Your Eisenhower Matrix

A Freelancer's Command Center

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

Examples for Each Quadrant

Crisis Mode (Do Now)

True emergencies that directly impact income or client relationships

- **Client project due today** – Missing deadlines kills your reputation and future work

- **Fix critical bug on client's live site** – Their business is losing money every minute it's down

- **Respond to upset client** – Quick response can save the relationship

- **Submit invoice for overdue payment** – You need cash flow to survive

- **Handle contract dispute** – Protects your business and payment

Growth Zone (Schedule It)

Activities that build a sustainable, profitable freelance business

- **Update portfolio with recent work** – Better portfolio = higher rates and better clients

- **Learn new high-demand skill** – Expand services and charge premium rates

- **Network with potential clients** – Relationships lead to referrals and repeat work

- **Create service packages/productized offerings** – Stop custom quoting and start scaling

- **Build passive income streams** – Break the hours-for-dollars trap

Delegate Zone (Find Help)

Necessary tasks that don't require your expertise

- **Basic bookkeeping and invoicing** – Use software or hire a VA for $15/hour

- **Social media scheduling** – Batch and automate with tools

- **Email management and filtering** – Set up templates and auto-responders

- **File organization and backups** – Automate with cloud services

- **Meeting scheduling** – Use scheduling tools like Calendly

Delete Zone (Just Say No)

Time wasters disguised as 'opportunities'

- **Spec work or unpaid 'test projects'** – Your portfolio already shows your skills

- **Endless revisions beyond scope** – Scope creep kills profitability

- **Comparing yourself to other freelancers** – Focus on your own growth, not theirs

- **Perfecting work that's already approved** – Done and paid is better than perfect

- **'Pick your brain' coffee meetings** – Your expertise has value – charge for consulting

Common Teacher 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