

COMMUNIT**TEA**

@ UniTea

A MONTHLY MEETUP FOR LOCAL
BUSINESS OWNERS.

September's Topic:
Working ON Your Business -
Busy work vs. meaningful work

GUIDELINES



Keep it supportive

Everyone's business journey is different.

Share, don't sell

This isn't a sales event or a pitch meeting.

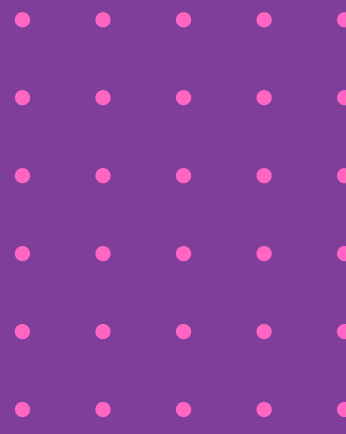
Listen as much as you talk

The best conversations happen when everyone has space to contribute.

Come curious

Ask questions. Offer ideas. Learn something new.

Grab a tea, be kind, and help someone leave a little better than they arrived.

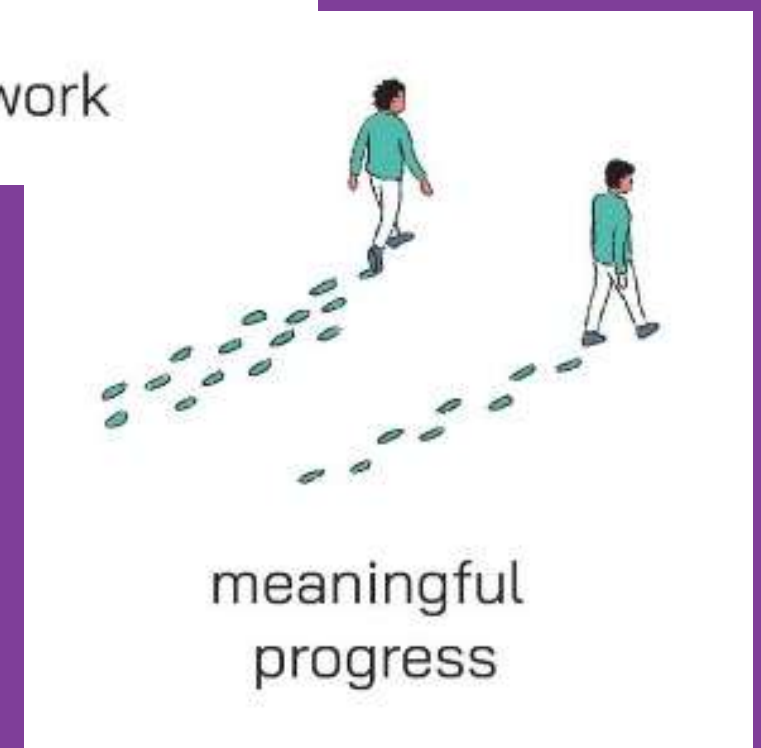
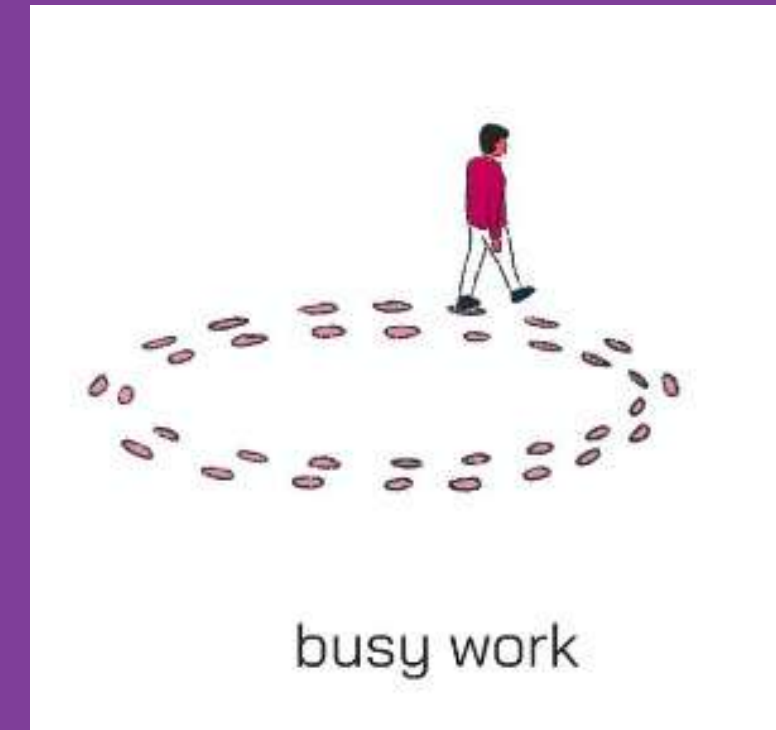


“I WAS BUSY ALL DAY...”

