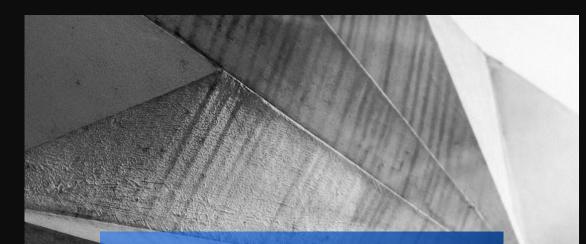
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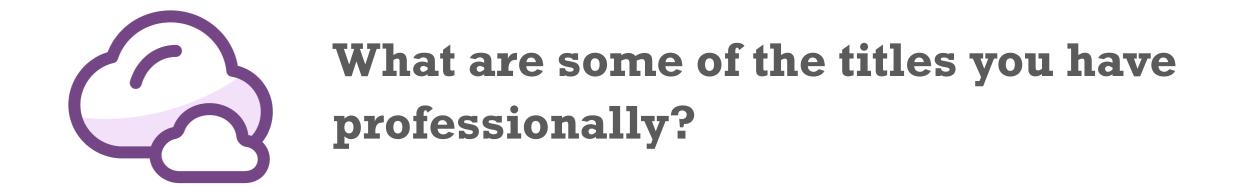
About Me





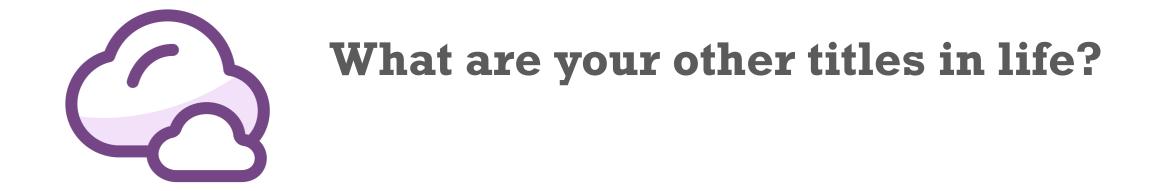
About You











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What We'll Cover

Create Your Time Framework

Time-Saving Strategies

Tools to Power Up Your Time Management

Building Creative Resilience

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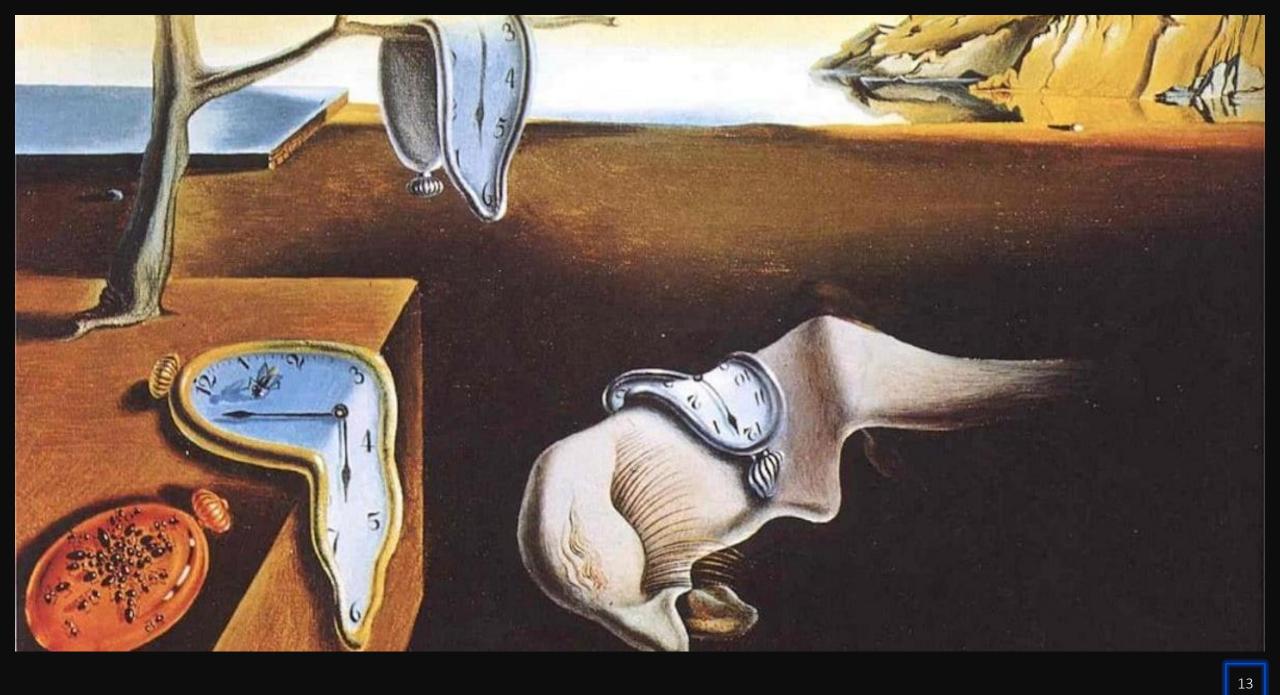


