

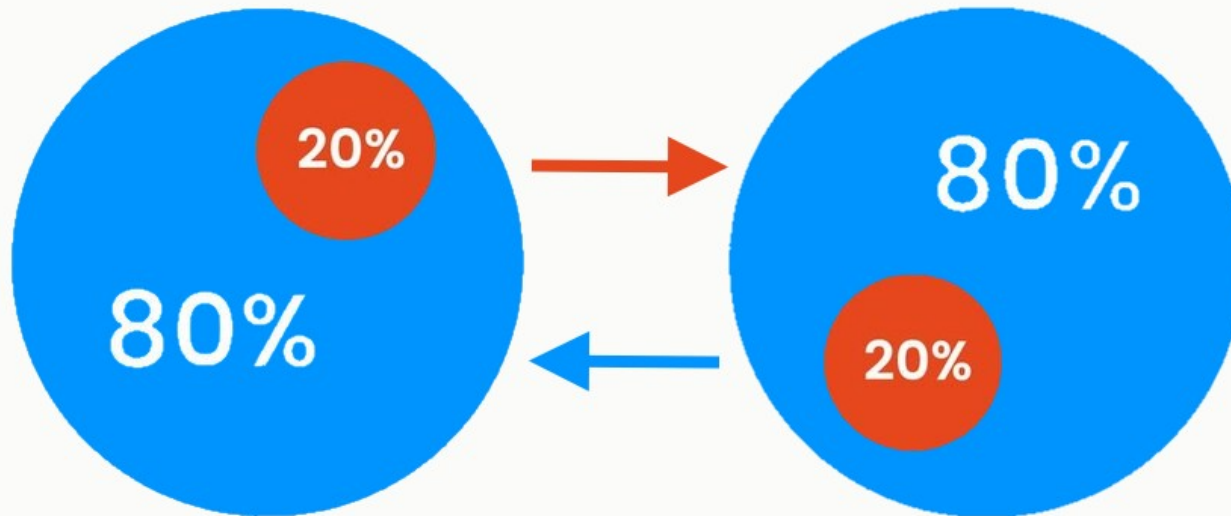
PARETO PRINCIPAL

The Pareto Principle is very simple, yet very important. It is named after Italian economist Vilfredo Pareto, who, in 1906, found that 80% of the land in Italy was owned by 20% of the population. What was most important about Pareto's finding was that this 80/20 distribution occurs extremely frequently. For example, in general, 20% of your customers represent 80% of your sales.

And 20% of your time produces 80% of your results. And so on.

EFFORT

20% of your efforts produce 80% of your outcomes



OUTCOMES

80% of your outcomes are produced by only 20% of your effort.

Do Less to Achieve More (The 80/20 Principle)

WANT MY HELP TO REDUCE THE EFFORT OF RUNNING AND BUILDING YOUR BUSINESS? OR THE WAY YOU WORK AND THE HOURS IT TAKES TO GET THINGS DONE? LIKE TO SPEND MORE TIME DOING THE THINGS YOU CHOOSE? AND WOULD YOU LIKE TO DO IT WITHOUT ENDLESS HOURS OR GUESSWORK? WHILE LEVERAGING A LEAN TEAM & A HIGHLY EFFECTIVE BUSINESS ECOSYSTEM?

