



Time Management for Creative Freelancers

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

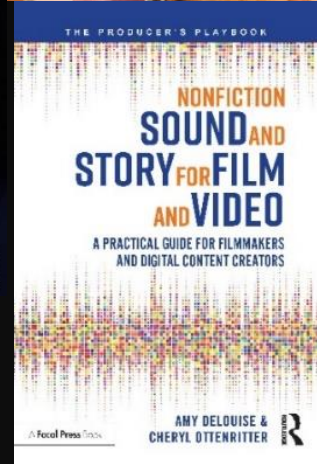
Amy DeLouise



Writer. Producer. Entrepreneur.
Speaker. Author. Tequity Advocate.

About Me







About You

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What are some of the titles you have professionally?

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What are your other titles in life?

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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



Slide Deck

Join polls
at slido.com
with #2004310



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**What frustrates you the most about
managing your time?**

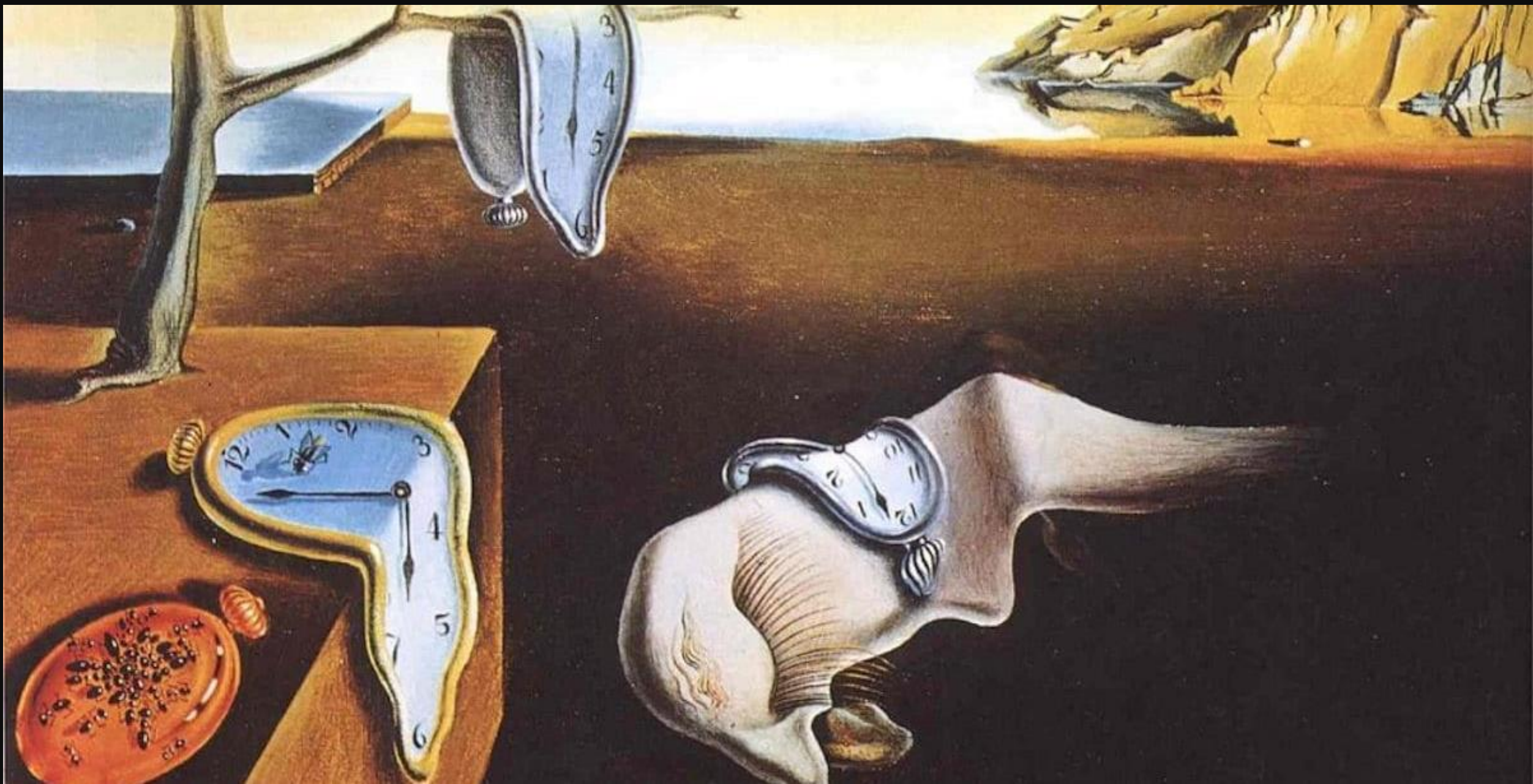
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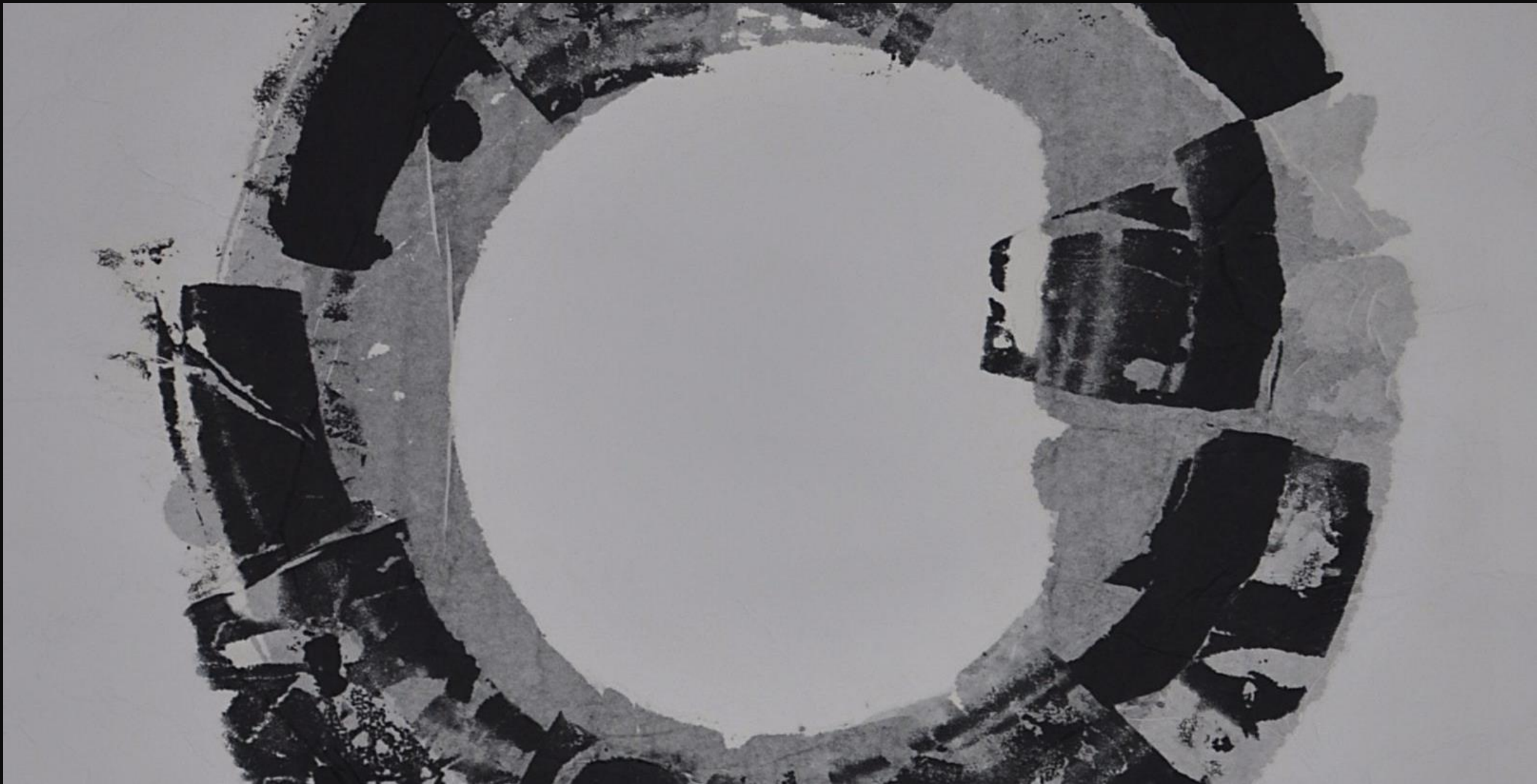


