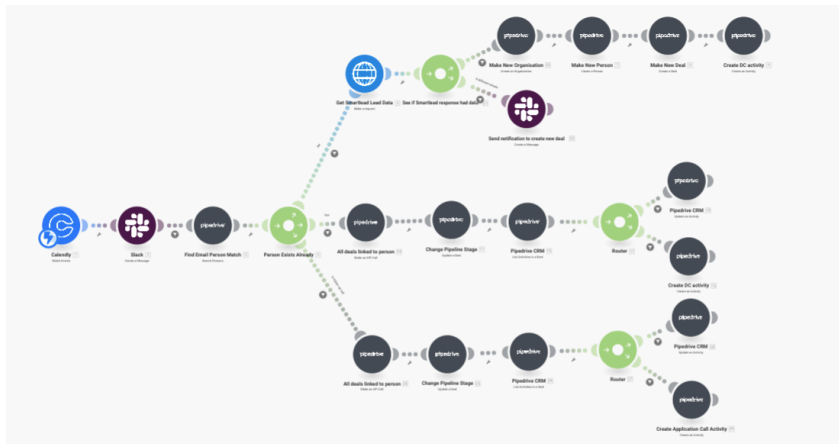


Source



<https://www.linkedin.com/pulse/power-automation-transforming-manual-process-bfqec/>

Headline

The secret behind having 25 hours in the day

First Paragraph

Are you always one step behind on your task list, instead of being one step ahead? I definitely used to be. I want to tell you about a moment that has forever redefined productivity for me and if you really grasp what I'm about to tell you... this moment will stay for you forever too.

Structure

Subject : The secret behind having 25 hours in the day.

Setup: Had a full to-do list every day, but kept running out of time to do all of my tasks. It felt as if a simple process would swallow up 20 minutes more than it should every day. Random things would creep up.

Conflict: Was staying up until early hours of the morning, forgetting to do tasks and even lost a client because I forgot to show up for a scheduled meeting.

Resolution: Took a day and searched for ways to automate my systems and save myself time. I realised there weren't enough places for help.

Solution: I learned the hard way, through hours of Youtube, Forums and Trial and Error. I realised other people would be in a similar position too.

Close: To save them having to do the same, I started an automation agency. If you feel that you need your systems automated to give you a 25th hour in the day, book a free consultation below.

First Draft

The secret behind having 25 hours in the day

Are you always one step behind on your task list, instead of being one step ahead? I definitely used to be. I want to tell you about a moment that has forever redefined productivity for me and if you really grasp what I'm about to tell you... this moment will stay for you forever too.

The story I'm about to tell you, will probably resonate with you so much that you feel like you were in the exact same place I was.

Picture this.

You're at your office desk, looking down at your to-do list. You're on the last task on this page, you quickly speed through it and breathe. You're done for today.

Until you flip the page.

You realise you've got another huge workload that you didn't even know existed.

You know that feeling, when your heart just drops. Yeah, well that hit me like a truck.

On top of that, it was already one of those days where even checking your emails would carry complications, with things just coming up that you didn't expect, and a task you designated 5 minutes now takes up 20.

When I realised it was too much

After a while, days like those become normal to you. You settle with the fact that your task list is going to keep you working until the second you drop.

When this was me, I was constantly up until the early hours of the morning trying to finish everything for the day.

But, amidst the tiredness and grumpiness (according to people around me), I was missing things on my list, unintentionally too. Forgetting.

There was a moment though, when I realised that things had gotten out of hand.

With projects and phone calls going on all around me, I was working out of Google Calendar, Slack reminders and a notebook.

What I didn't check was my iCloud calendar, where I'd booked a client meeting earlier that week.

I ended up missing that client meeting and, as you'd expect, the client wasn't very happy.

Having too much on my to-do list had made me lose a client.

How I vowed to never let work overcome me again

Losing a client was the tipping point for me. The next day, I cleared my schedule and sat down to do some strategic evaluation.

I started with just a blank piece of paper and wrote down every single activity I had to do that day. Things as simple as sending an update email to a client were on there.

This whole process of planning my ideas out signalled to me that I needed to start to identify why this wasn't working and make sure I did something about it now.

The start of my automation journey

I drew some links between the issues I was having with each one. Why couldn't I have tasks in my CRM automatically delete and create follow-on activities?

This led me down the rabbit hole of automation, but there simply weren't enough resources online.

I had to watch hours of software specific API guides, learn how to use Javascript and play with different software webhooks all to simply connect two of my apps.

This took me 2 whole weeks, but I managed to nail my workflows' automations. I had software working in synchronisation and was saving about 3 hours of manual tasks per day.

That's 21 hours per week I was saving. But bear in mind, it also took 2 whole weeks of time out of my work to build.

Saving people from having to spend those same 2 weeks

I went through those 2 weeks of boredom so you didn't have to. Off the back of having little to no help online for how to automate areas of my business, I took some initiative.

I started Cognait mid 2023 to help business owners easily automate their workflows but mainly, save them the mayhem that I went through and get them the 25th hour in their day.