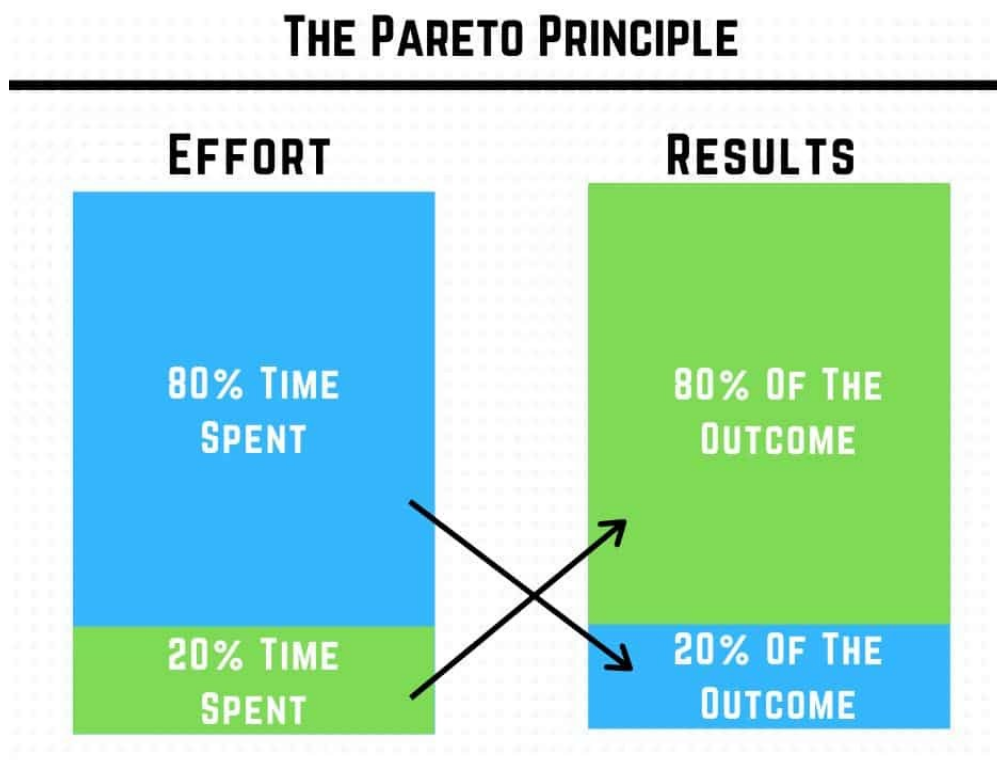
If you're serious about finally making a change, I'd recommend you check out my coaching offer - [HERE](#)

Imagine doubling your business results while working less. Or even simply being more in control of your time and what you spend it doing.

Sounds impossible? It's not only possible but essential, it makes you more efficient and effective, happier and it's vital for sustainable growth.

Welcome to the power of the 80/20 Principle.

Understanding the 80/20 Principle, also known as the Pareto Principle, the 80/20 rule states that roughly 80% of your results come from 20% of your efforts.



Now it doesn't necessarily have to be 80/20 exactly it could be 90/10 or 75/25. In other words 25% of your effort produces 75% of you results.

It doesn't even need to add upto 100, because the numbers represent different things.

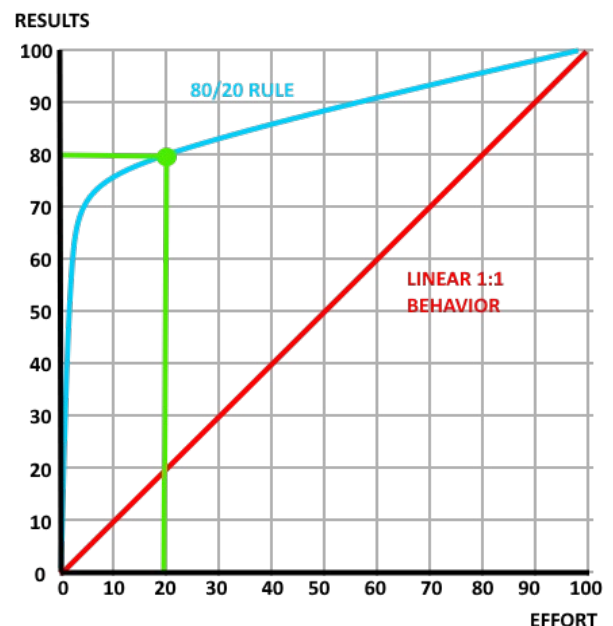
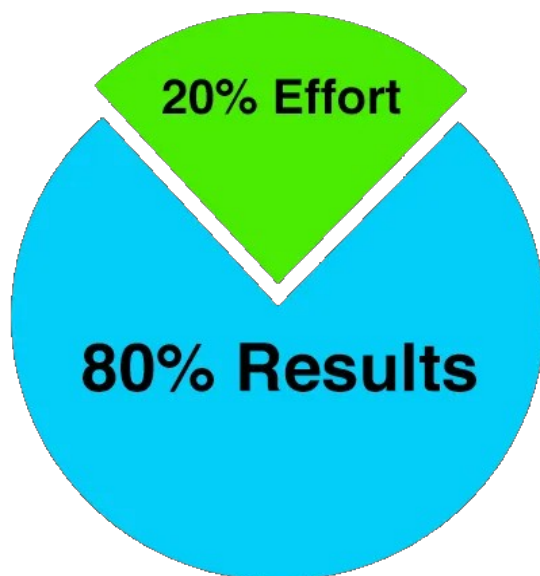
For instance 90/20, means 20% of your effort produces 90% of your results.

