# Eisenhower Matrix for Freelancers

A Freelancer's Command Center

For guidance and digital tool, visit: https://www.eisenhowermatrix.com/templates/eisenhower-matrix-for-freelancers/

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| **Do First**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Plan**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Delegate**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Review**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

# How to Use This Matrix as a Freelancer

This isn't about being perfect - it's about being profitable. Use it to build a business that supports your life, not consumes it.

# The 3-Question Quick Sort

1. Will this directly impact my income or client relationships TODAY?
2. Will this help me earn more or work less in the FUTURE?
3. Can someone/something else handle this for less than my hourly rate?

# Remember

• You're running a business, not a charity
• Boundaries make you more valuable, not less
• Every yes to low-value work is a no to growth
• Feast or famine is a choice, not a fate
• Your expertise has value - charge accordingly

# The Freelancer's 3-Question Sort

Sort any task in seconds with these simple questions:

## Question 1: Will I lose money or damage a client relationship if this waits?

**If YES:** It's URGENT → Continue to Q2

**If NO:** It's NOT URGENT → Continue to Q2

## Question 2: Does this directly generate income or grow my business?

**If YES:** It's IMPORTANT → Place based on urgency

**If NO:** It's NOT IMPORTANT → Place based on urgency

## Question 3: Can I automate, template, or outsource this?

**If YES:** Consider DELEGATING (especially if in Q3)

**If NO:** You'll need to handle it personally

# Common Freelancers Traps to Avoid

## The Yes-to-Everything Trap

Taking every project because you're afraid to turn down money, even when it's not profitable.

**Solution:** Calculate the true cost including stress, opportunity cost, and impact on better clients. Learn to say 'not right now.'

## The Undercharging Spiral

Keeping rates low because you're afraid clients will leave, creating a cycle of overwork and resentment.

**Solution:** Raise rates with new clients first. Existing clients often value you more than you think. Give them the chance to say yes.

## The No-Boundaries Burnout

Being available 24/7 because you think that's what clients expect from freelancers.

**Solution:** Set office hours and response times. Professional boundaries actually increase client respect and allow you to charge more.

## The Admin Procrastination Trap

Putting off invoicing, contracts, and taxes until they become urgent crises.

**Solution:** Batch admin tasks weekly. Use templates and automation. Consider it paid time - you can't get paid without invoicing!

# Your Daily Freelance Flow

5 minutes in the morning, 3 minutes at day's end. Build momentum, not anxiety.

## Morning (5 minutes)

1. Review yesterday's incomplete tasks

2. Check client communications for new urgencies

3. Sort all tasks using the 3-question system

4. Identify your ONE Q2 task for business growth

5. Time-block your highest revenue work first

## Afternoon (3 minutes)

1. Mark completed tasks (celebrate wins!)

2. Move incomplete Q1 items to tomorrow

3. Note any scope creep to address

4. Update tomorrow's priorities

5. Set your 'office closed' message