...but what did I actually accomplish?

You answered emails, fixed something on the website...posted on Instagram... reorganized a spreadsheet...
Had three meetings...

You were busy, but did any of it move the business forward?





WORKING IN VS. WORKING ON

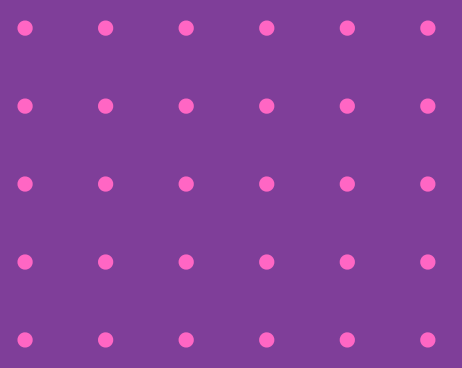


Working IN your business keeps it running.

- Serving customers
 - Answering emails
 - Fulfilling orders
 - Scheduling
 - Bookkeeping
 - Fixing day-to-day problems
- 

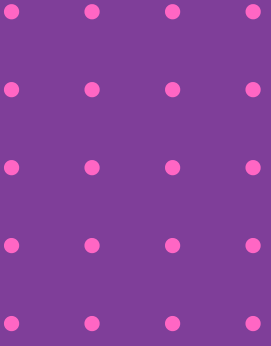
Working ON your business makes it better.

- Improving processes
- Building partnerships
- Reviewing your pricing
- Planning marketing
- Developing new offers
- Setting goals
- Automating or delegating repetitive work



You need both.

The problem is when
“IN” takes up 100%
of your time.



THE \$10 / \$100 / \$1,000 QUESTION

Look at your to-do list and ask:
Is this a \$10 task, a \$100 task, or a \$1,000 task?

\$10 tasks:

Administrative work,
simple updates,
repetitive tasks

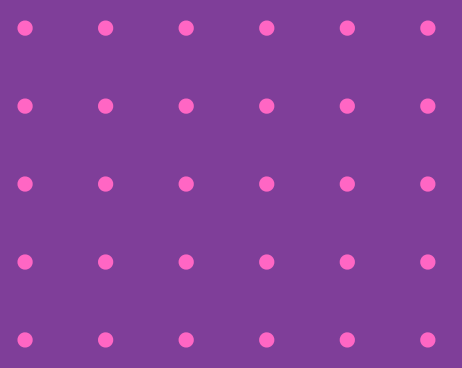
\$100 tasks:

Client work, sales
conversations,
improving processes

\$1,000 tasks:

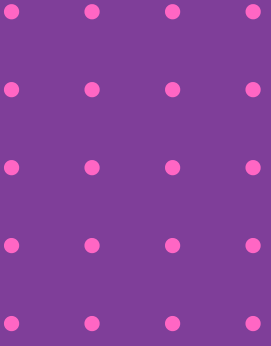
Partnerships, strategy,
new revenue streams,
major sales
opportunities





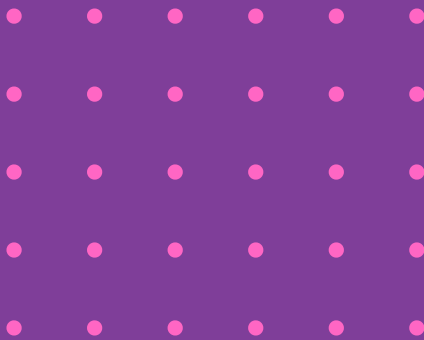
You can't eliminate every \$10 task.

**But if you spend your
entire week doing them,
when do you get to the
\$1,000 work?**





THE OWNER TEST



For each thing on your plate, decide:

DO

This genuinely
requires me
and only me.

AUTOMATE

Technology or a
system could
handle this.

DELEGATE

Someone else
could handle
this.