The Pareto Principle is simply the observation (not law) that **most things in life are not distributed evenly**. Thinking about the distribution of wealth, or athletic ability are easy examples to comprehend. (Or how your other half ends up with 80% of the duvet) 😊

The key point is that **most things in life (effort, reward, output) are not distributed evenly – some contribute more than others**.

Time management is the most common use for the Pareto Principle. That's because most people tend to thinly spread out their time instead of focusing on the most important tasks.

In a perfect world, every employee would contribute the same amount, every mistake or error would be equally important, every product feature would be equally loved by customers. But as we know that isn't always the case:



Take a look at the distribution chart above. Of course, this ratio can change. It could be 80/20, 90/10, or 90/20. Remember in general after 80 percent it becomes increasingly harder to achieve results, for the input required.

The key point is that most things are not 1/1, where each unit of "input" (effort, time, labour) contributes exactly the same amount of output.

In business, this often translates to:

- 80% of your profits come from 20% of your clients
- 80% of your sales come from 20% of your products
- 80% of your problems come from 20% of your processes (or people)

The key to leveraging this principle is identifying your critical 20% and doubling down on it.

The Step-by-Step Guide to Identify High-Impact Activities:

1. Activity Audit:

- List all your business activities for a typical week
- Include time spent on each activity

2. Result Analysis:

- For each activity, note the direct results or outcomes
- Quantify these results where possible (revenue generated, leads acquired, etc.)

3. 80/20 Mapping:

- Rank activities based on their results
- Identify the top 20% that generate 80% of your results

4. Time vs. Impact Evaluation:

- Compare time spent on activities with their impact
- Highlight activities with high impact but low time investment

5. Decision Making:

- Identify activities to eliminate, delegate, or automate
- Plan how to increase time on high-impact activities

Case Study: Tom's Marketing Agency Transformation

Tom, a marketing agency owner, was working 70-hour weeks but growth had stalled. After applying the 80/20 principle, he discovered:

- 75% of profits came from just 18% of clients
- 80% of new business came from two specific marketing channels
- 70% of his time was spent on low-value administrative tasks

Tom's 80/20 Action Plan:

1. Client Focus: He prioritized top clients and replicated successful strategies.
2. Marketing Channels: Doubled down on the two most effective channels.
3. Task Management: Outsourced or automated most administrative tasks.

Results: Within 6 months, Tom's business revenue doubled while he worked 20 hours less per week.

Implementing the 80/20 Principle in Your Business:

1. Analyze Your Client Base:

- Rank clients by profitability
- Identify characteristics of top clients
- Develop strategies to attract similar high-value clients

2. Evaluate Your Products/Services:

- Determine which offerings drive most profits
- Consider phasing out or redesigning low-performing offerings

3. Optimize Your Marketing:

- Identify most effective marketing channels
- Reallocate resources to these channels

4. Streamline Operations:

- List routine tasks and evaluate their impact
- Automate or delegate low-impact, time-consuming tasks

5. Focus Your Time:

- Block out time for high-impact activities
- Reduce or eliminate time spent on low-impact tasks

Remember, the goal is **NOT** to ignore the '80%', but to ensure you're not neglecting the critical '20%' that drives your business forward.