No more massive to-do lists making you stay up into the early hours, no more activities being forgotten about and no fear of missing meetings and losing clients.

If you think automation is something you'd explore, I'd be happy to help explore those options with you. Just get in touch below.

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Second Draft

The secret behind having 25 hours in the day

Are you always one step behind on your task list, instead of being one step ahead? I definitely used to be. I want to tell you about a moment that has forever redefined productivity for me and if you really grasp what I'm about to tell you... this moment will stay with you forever too.

I vividly remember the time when I was constantly behind on all of my tasks. I was at my desk, thinking I'd got to the bottom of my to-do list.

And then I flipped the page only to see that I had a whole other page to get through.

On top of that, it was nearing 10pm and I'd had one of the days where a complication would crop up with everything I tried to do.

Before long, days like this were normal to me. I'd settled with the idea of my to-do list keeping me up into the early hours of the morning.

But, amidst the tiredness and grumpiness (according to people around me), I was missing things off my task list to shorten the length and would eventually forget to do them.

When I realised it was too much

There was a moment, however, when I realised that things had gotten out of hand.

I was working out of Google Calendar, Notion, Airtable and Monday because, they're all project management, that should help me handle my workload right?

Wrong. I had projects spread out so much that I ended up losing track of what I was meant to do and when.

The tipping point came when I ended up missing a client meeting. I'd logged it on Notion, not gotten a notification and ended up getting a pretty stern email from an unhappy, soon to be ex-client.

Having too many project management tools which were all poorly integrated with one another had led to me losing a client.

I couldn't let that happen again.

How I vowed to never let it happen again

I decided to get to the bottom of why my to-do list was getting out of hand and how I could vow to never let it happen again

I started with just a blank piece of paper and wrote down every single activity I had to do that day. Things as simple as sending an update email to a client were on there.

Writing that list, I realised that things that were supposed to take me 10 minutes, like checking my emails, were taking me closer to 30 minutes. Why? Because I had to manually go through and update my project management and CRM when a client replied.

This whole process signalled to me that I needed to cut down the manual tasks I was doing and find a way to automate them.

The start of my automation journey

This automation journey is where I found the 25th hour to my days. I looked at the issues I was having and the manual process behind them.

What I needed was advice on how to link my software together, but it was scattered around and scarcely available.

I had to watch hours of software specific API guides, learn how to use Javascript and host it myself on Replit just to connect Notion and Google Calendar.

This took 2 whole weeks total, but I had nailed my workflows' automations. I had software working in synchronisation and saved about 3 hours of manual tasks per day.

At the time, spending 2 weeks to save myself 21 hours per week was amazing, but not a lot of people could spare 2 weeks of work.

How can you do the same in much less than 2 weeks?

Arno review this please

Things are a lot easier if you want to automate your business now. You can use tools like Zapier, follow YouTube tutorials or look at a software's documentation.

On top of that, you can use generic productivity advice from creators like Ali Abdaal to save your to-do list from getting out of control.

So, be grateful if you're in the position now to leverage all of these new automation tools. If you think automation could help your business out, but don't have the time to figure it all out yourself, get in touch below and I'd be happy to help you.

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Third Draft

The secret behind having 25 hours in the day

Are you always one step behind on your task list, instead of being one step ahead? I definitely used to be. I want to tell you about a moment that has forever redefined productivity for me and if you really grasp what I'm about to tell you... this moment will stay with you forever too.

I vividly remember when I was constantly behind on all of my tasks. I was at my desk, thinking I'd got to the bottom of my to-do list.

Then I flipped the page.

There was a whole new side of tasks I was yet to do.

On top of that, it was nearing 10pm and it had been one of those days when an issue appeared with everything I did.

Before long, days like this were normal to me. I'd settled with the idea of my to-do list keeping me up into the early hours of the morning.

But, amidst the tiredness and grumpiness (according to people around me), I was forgetting to do things and sacrificing quality so that I could mark them as done..

When things got out of hand

There was a moment, however, when I realised that things had gotten out of hand.

Up until this point, I had been using Notion, Google Calendar, Monday and Airtable. They're all project management tools, so I should have a firm grip on time management, right?

Wrong. I had projects all over the place and I lost track of what I was meant to do.

The tipping point came when I missed a client meeting. I'd made a note of it on Notion, weeks prior, but, on the day, I didn't see the notification. As you can imagine, I got a stern email from an unhappy, soon to be ex-client.

Having too many productivity tools had actually left me worse off and I lost a client because of it.

How I vowed to never let that happen again

I decided to get to the bottom of why my to-do list was getting out of hand and how I could vow to never let it happen again

I started with just a blank piece of paper and wrote down every single activity I had to do that day. Things as simple as sending an update email to a client were on there.

Writing that list, I realised that things that were supposed to take me 10 minutes, like checking my emails, were taking me closer to 30 minutes. Why? Because I had to manually go through and update my project management and CRM when a client replied.

This whole process signalled to me that I needed to cut down the manual tasks I was doing and find a way to automate them.

Getting started in automation

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