Is Time Fixed or Relative?







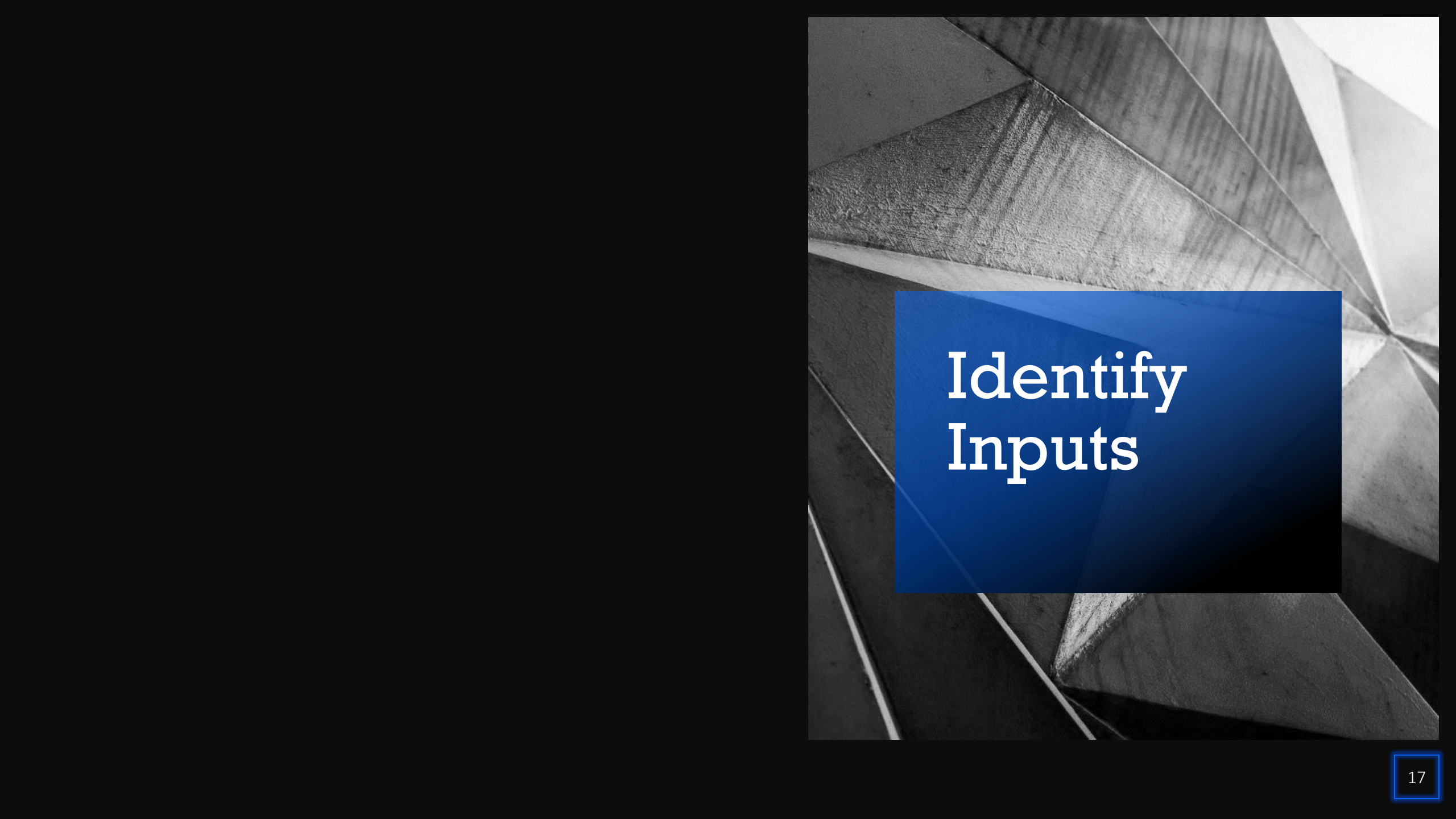




Creating Your Time Framework

Prioritizing Mission.

- Identifying Inputs and Distractions.



Identify Inputs

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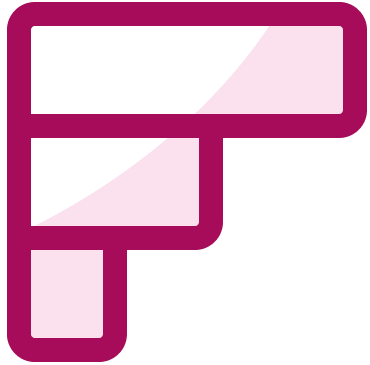


What are some of the activities you need to thrive in your creative work?

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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)

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Identify Distractions

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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

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What is your overarching mission as a freelancer this year?

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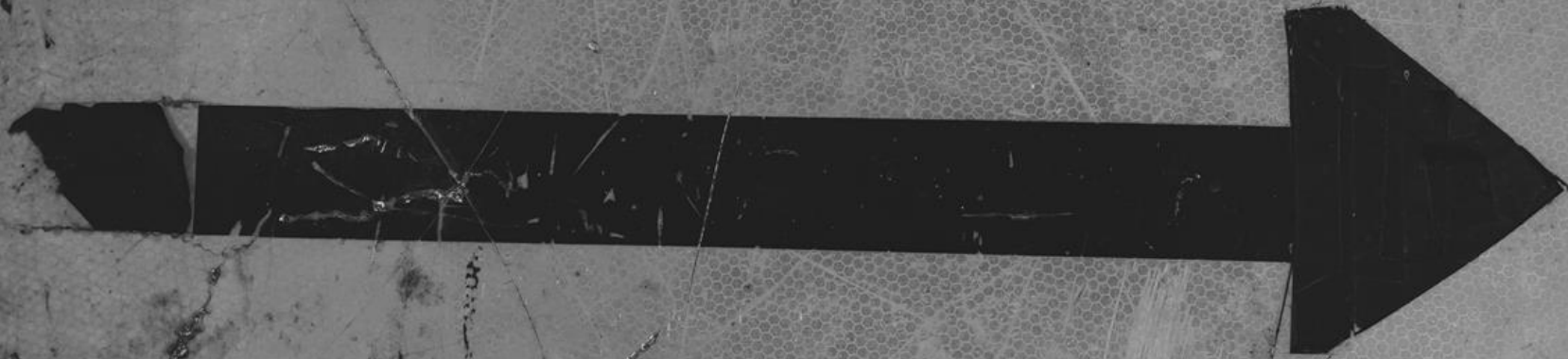
When You Are Mission-Focused

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)**

DETOUR



Protect Your Time

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





Time-Saving Strategies

Daily Check-in's and Tips.