What frustrates you the most about managing your time?

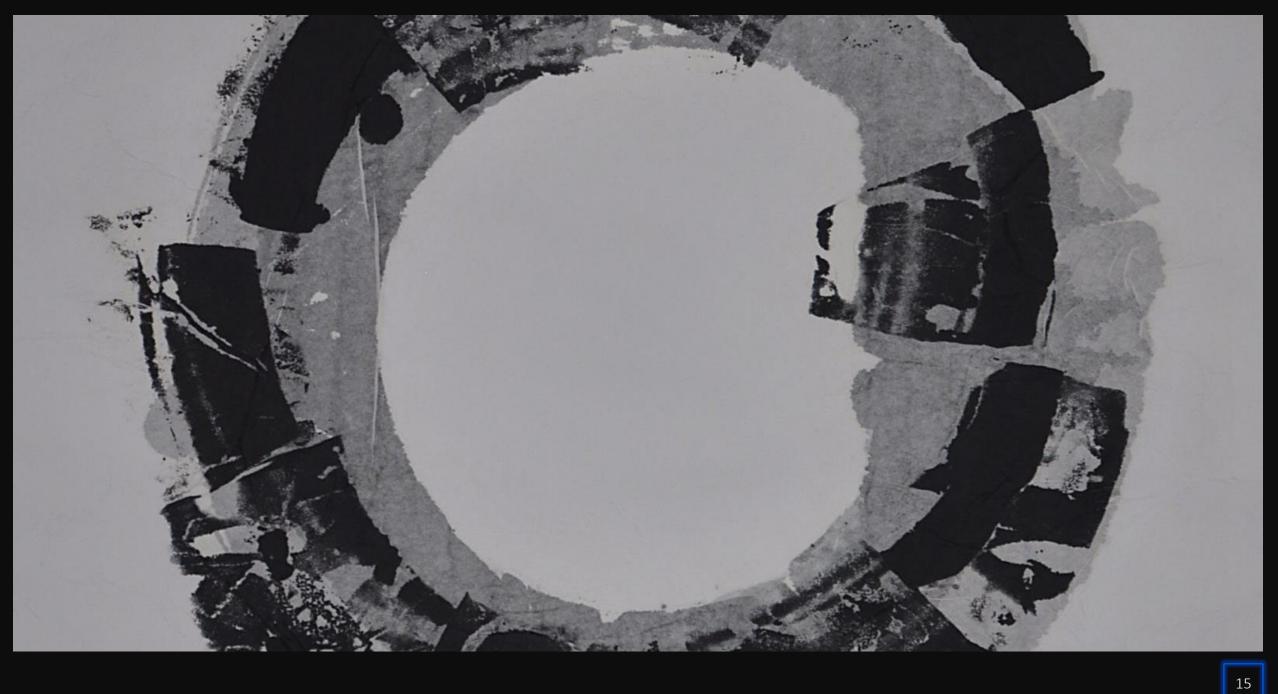
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Is Time Fixed or Relative?