DEFER

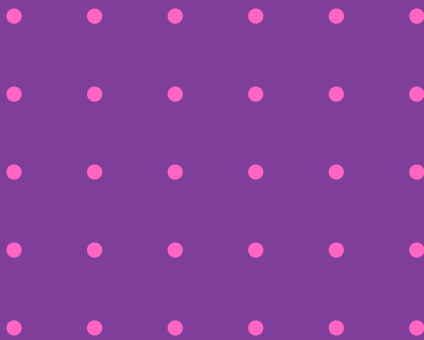
Important, but
not important
right now.

DELETE

Why are we
even doing
this?



PROTECT YOUR TIME

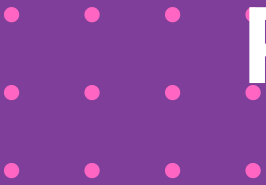


Start with **one protected hour every week** where you aren't doing client work, checking email, or putting out fires.

Use it to ask:

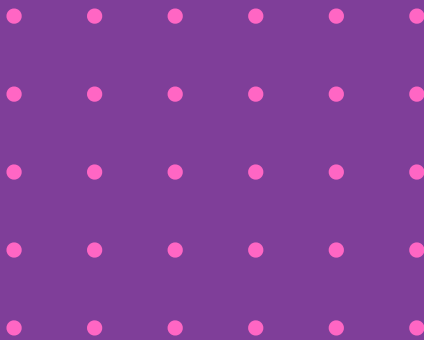
- What's working?
 - What isn't?
 - Where are we wasting time?
 - What needs my attention next?
 - What could make next week easier?
- 

Put it on your calendar like you would an appointment with a client.

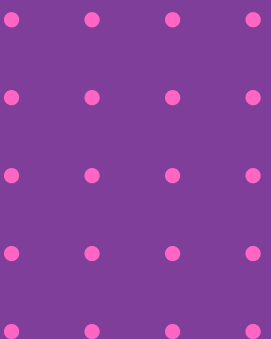


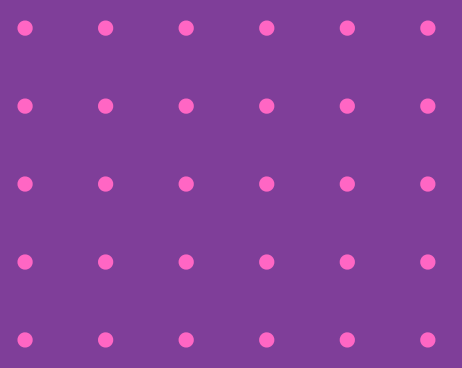


LET'S TALK ABOUT IT.



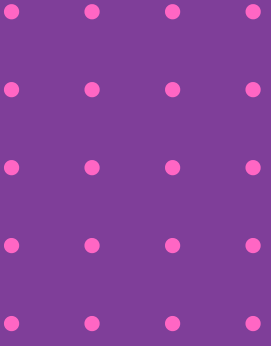
Before you leave tonight, identify:

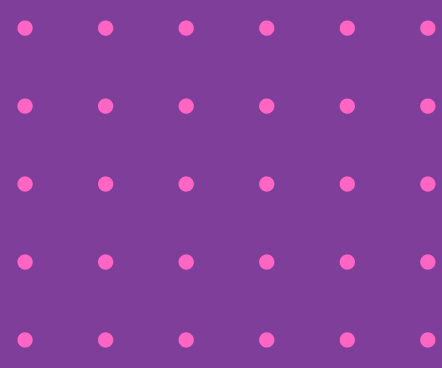
- One thing you need to STOP doing
 - One thing you can delegate or automate
 - One meaningful task you've been avoiding
 - One hour you can protect this week to work ON your business
- 



BONUS QUESTION:

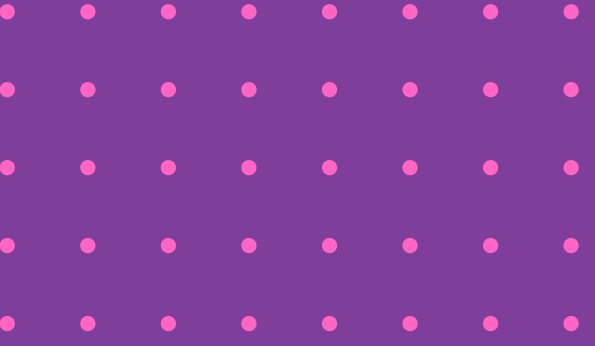
**IF YOU SUDDENLY HAD 5 EXTRA
HOURS EVERY WEEK, WHAT
WOULD YOU DO WITH THEM?**



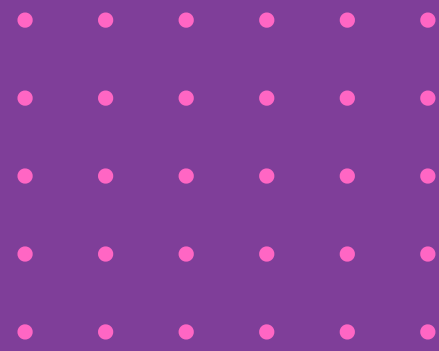


THANK YOU

DON'T FORGET TO TIP YOUR KAVATENDER
AND SUPPORT LOCAL!