Strategies

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

Strategies

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



Strategies

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.



Strategies

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.



Strategies

Get back the time you need.

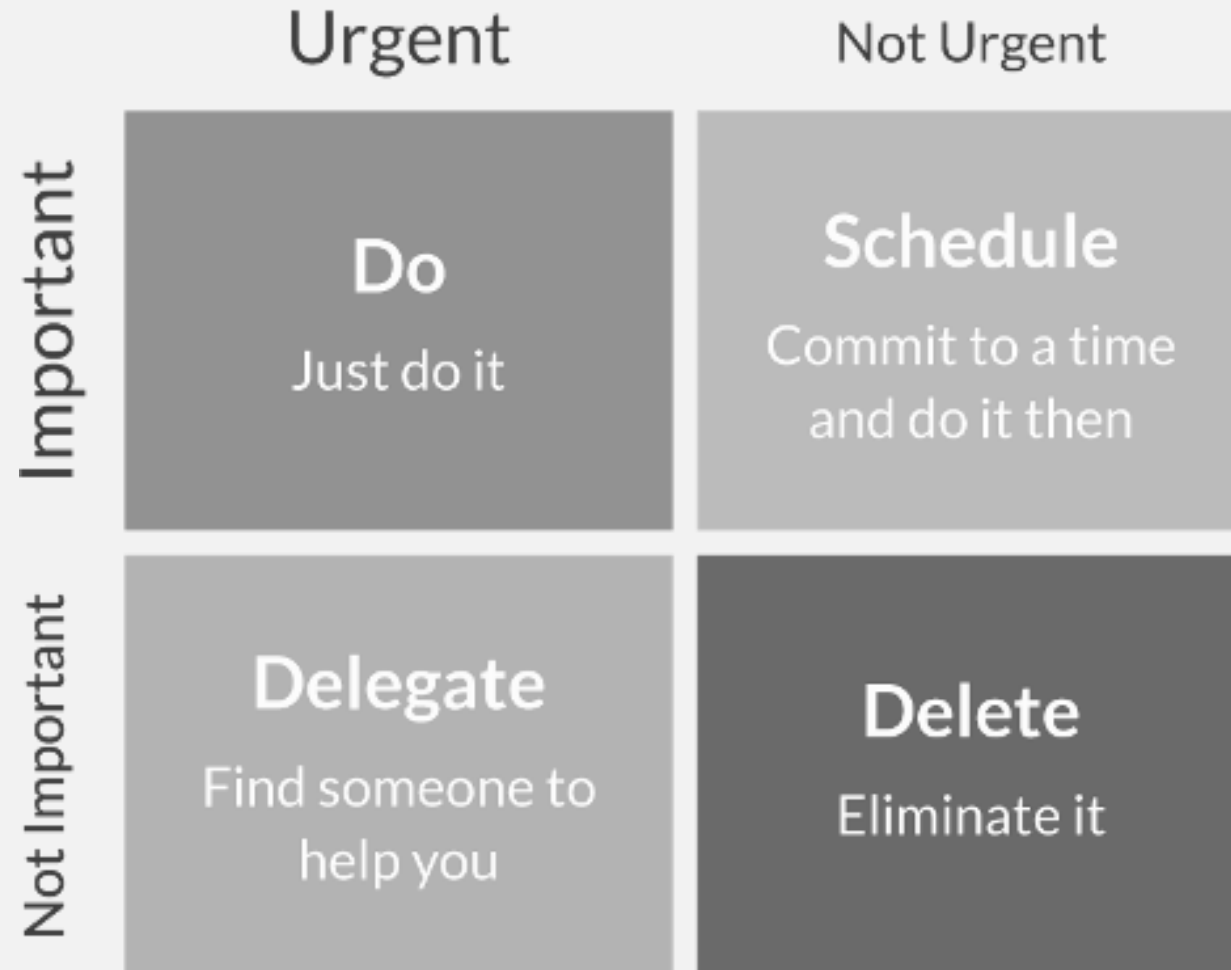
#4 BATCH YOUR TIME

- 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.



Strategies

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 Financially	Creatively Satisfying Projects	Clients I Enjoy Working With
Priority						
Tier 2						
Tier 3						

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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

