

Slay Your Workload With This One Technique

Hi there, seller friends. Welcome to another episode of School of Sellers. We are covering one of my very favorite topics today which is the art of batching and if you were in Austin last year, you heard all about batching during my session. And today we are digging deep into one of my favorite practices for productivity of all time. So, let's go ahead and get started. Now for those of you who are unfamiliar to the wonderful, wonderful world of batching, batching is simply taking a set of similar tasks and getting them done all at one time rather than having them hanging out on your to-do list day after day after day. And I think the best comparison for batching is that it's similar to food prepping. So, think about all the meals you have to create throughout the week, breakfast, lunch, dinner for every single day. Every single meal you have to get out all of your cooking materials, get all of the ingredients out, you have to do cutting and food prep and then you have to cook and then you have to prepare the meal, then you have to wash the dishes and then it all repeats again for the next meal, right? But if you are someone who likes to meal prep every week, then you probably do a lot of those things on Saturday or Sunday, whenever the groceries come home and you will do all of the cutting, all of the prep, sometimes all of the cooking and then portion those meals out that you can have throughout the week. Now this cuts down on so much time that you would spend doing those same processes three times every single day. And batching your work is pretty similar to prepping your meals.

I think one of the biggest upsides of batching is that we don't realize how much time we're wasting doing the same tasks every single day. So, even something simple like checking your email or logging onto Facebook to schedule a post, you don't realize how much time is lost in the process of loading your email or getting stuck in the Facebook rabbit hole, checking other posts and totally forgetting why you're on there in the first place. It might only be a minute or two that you're wasting but those minutes add up and before you know it, throughout the course of a year, you waste hours just by fooling around on social media and getting distracted by things you see along the way when you are supposed to be focusing on one task. Now I'm going to tell the truth about batching. It is not for the faint of heart. Batching is hard, it's pretty intense and it does still take time. But the outcome is worth it. Okay? Once you have batched your tasks, you have cleared your schedule and you now have time to do things you enjoy. Maybe you will have more time to work on a product line that you've been wanting to create. Maybe you will have time in your schedule finally to hang out more with your friends and your family. Or maybe you want to use that extra time to do absolutely nothing and that is okay too. The bottom line here is that batching clears up your schedule and gives you the time to do what you want. Sounds good, right?

Okay. I want you to envision two separate board games. Okay? And on each board, there's a path from start to finish. Game number one is called Groundhog Day. It's called Groundhog Day because there is a movie called Groundhog Day where Bill Murray, the main character, wakes up to the same exact day again and again and again. He repeats the same motions, he eats the same foods, sees the same people, has the same conversations and to say the least, it gets exhausting and depressing and frustrating for him. Okay? That's what I want you to envision when you are thinking of the Groundhog Day board game. You start at the start space and let's say you start on space one which is Monday and you have your to-do list and it looks like all the other to-do lists you have for your business and it's the same exact to-do list that you have every other day, right? You have to work on a blog post, you have to post to social media, you have to check your email, you have to send an email, you have to work on a product. Chances are your tasks don't change very much from day to day. And the worst part is that when you go to bed at night and you wake up again the next morning, you're doing those same exact tasks or maybe not doing them but you're at least looking at them on your list again the next day. And that's how this board game works, right? You go from space to space and have to do the same exact thing and then when you get to the end, you have to go back and start again tomorrow. That doesn't sound like a very fun game.

Now I want you to think of the second board game. This is called Batch Party. Catchy, right? So, it works the same way. You're going to start on the start space but instead you're going to go through a game where every single space you land on has you doing a task multiple times. So, instead of just scheduling one social media post a certain day, you are going to schedule two weeks' worth of social media posts. Instead of writing email to your list, you are going to write two emails to your list so that you don't have to do it for two weeks. Now this board game analogy works because when you get to the end and you have batched all of your tasks, you don't have to wake up and start all of that again the next day because you have just cleared your schedule for things that you want to do. You will not wake up the next morning and see write an email on your list. You will not wake up the next morning and see post a social media on your list because those things have been done and they've been done for longer than just one day and it is a great feeling, let me tell you.

Now you might be wondering well, this is great but what can I batch? And the short answer here is everything. But if you are new to batching, I urge you to start small and to give you some guidance on the types of tasks that you can batch, I would say to start with the tasks that are the most undesirable for you, the things that you don't look forward to doing, the things that seem to pop up on your to-do list day after day after day and the things that you would otherwise avoid or maybe not even do at all because they are that unappealing to you. So, let's use blogging as an example because I know a lot of us dread blogging. So, if you are going to batch your blog posts, this is a great thing to do because if you're anything like me, if I don't batch my blog posts, I don't write any blog posts. It's quite literally all or nothing for me. So, if you are someone who does not enjoy blogging, I urge you to maybe start with batching your blog posts. You can also batch social media posts. That's a great one. You can batch photos that you are taking for your products. That's a great too because you're getting out all of the materials and doing the whole setup one time instead of doing it multiple times a week or multiple times a month. You're kind of knocking it all out in one session.