Prioritizing Mission.

• Identifying Inputs and Distractions.

Identify Inputs

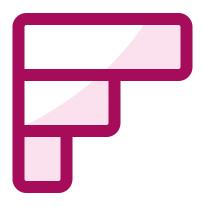




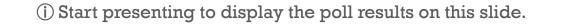
What are some of the activities you need to thrive in your creative work?

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What are the most important inputs you need to succeed in the business side of your work? (Rank 1 TOP to 5 LOWEST)



Identify Distractions





What are some of your biggest distractions?

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When are these distractions most likely to occur?

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Define Your Mission





What is your overarching mission as a freelancer this year?

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When You Are Mission-Focused

Protect Time for Your Priorities.

- Make more time for creative goals
- Improve success towards financial goals
- Increase time for non-work goals ("work-life balance")
- Delegate non mission focused work to others
- Eliminate tasks or behaviors that are getting in the way of goals
- Mission is Motivation (part 1 of B=MAP)

Protect Your Time

Saved Time Adds Up...How Do You Want to Use It?



Time-Saving Strategies

Daily Check-in's and Tips.

Get back the time you need.

Challenges

- Getting sidetracked
- Clients/vendors suddenly need assistance
- Changes in deliverables
- Incoming messages, meetings, requests

Solutions

5 Strategies that will change how you allocate your time

Get back the time you need.

#1 START WITH THE BIG PICTURE

- Goals and Mission
 - Make more money this year
 - Create more X type of projects
 - Build new client base
- Post somewhere you can see them every day
- Tomorrow (Tues) 4:30pm in Put Your Career Road Map in Focus, we'll delve further into how to develop your goals



Get back the time you need.

#2 MAKE A PLAN

- Every week starts with a plan.
- Every day starts with a plan.
- Review your plan the night before.



Get back the time you need.

#3 CHECK EMAILS/MESSAGES ONLY AT CERTAIN TIMES

- Use an outgoing message if necessary
 - "I check Email/Slack at 9am, 1pm and 4pm in order to deliver my work on time. Thank you."
- Use the ONE-TOUCH RULE
 - No back and forth unless you have the answer/item needed



The One Touch Rule

Get back the time you need.



Get back the time you need.

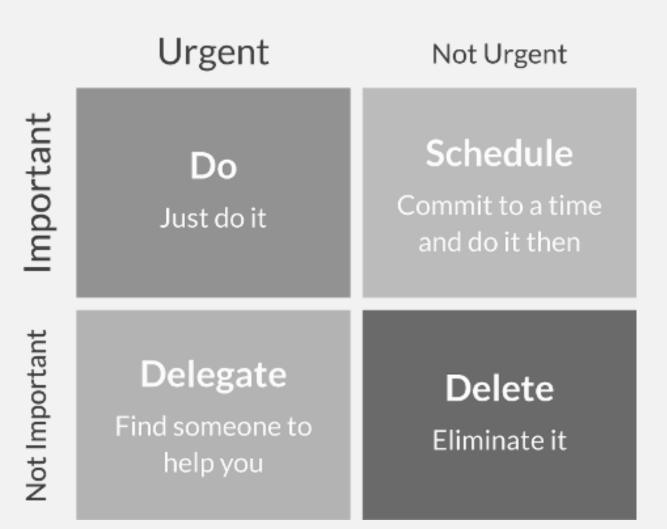
#4 BATCHYOUR TIME

- Group similar tasks together
 - Group non-creative tasks when you are best at doing those
 - Group creative tasks for your best creative thinking times of day
 - Certain days for meetings



The Eisenhower Matrix

Get back the time you need.



Get back the time you need.

#5 BLOCK OFF TIME ON YOUR CALENDAR FOR YOU

- Time for INPUTS not just OUTPUTS
- Time for LUNCH
- Just say NO to meetings
- Time for a walk, a workout, just looking out the window and doing absolutely nothing



Create Your Time Framework

Mission-driven.