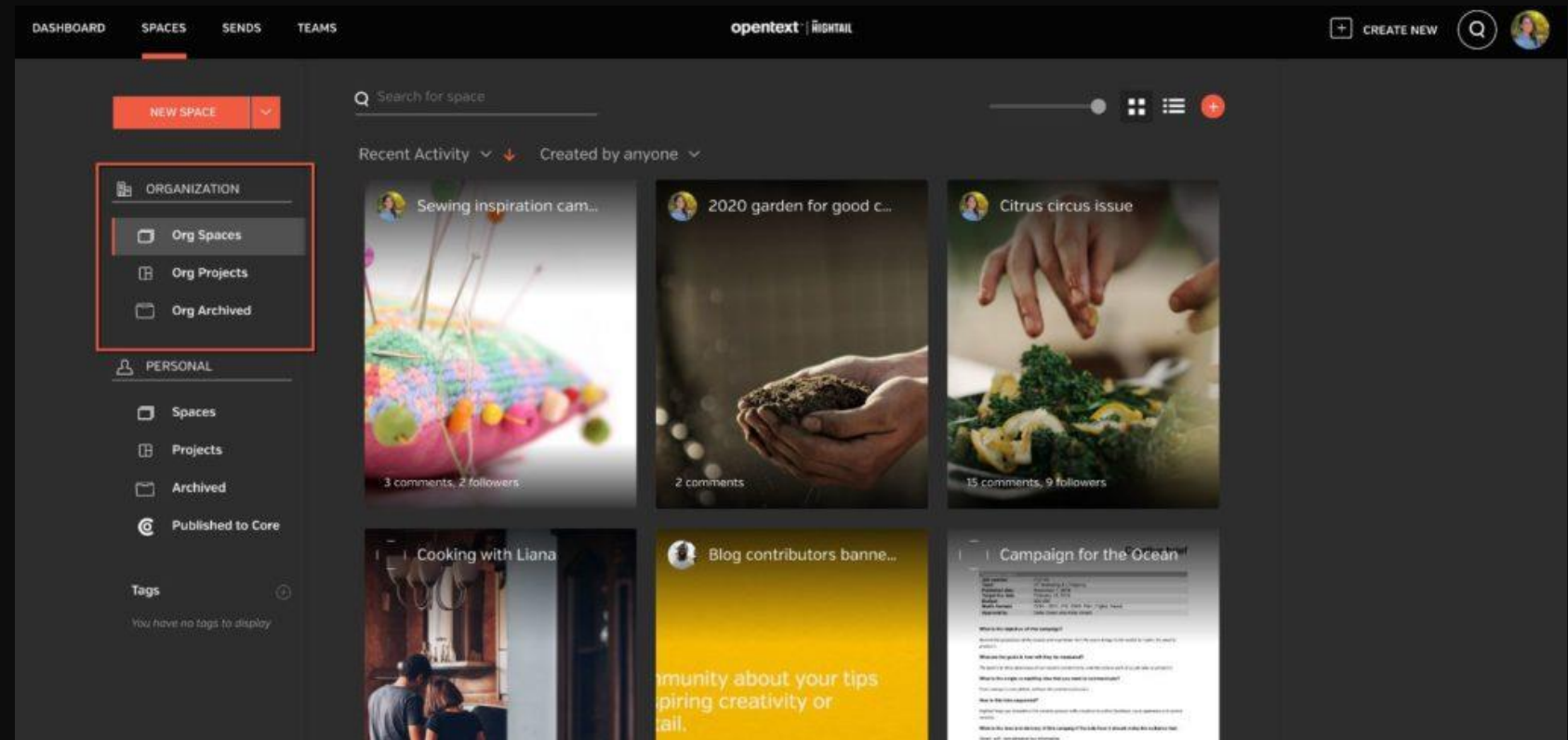
- Creative Tools
- AI-enabled audio repair/enhancement
 - Hindenburg.com
 - iZotope.com
 - Hushaudioapp.com
 - Supertone.ai
- AI-enabled text-based editing in PP
- Visual solutions from Digital Anarchy
 - Beauty Box
 - Flicker Free
 - Visual Storyteller (data visualization)

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.

