

Important

Urgent

Do it

Things with clear deadlines and consequences for not taking immediate action.

Examples

- Finish a client project
- Submitting a draft article
- Responding to urgent emails
- Picking up your sick kid from school

Not Important

Delegate it

Things that need to be done, but don't require your specific skills. Busy work.

Examples

- Uploading blog posts
- Scheduling
- Responding to some emails
- Meal prep

Not Urgent

Schedule it

Activities without a set deadline that bring you closer to your goals. Easy to procrastinate on.

Examples

- Strategic planning
- Professional development
- Networking
- Exercise

Delete it

Distractions that make you feel worse afterward. Can be okay but only in moderation.

Examples

- Social media
- Watching TV
- Video games
- Eating junk food