	Marketing	Learning New Skills	Creative Input	Projects I Need Financiall Y	Creatively Satisfying Projects	Clients I Enjoy Working With
Priority						
Tier 2						
Tier 3						





What are some time management strategies you are going to try?

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Time-Saving Tools

Some tools are distractions. Some are brilliant. Know the difference.

Tools for Creatives

Work smarter, not harder.

Re-Assess Tools on an Annual, Even Quarterly Basis

- Creative Tools
- Al-enabled audio repair/enhancement
 - Hindenburg.com
 - iZotope.com
 - Hushaudioapp.com
 - Supertone.ai

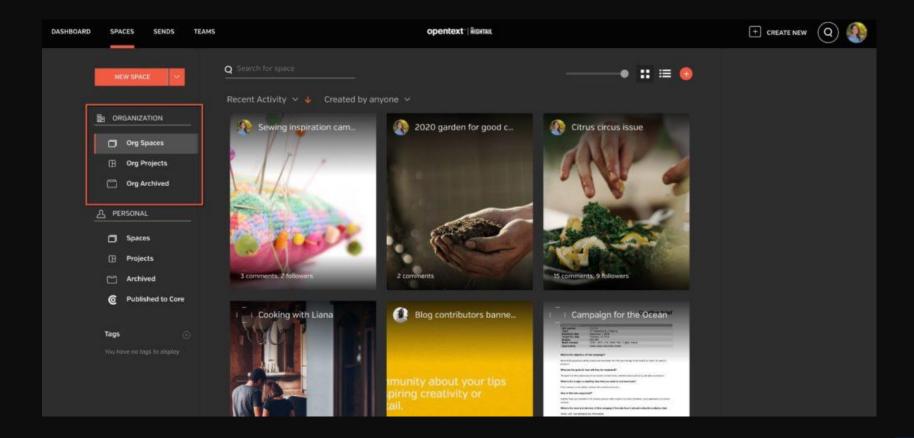
- Al-enabled text-based editing in PP
- Visual solutions from Digital Anarchy
 - Beauty Box
 - Flicker Free
 - Visual Storyteller (data visualization)

Tools for Business

Work smarter, not harder.

Re-Assess Tools on an Annual, Even Quarterly Basis

- Bill.com
- Freshbooks.com
- Quickbooks.com
- Backblaze.com
- Trello.com
- Monday.com
- Hightail.com



See the Road Ahead

Training yourself on time-saving tools is only half the battle.

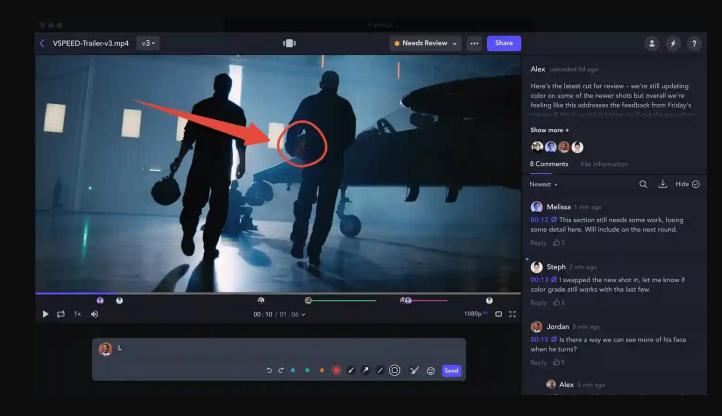
Train your clients, too.

Train Every New Client

Get back the time you need.

Even if you think they already know...

- Frame.io
 - How to give useful feedback and how not to
 - What kinds of feedback do we need (picture lock? sound mix? captioning? etc)
 - Which feedback do we need when?
 - Who needs to give feedback?
 - What happens to the feedback?



Train Every New Client

Get back the time you need.

Even if you think they already know...