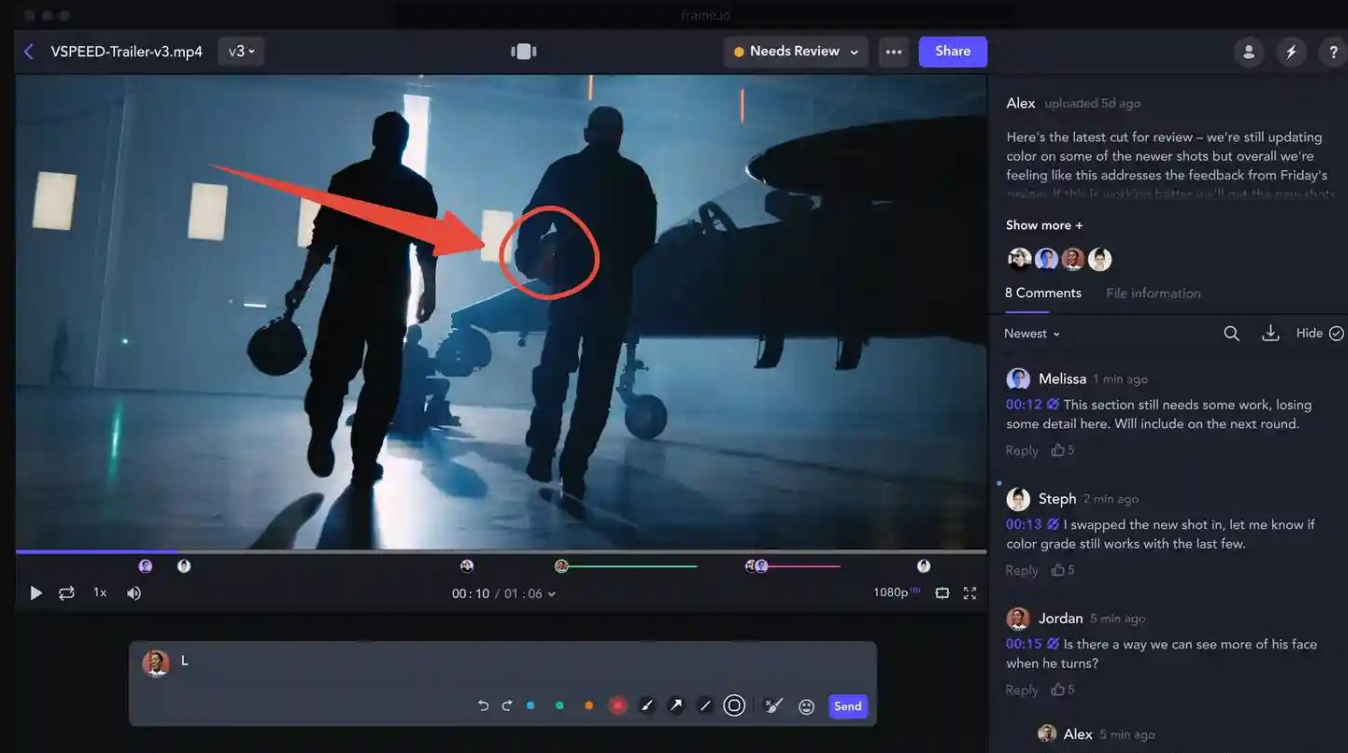
Train Every New Client

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?



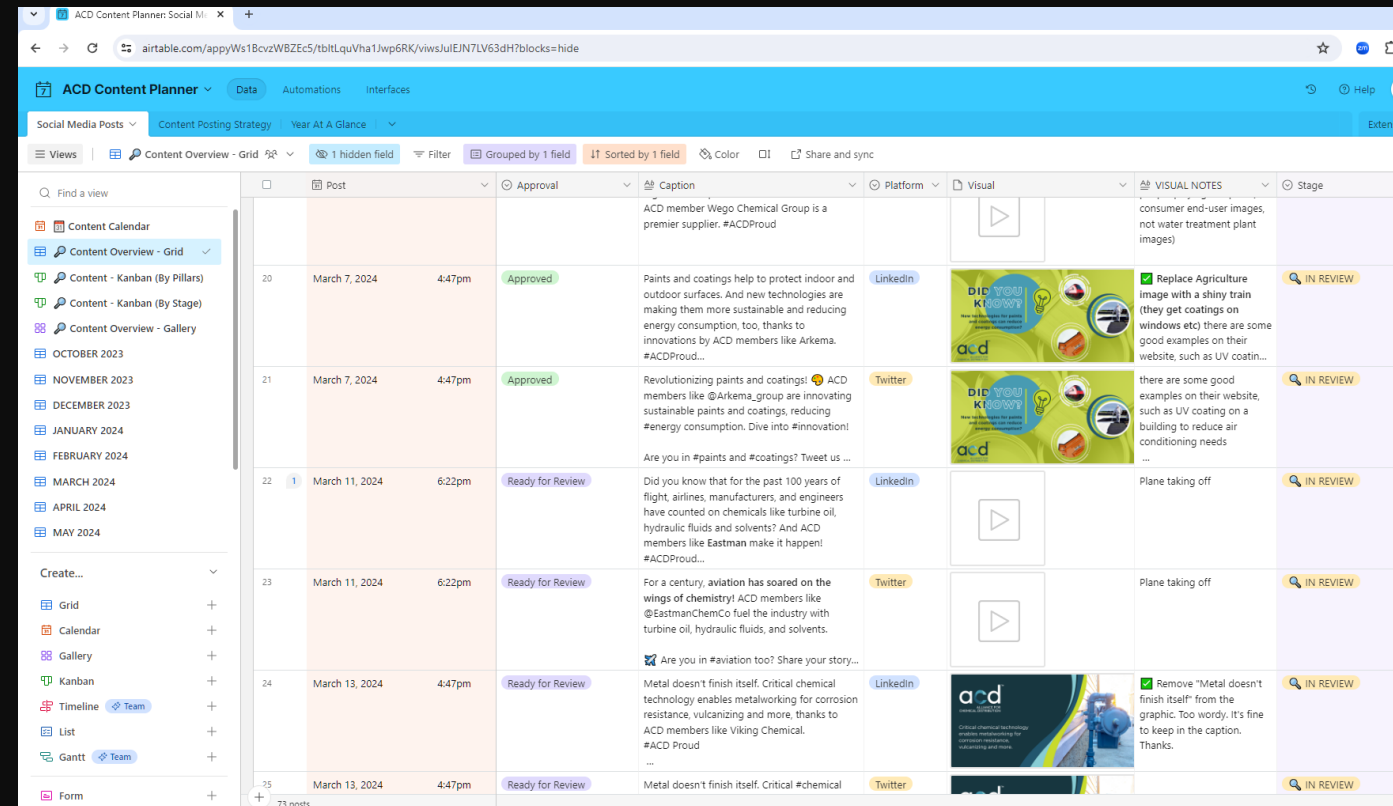
Train Every New Client

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?




