

BATCH WORKING

HOW IT CAN SAVE YOU HOURS OF WORK

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LET'S TALK WORK:

You know those magical days when you are being super productive, and tackle everything on your to do list - those days are fantastic aren't they?

But what if I was to tell you, you could be MORE productive and have MORE time for you too.

I know amazing right?

Here are the facts:

The average time spent on a task before losing focus is only 3 minutes 15 seconds. **THREE MINUTES 15 SECONDS!** *

Oh and that person who says they are really good at multi-tasking - they aren't. They are just switching their mind back and forth rapidly from one task to another. In other words, not giving either task their full attention.

Multi-taskers reduce productivity by **FORTY PERCENT** across the board. When multitasking, it takes 50% longer to accomplish a certain task, not to mention, it increases errors by 50%. *

So what is the point? What can we do to work better?
Enter - **BATCH WORKING.**

WHAT IS BATCH WORKING?

ONE TOPIC WORKING

Batch working is highly-focused, topic-specific forms of working. What do I mean by this? It is dividing your workflow into different days/hours of ONE TOPIC instead of jumping around from task to task.

EXAMPLE

Each week, I write 3 blog posts, source images, ensure that my social media platforms are updated. Style and shoot images for brand work, and Instagram. I could do these things every single day and still be chasing my tail.

Batch working means focusing on one topic, and doing it well.

SOMETHING TO REMEMBER:

**With Batch Working
you choose ONE topic
of working. And do
that ALL day**

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HOW-TO BATCH WORK

IDENTIFY YOUR PRIORITIES

These should be the tasks that make you the most money.

If you are a writer, then it's sitting and writing.

Photographer - it could be editing.

Instagram - a day creating content.

MINI TASK EACH PROCESS

Write a list of the 3 to 5 batch items you want to prioritise and then divide them into steps..

MAKE A SCHEDULE

Take out a calendar, look at any important deadlines (product launch, events, etc) and map out what you want your batching to look like.

FOCUS

Follow it through. Trust in the process that you will be so thankful you worked ahead, and commit to SINGLE-TASKING. It's time to abandon our multi-tasking ways and focus on doing one thing at a time and doing it well.



IDENTIFY YOUR PRIORITIES

Before you can batch, you have to decide what exactly you want to batch.

To give a personal example, in my business I approach a few certain things with a batch mentality: writing blog posts, styling certain Instagram images, social media population, and photo editing.

These are the things that make me money in my business so they deserve priority.

I will set aside time for, plan for, and batch. They ARE the most important facets of my business, and batching them ensures that they get done (and that I don't get distracted by less important things like emails, Facebook groups, scrolling instagram & Pinterest,

TASK:

Start by choosing what you want to batch, by looking at what actually moves your business. Narrow it down, and select 3 to 5 IMPACTFUL areas to focus, and then move onto the next step.



MINI TASK EACH PROCESS

The next step is to divide each batch item into steps.

For example, batching blog posts sounds simple, but it actually takes many steps to make them happen.

For example - my steps to creating a blog post would look like this:

Brainstorm topics

write a brief outline of subject

shoot images

edit images

write the blog post

schedule and publish

share on social media

TASK:

Write a list of steps for each topic.



MAKE A SCHEDULE

Let's get organising. Take out a calendar, look at any important deadlines (brand work, photo shoot, blog post, invoices etc,) and schedule in days for those.

Schedule in a free day to work on other projects, take a day off, but whatever you decide, create your plan and stick to it.

Eventually, your batch schedule will feel so natural you might not even have to think about it, but when you're beginning it can be very helpful to write out a clear plan for the week or month that outlines the focus of every day.

TASK:

Time to get a new planner - and carve up your week.



FOCUS

The most important step... Do the work!

I must admit, I do fall off the wagon sometimes. It may be a sunny beautiful day out and I've scheduled a day of photo-editing. But being freelance means we can go with the flow. If you do take a day off, then move your work day to another date. Just don't always play hooky!

But I do promise you, once you start batch working you will be hooked.

Just trust in the process, you already know how to do your job, you will be just doing it in a different and more productive way.

TASK:

Trust in the process.



BEGIN TO LOOK FORWARD

By planning your work in advance allows you to be strategic when it comes to your business, because you have a clear map of what topic you should be focusing on and when. But this shouldn't limit your spontaneity and creativity, it just means that you are more prepared.

Batch working allows us to be more efficient in our work by working ahead of time - that in turn will give us more time to rest, and do the things we love to do.

Now I just need to practice what I preach!



WELL DONE BATCH WORKER!

FOR MORE GOODIES + LEARNING RESOURCES, HOP ON OVER TO LITTLEGREENSHED.

FOR MORE FREEBIES + TIPS, SIGN UP FOR MY INSIDER EMAIL!

THANKS SO MUCH + HAPPY BATCH WORKING!

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