- Airtable
 - How to use the drop-down menu system
 - Where to look for captions vs graphics/video
 - Who needs to give feedback?
 - Which feedback do we need when?
 - What happens to the feedback?

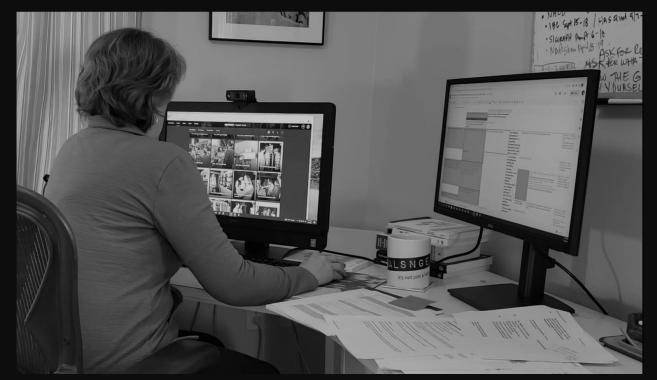
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88 🔎 Content Overview - Gallery				energy consumption, too, thanks to innovations by ACD members like Arkema. #ACDProud		acd	windows etc) there are some good examples on their website, such as UV coatin							
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DECEMBER 2023				sustainable paints and coatings, reducing #energy consumption. Dive into #innovation!			such as UV coating on a building to reduce air							
JANUARY 2024						acd	conditioning needs							
FEBRUARY 2024 MARCH 2024	22 1	March 11, 2024 6:22pm	Ready for Review	Are you in #paints and #coatings? Tweet us Did you know that for the past 100 years of	LinkedIn		··· Plane taking off	IN REVIEW						
APRIL 2024 APRIL 2024	22	March 11, 2024 6:22pm	Ready for Review	Ind you know that ion the past too years of flight, airlines, manufactures, and engineers have counted on chemicals like turbine oil, hydraulic fluids and solvents? And ACD members like Eastman make it happen! #ACDProud	Linkeum			IN REVIEW						
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Train Every New Client

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Even if you think they already know...

- Hightail
 - How to use the Spaces system
 - Who should tag and how
 - Who has access
 - Protocol for file uploads



What happens if we get feedback in the wrong order or at the wrong time?





What are the implications when the feedback loop doesn't work?

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Meetings Culture Can Shatter Your Time Management Plan



You need time to do the work, not just to talk about it.

- #1 Use Brief Standing Meetings for long-term projects (20-30 mins max)
 - Pick days/times when you are unproductive anyway (right after lunch? Thursdays at 4pm?)



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- #4 Always End with Action Items





Promoting Yourself



Can you spare the time to promote yourself? Can you afford not to?

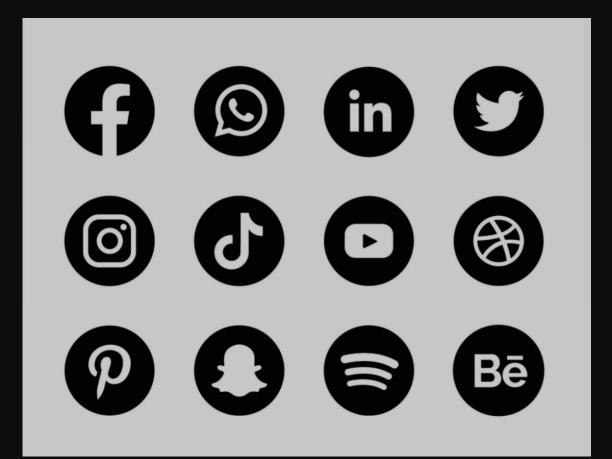
What Happens if I Don't Pay Attention?

Strategies

Promoting your business is mission-critical work.

FORMALIZE THE PROCESS

- Not a random "whenever I have the time" thing
- Weekly posts on your favorite social media platform
- Monthly emails, short and sweet
- Quarterly availability and portfolio updates
- Annual website update



Strategies

Promoting your business is mission-critical work.

