

THE
Presence
& **Profit**
METHOD

THE COMPANION WORKBOOK

VIDEO THREE

The time audit

Before you can systemize anything, you have to see where your time is actually going. For the next three to four working days, capture the tasks that filled your hours — and roughly how long each one took. Don't judge it. Don't fix it yet. Just capture it.

DAY ONE

DAY TWO

DAY THREE

DAY FOUR

The time-value matrix

Now take what you tracked and sort each task into one of four quadrants. Most service providers find 40–60% of their week sitting in quadrants three and four — that's the time hiding in plain sight.

OWN IT

1

High value & only you can do it. Your zone of genius — the strategy, the craft, the key relationships.

DELEGATE IT

2

High value, but doesn't require your specific brain. Someone else can get it 90% right with a good process.

AUTOMATE IT

3

Low value, but it has to happen. Repetitive, rules-based — a machine should be doing it.

ELIMINATE IT

4

Low value, and honestly — nobody would notice if it stopped. These don't need a process; they need a funeral.

The four systems

You cannot delegate or automate your way out of low-value work without these in place. Rate where each system stands today — then choose what to build first.



OFFER

Productized scope, deliverables & pricing — instead of a custom proposal every time



MARKETING & SALES

Referrals, content, discovery calls, proposals — the way the right leads come in & convert



DELIVERY

Onboarding, milestones, checklists, testimonial ask — the same way, every project, every time



OPERATIONS & FINANCES

Invoicing, bookkeeping, scheduling, files — plus actually knowing your numbers



THE SYSTEM I'LL BUILD FIRST

Best & highest use

Install this filter and run every task through it. Five percent of your work produces ninety-five percent of your results — your job is to spend more hours inside that five percent.

THE CEO FILTER

Is this the **best & highest** use of my time?

1 The five percent of my work that drives the most results:

2 What I'll stop doing this week — the low-value habits that have been eating my hours:

3 What I'll start doing this week — the higher-leverage work I've been putting off:

Your biggest takeaway

Write down your single most powerful aha moment from this video.

It's worth the 30 seconds. An insight you only think about fades by tomorrow – but one you write down sticks, and your brain keeps working on it in the background. Capturing it is what turns a fleeting realization into something you actually act on.

CREATIVE
CEO ✨
ACADEMY

Don't want to figure this all out alone?

Creative CEO Academy is the 12-week business accelerator for creatives, consultants, and service providers who want their business to run on their terms — the positioning, offers, sales, and systems that turn good work into a business that fits the life you want.



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