So, here are some tips for you to have a successful batch session and when I say session, I actually mean probably multiple sessions. Depending on what you are batching, it might happen across multiple work times and it also depends on how much time you have in your schedule. But in order to be successful, I urge you to be prepared. Make sure you have all of your supplies and materials that you'll need for that given task and make sure that your area is all set up. You don't want to have to sit down and be ready to batch a ton of stuff and then have to run around looking for things because that is going against the whole point of saving ourselves time, right? So, make sure you're prepared and you have everything you need.

It also think it's important to be realistic about the time that certain tasks take you. So, don't sit down and expect to magically create ten blog posts in two hours because that's simply not going to happen. Know how long a task takes you and make sure that you take that into consideration when you are planning a batch session because some sessions might need to be longer, some sessions might need to be broken up into multiple sessions, kind of like with writing blogs. That's a longer process. So, just be realistic and honest with yourself about that. I also think that it's important to set a predetermined amount of time that you're going to spend batching. So, again, this obviously depends on the amount of time you have available in your schedule but as an example, doing a 60-minute power hour of work is a good place to start. So, set the timer for 60 minutes, make it very clear to yourself and others around you that you will not be interrupted and that you are laser-focused for that 60 minutes and seeing how many of your tasks you can accomplish. How many social media posts can you post in an hour? How many blog outlines can you create in an hour? If you're a competitive person like me, this is actually kind of fun in a weird, painful sort of way. But it's also nice to have a little challenge. It's a motivating factor for sure.

I also think that it's important to break your tasks into steps especially when we're talking about larger processes. So, for example, when I batch my blog post, here's what I don't do. I don't sit and write ten blog posts from start to finish. I actually break up the process into many steps. So, for example, I will batch all of the outlines for the blog posts. I will batch all of the keyword research for the blog post at a time. That way my brain's kind of in one specific setting and I'm not hopping around from item to item. There are so many steps within an actual blog post that it really helps to take a look and see what you can do that's the most similar because honestly, one of the main benefits of batching is avoiding that mental delay that we get when we are switching from one task to a totally different type of task, right? It's actually exhausting for your brain to do that. So, if you are doing something like a blog post, make sure that the actual task you are doing is similar to all the other tasks if that makes sense.

Now as you are batching, you are probably going to be feeling tired and thinking like oh, this is terrible. But here's what I kind of liken it to. So, I work out at Orangetheory and Orangetheory is a high-intensity interval training workout where you can go really hard one minute and then walk the next on the treadmill. And I like Orangetheory because it totally kicks my ass for an hour but—and I hate it, I don't enjoy it, like it's really not fun for me—but I do it because I know that if I spend one hard hour every day, it's going to give me amazing results in the long run. And batching is exactly that. While you're doing it, it's going to suck and you're going to be like why am I doing this? But the outcome is worth it. I can't even tell you how nice it feels to go six months and not have to worry about writing a single blog post, right? Can you even imagine it? Also, the more you batch, the easier it gets. You're going to find that systems are especially important in your business when you start batching things and you are going to find a workflow that works nicely for you for various processes whether it's for batch blogging or batching social media posts. Make sure you latch onto the workflow that works for you and stick to it because you can reuse that system or that workflow again and again and again and fine-tune your batch process so that it is like a seamless process.

Again, I said this but I want to repeat it, Start small. If you have not batched before or you're new to batching, I would start with maybe batching a small number of things first and then you can work toward batching more. There is a practice known as mega batching and that is when you batch like a stupid amount of things at a time. And I say stupid like it's silly, it's crazy. But I am also a mega batcher so I will batch, like I said, six months of blog posts at a time. Yes, it takes a while. Yes, it's exhausting. Yes, it's like my least favorite time of the year. But not having to do those every single week is pretty darn amazing. But start small and see how you like it and then you can always work towards mega batching if that's your thing. I'm just warning you though that you're going to love it and you're going to want to apply batching to every other area of your life and I'm not joking when I say that I now batch my laundry. I will not do any laundry throughout the week. I'll throw clothes in the hamper and we'll wash them and dry them but then they just live in a huge gigantic pile in our guest room until it's like you can't even see the floor. And every single Saturday, I spend a good part of the morning or afternoon folding and putting away all of the laundry because I don't want to have to do that every single day. I don't enjoy it. I'd rather have it be like one terrible hour of my life every week rather than 20 minutes of my day every single day. Does that make sense? Okay, my friends. That is all I have for you today. I cannot wait to hear how batching works for you. I've put together a batch guide so if you want a couple more examples of ways you can batch and some more specific steps you can take to be a batcher, you can go to erinmwaters.com/batch and let me know if you have any questions. Thanks guys.

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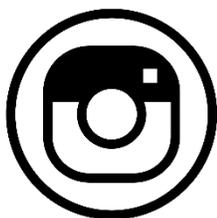
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