MAKE IT CREATIVE AND FUN

- Brainstorm ways to tell your story
- Get out of your usual office space
- Add photos/videos to personalize



Thought Leadership Takes Time

It can build your network, your confidence, and your visibility.



Allocating Time to Business



Managing your business without losing time to do what you love.

Delegate. Buy back your creative time for things only you can do.

阁



"Crumple this into a little ball, will you?"

Short Term Delegation

Allows you to complete a highervalue task on time.

Long Term Delegation.

A repeated task that is important but the opportunity cost of YOU being the one to do it is too high.



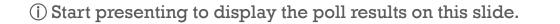
Name 2 Tasks You Could Delegate Right Now.

HOW MUCH TIME & CREATIVE SPACE WOULD YOU GET BACK?









Put AI to Work

Let AI complete repetitive, low-value administrative tasks.

- Take meeting notes
- Automate workflow
 - Audio & Visual tools previously mentioned
 - Check out the "Butler Power Up" feature in Trello
- Create spreadsheets
- Tag financial transactions
- Locate and tag similar images
- De-dup images







Ways to refocus, and get back your creative time.



Develop Creative Resilience Habits

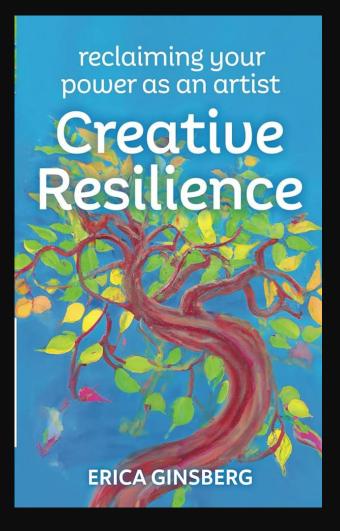
Breathe more. Work smart. Give ourselves grace.

- Schedule regular vacations
- Work regular hours
- Idleness has a value
 - Not the same as doomscrolling
- Times for input, times for output, times for nothing



Resources

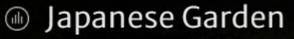
Jumpstart your new approach to time.



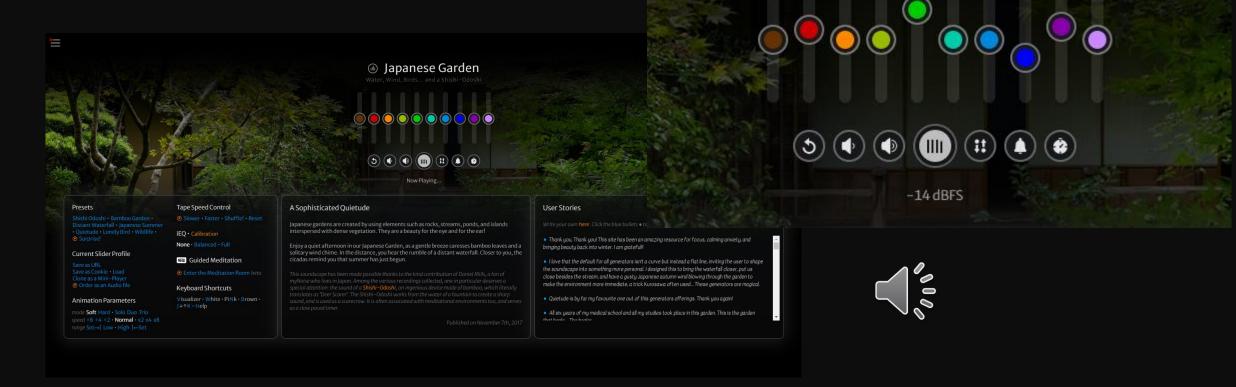


Relax & Rejuvenate

Find what works for you.



ater, Wind, Birds... and a Shishi-Odoshi



• www.mynoise.net

We're almost of time...





Slides



Thank You

Amy DeLouise 🔒

https://www.linkedin.com/in/amydelouise/

www.amydelouise.com 🔏



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