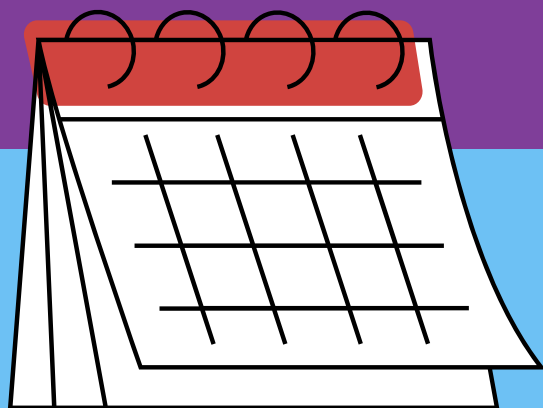
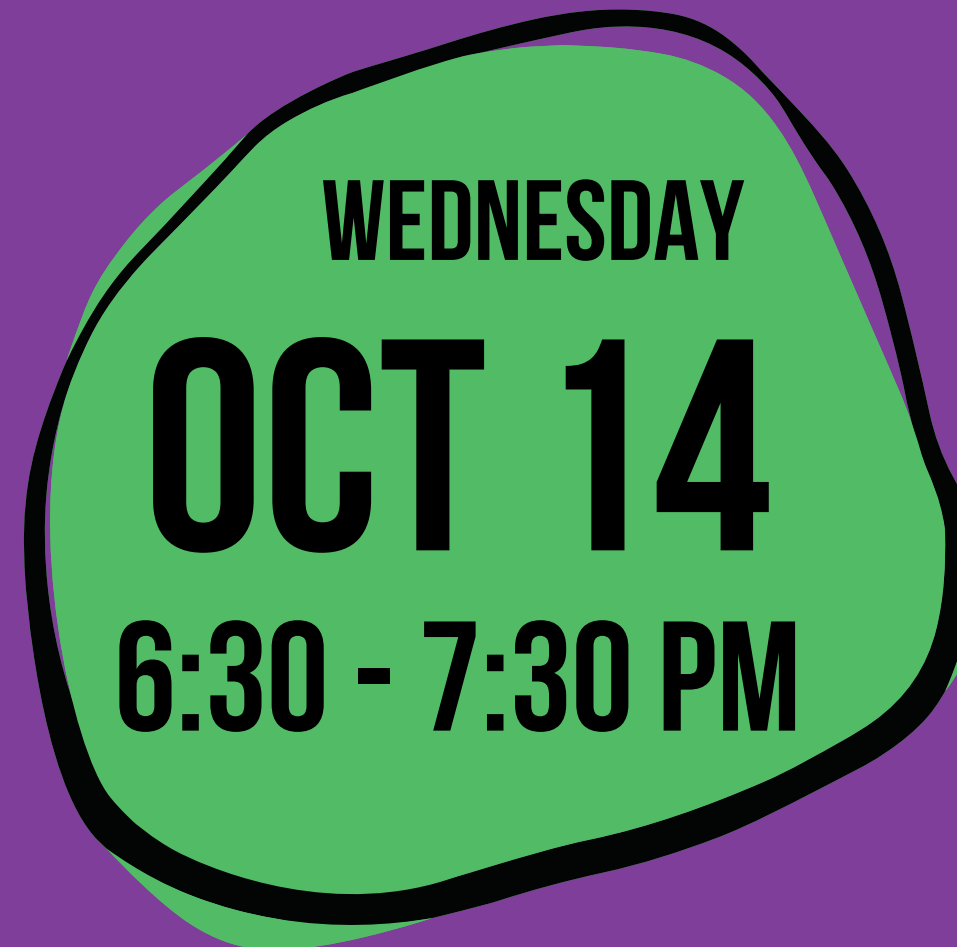


NEXT MONTH



October's Topic:
**The Graveyard of
Good Ideas** 🧛

When to revive an idea, rethink it, or
finally let it die.



SCAN TO ADD TO YOUR GOOGLE OR APPLE CALENDAR!
We know you're ADHD and will forget.