Action Plan and Worksheet

Key Takeaways:

- Not all business activities are created equal
- Identify your high-impact 20% and prioritize it
- Continuously reassess and adjust your focus
- It's okay to let go of low-impact activities

By mastering the 80/20 Principle, you're not working less – you're working smarter.

WANT TO MAXIMIZE YOUR RESULTS WHILE MINIMIZING YOUR WORKLOAD?

Are you ready to transform the way you run and grow your business? Or the way you work and the hours it takes to get things done? Imagine achieving double the results with a fraction of the effort. It might sound impossible, but with the right strategy, it's not only possible—it's essential for sustainable success.

If you're serious about making this change, I invite you to explore my exclusive coaching program designed to help business leaders like you master the 80/20 principle.

In this program, you'll learn how to:

- **Identify and focus on the 20% of activities that drive 80% of your results**, ensuring every moment you spend is maximizing your business impact.
- **Implement more cutting-edge time management techniques** that will free up hours of your week, allowing you to focus on what truly matters.
- **Leverage a lean team and a highly efficient business ecosystem** to streamline operations and eliminate unnecessary stress.

Ready to take the next step? Click [\[HERE\]](#) to learn more about how my coaching can help you achieve more with less effort. Let's work together to unlock your business's full potential.

If you're looking for more tailored advice: Reach out and DM me for more FREE resources and feedback based on your requirements or share your findings having done some of these exercises, and I'll share some more ideas with you.

80/20 Principle Worksheet: Maximize Your Business Impact

Step 1: Activity Audit

List all your business activities for a typical week and the time spent on each:

	Activity	Time Spent (hours)
1		
2		
3		
4		
5		

(Add more rows as needed)

Step 2: Result Analysis

For each activity, note the direct results or outcomes:

	Activity	Results/Outcomes	Quantified Impact (if possible)
1			
2			
3			
4			
5			

Step 3: 80/20 Mapping

Rank your activities based on their results:

Rank	Activity	Impact Score (1-10)
1		
2		
3		
4		
5		

Identify your top 20% activities: _____

Step 4: Time vs. Impact Evaluation

Compare time spent with impact:

	Activity	Time Spent	Impact Score	Time-to-Impact Ratio
1				
2				
3				
4				
5				

Step 5: Decision Making

Based on your analysis, complete the following:

Activities to Eliminate:

- 1.
- 2.
- 3.

Activities to Delegate:

- 1.
- 2.
- 3.

Activities to Automate:

- 1.
- 2.
- 3.

High-Impact Activities to Increase:

- 1.
- 2.
- 3.

Action Plan:

1. How will you increase time on high-impact activities?

2. What specific steps will you take to eliminate, delegate, or automate low-impact activities?

3. Set measurable goals for the next 30 days:

- a. _____
- b. _____
- c. _____

4. How will you measure the success of your 80/20 implementation?

5. Schedule your next 80/20 review (recommended: monthly):

Date: _____

Remember: The goal is to focus on the vital few activities that drive most of your results. Regularly revisit this worksheet to ensure you're always prioritizing your most impactful work.

WANT MY HELP TO REDUCE THE EFFORT OF RUNNING AND BUILDING YOUR BUSINESS? OR THE WAY YOU WORK AND THE HOURS IT TAKES TO GET THINGS DONE? WOULD YOU LIKE TO DO IT WITHOUT ENDLESS HOURS OR GUESSWORK? WHILE LEVERAGING A LEAN TEAM & A HIGHLY EFFECTIVE BUSINESS ECOSYSTEM?

If you're serious about finally making a change, I'd recommend you check out my coaching offer - [HERE](#)

Reach out and DM me for more FREE resources and feedback based on your requirements or share your findings having done some of these exercises, and I'll share some more ideas with you.