Train Every New Client

Get back the time you need.

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



An aerial, black and white photograph of a winding road that curves through a hilly, grassy landscape. The road is paved and has a white line down the center. It starts from the top center, curves to the right, then loops back to the left, and finally curves to the right again. The hills are covered in low-lying vegetation. A fence runs along the outer edge of the road's curves. The overall scene is serene and somewhat desolate.

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

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

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Meetings Culture Can Shatter Your Time Management Plan



Protect Your Time

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

4 Strategies

- #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 Strategies

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 - State at top that entire meeting time doesn't need to be filled if agenda has been covered



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- #3 Designate Someone to Send Summary
 - Record/Transcribe (AI) Long Meetings



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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?



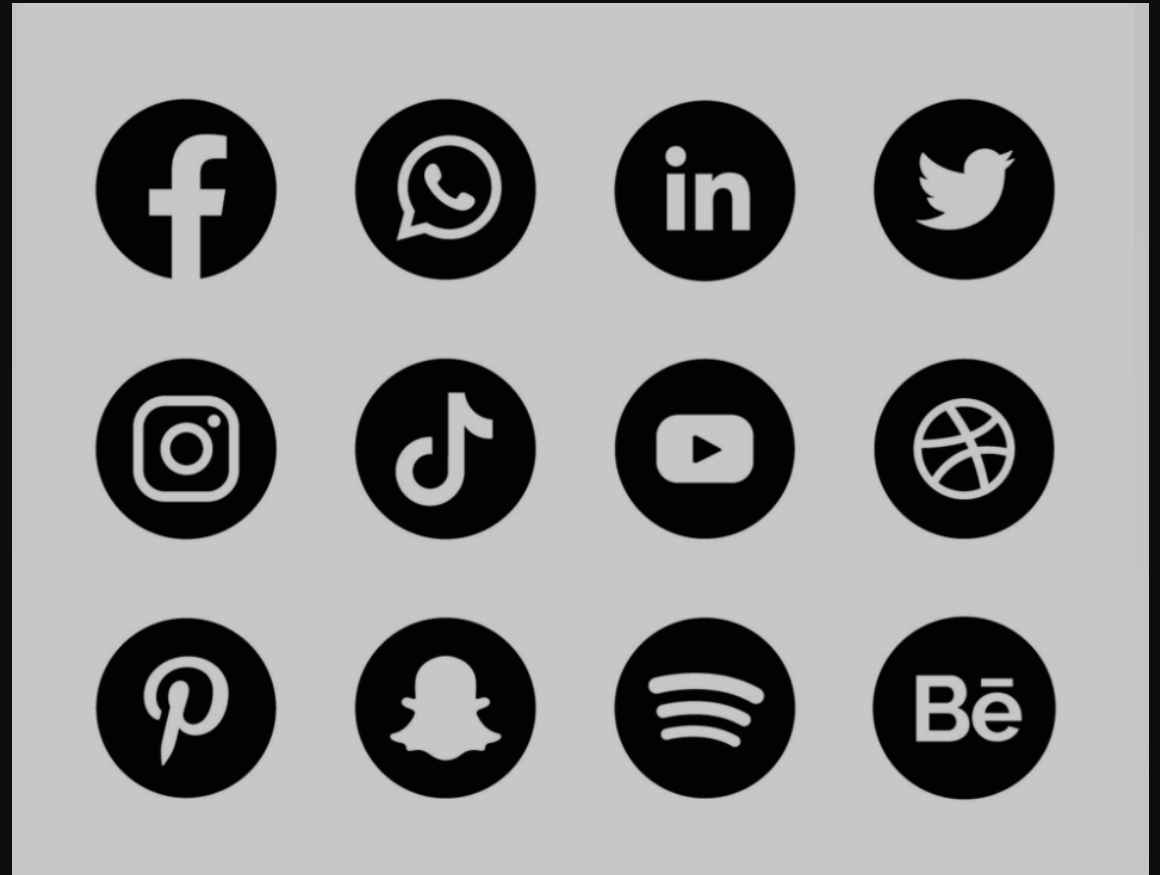
What Happens if I Don't Pay Attention?

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.****



Short Term Delegation

Allows you to complete a higher-value task on time.

“Crumple this into a little ball, will you?”



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?**

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**Name 2 Tasks You Could Delegate
Right Now.**

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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





Building Creative Resilience

Ways to refocus, and get back
your creative time.



(Image powered by DALL-E)

Develop Creative Resilience Habits

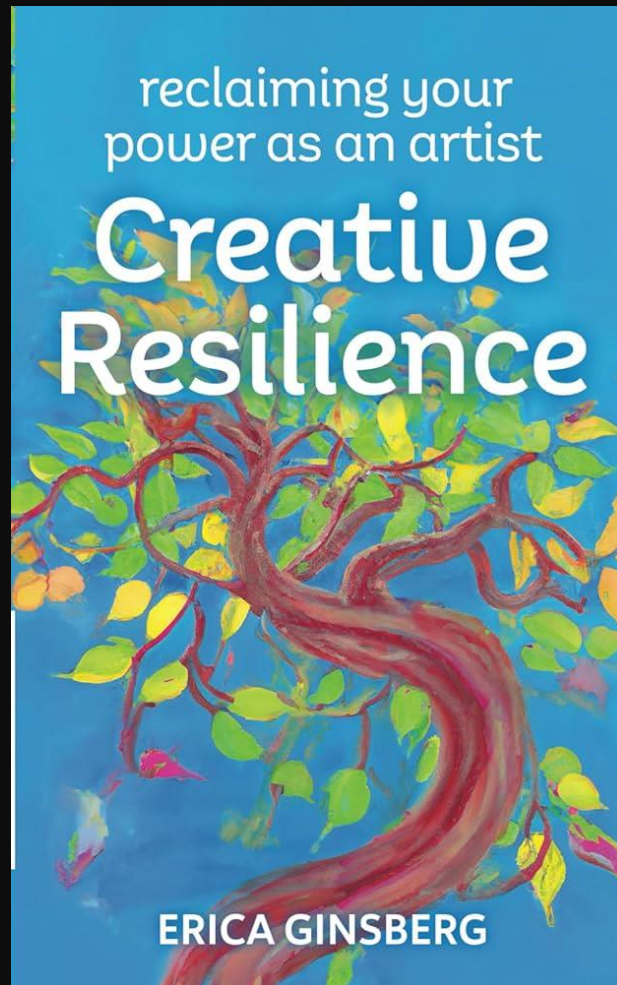
Breathe more. Work smart. Give ourselves grace.

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



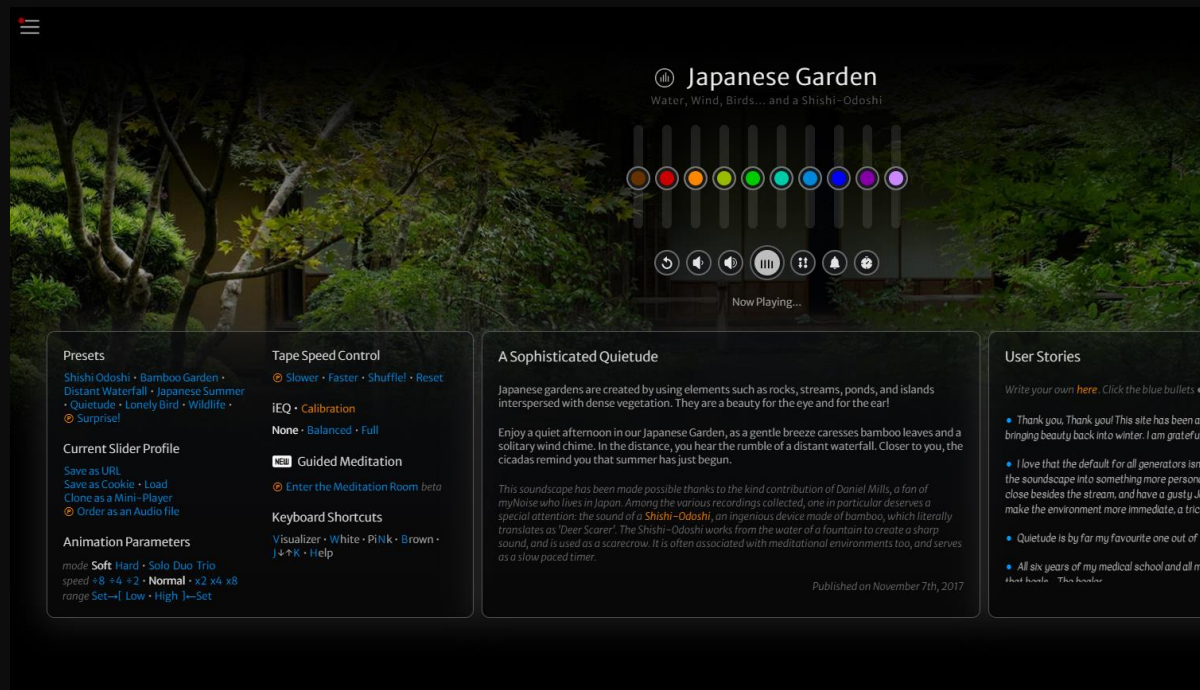
Resources

Jumpstart your new approach to time.



Relax & Rejuvenate

Find what works for you.



- www.mynoise.net

We're almost of time...

Questions?






Slides



Thank You

Amy DeLouise 

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www.amydelouise.com 



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