PRODUCTIVITY: GT3 TRACKER

I want to get into the third part of tonight, which is getting confidence on what to do next, and then tracking.

So I have a spreadsheet that everyone will have access to after tonight. Let me share this with you. This is the "Get Traction" traction tracker. Say that three times fast. All right. When you first get this spreadsheet, the "Get Traction" traction tracker, it has instructions here on the first page of how to use it. So this is a shared Google doc. So if you tried to type right into it, then everyone would be able to see what you're typing. So the first thing is just the instructions. When you first get it, come up here to file, and then say, make a copy, and so make your own personal copy. In that way, you can type into it, and everyone will be able to see your stats.

Just looking at that comment that came in here through the chat. GT3. Yes. "Get Traction" traction tracker. So those are the instructions. Make a copy of it, and then feel free to rename it. Because when you make a copy, it'll say, copy of "Get Traction" traction tracker. So feel free to put your own name on it or whatever.

The first tab here, let me check the chat again real quick. To access later, will all the video lessons and the class recordings be in one place? Yes, they'll all be on the site. So I have the two ways of seeing the videos right now. We've got the kind of the temporary page that has just all the videos listed on one page. So I'm just gonna keep that going, in case you want just a quick way to access everything. But the site is up and running now, as well. So you can go back on the site and view everything in more of a course format.

I was telling some of you because somebody emailed me individually. So I'm going to keep updating it, making it more mobile-friendly, and adding some more user-friendly features, so it'll keep getting better as the weeks go along. But it does work, so you can access it either way. But yes, the video will be available later. And a link to this Google spreadsheet as well.

So if we go to the first tab of the "Get Traction" traction tracker, and this is something, if you're having trouble just deciding what to do first. We've gone over all the productivity stuff and, you know, kind of, the basics of what to do, but you want to think of, "What's the biggest bang for my time? I only have a limited amount of time. How do I know what to do first?"

So what I've done here on the left side is listed out a bunch of the different methods that we've talked about. Sending emails, cold calling, auditioning, social media posting, attending an event, interacting with the low hanging fruit using LinkedIn, and word of mouth. And then given a blurb on each one of those things, kind of what each one of those things does for you.

So you've got the sending email, and then over here, the method overview. Sending emails is a highly effective way to build relationships with potential clients when done correctly. Most professionals use email, and check it regularly. It's also more personal than general social media posts. You can get very creative with what you send potential clients via email. So it's kind of what sending emails is good for, or an overview of the method.

So the way you use this, as you think of, it's called an ICE assessment. So you think of impact. And then, what level of impact this sending emails gonna have, and then your level of confidence in sending an email, and then the ease of implementation. And that's where your time comes into play. Do you think, is this something that's gonna be really easy to do, or is it something that's gonna take a ton of time? And so you measure each of these methods against that score.

If you say sending an email is actually really impactful, so on a scale of 1 to 10, I may give "sending an email" a nine, if I do it well. And these things will be different for different people, because your confidence is going to be different with each thing. Your ease of implementation is gonna be different with each thing.

And then you might say, but the ease of implementation, for an email, maybe you spend a lot of time researching, so it actually takes quite a bit of time. So I'm going to give it, I'll leave it as a three. I'm gonna say that takes a while to do.

So my impact is a nine. It's highly impactful. My confidence is a seven. I know I'm pretty good at sending emails and writing that kind of thing. But it's gonna take a while. So the score for this is a 19.

If you got a cold calling, and we say impact, maybe for me personally, I haven't had a lot of great experiences with cold calling, so I'm gonna give that a two. The impact is pretty low. My confidence with cold calling is even lower. I don't like doing it. So we're gonna give that a one. The ease of implementation. It's actually pretty easy, so I'm gonna leave it at a nine. It's easy to dial the number. And that gives me a score of 12.

And so what you can go to do is go through each of these different methods, and if you come up with other ideas, you can add them in, as well. The formula won't necessarily copy through, but you could do the same kind of assessment, and then it will score everything based on the impact, your confidence with it, and then, your ease of implementation, how much time it's going to take.

And basically, if you're wondering what to do next, the thing with the highest score, go with that. So in this case, it looks like 25 is the highest. So start with your low hanging fruit. And that's what is probably best for most people anyway. Because again, those are the people. The low hanging fruit method is talking to people you already know, who are already going to be inclined to be on your side, be in your court, share what you're doing.

Of course, most of this is only doable once you are at the level that you're able to share. So maybe you have something people can listen to, something they can share with other people. But it just helps to kind of, if you're having one of those analysis paralysis moments where you can't decide what to do next. This is a great way to just give it an actual number, and say "OK, according to the spreadsheet, I should just do this," and then you move forward. And you start taking steps forward.

Sandy is saying "love the GT3 sheet."

I love it. GT3. Cool. I'm glad it's helpful. Sometimes it's helpful just to have a third party tell you what to do next. And so this spreadsheet kind of helps, or acts as a third party to say "you can't decide what to do, let me decide for you."

The next tab on the spreadsheet is prospects. So it defines a prospect to someone who either replied positively to an email or audition. Someone that you make contact with in person, or someone that contacted you as a result of your online presence. You're gonna keep track weekly of how many new prospects you're making, and from which method of traction you're getting those prospects. You might need to add more of these columns here to designate, because you might get people coming from different methods. So if you're not just focusing on one method per week, then you'll have to switch this up a little bit so that you can keep track of people coming from different methods. But again, it's just a way to quantify what you're doing because there's no way to know what's working if you're not keeping track of it.

And then action items. This is another thing that you can kind of add on to the productivity things that we've been mentioning. And you can even pull straight from your GT3 worksheet. So that week, what's the method of traction you're working on? What's the task you need to do specifically? And what's the status of that task? And then do you have any notes or questions? Just to keep track as you go, to keep kind of a running tally.

And then there's a weekly checklist. Week one. What's the date range of that week? And then I have some sample checklist items you can have up here for things that you need to be doing every week. Feel free to switch those up, change the numbers, add things, remove things, but these are some samples.

So week one, date range. Did you send five new contact emails? Did you send five follow up emails? Did you submit 15 auditions? Did you do five social media posts? So feel free to, again, switch these up for your business things that are gonna fit your time frame. We've talked about, kind of, what you personally are able to do, based on whether your full-time job status or, just whatever your situation is. But it's so important to have these goals, and to check in, and make sure that your machine is working, because all of this is a big part of your voice over machine.

Checking the chat here. So Cecilia says if you edit the link at the... be sharing part of the URL, to just copy that, it will force us to save our own copies. OK, great. Then, I will do that. Okay. Cool. Perfect.

Suzanne says, so organized and helpful. Great. Well, I think the more tools, now you don't have to use all of the tools. It's more for, if you're feeling stuck, or if you just need a little bit more direction, or if you just need something to do. If you wake up one day, and think "I don't know what to do," grab one of these tools, and start going through it, just to give you some momentum, and to give you some idea of something to do that day.

And then again, as always, reach out to your lifeline. If you want to, email me, or post on the Facebook group, if you just need some encouragement, I encourage you to do that. So all of these is just to help with the momentum, as you start to get things moving, and start to get traction. All right. So that is that piece.

And then, let's talk about some homework before we move into Q&A. And then, if you want to go into some more email specifics, or other questions, we can do that. So things to be working on. So work through the ICE, which has now been renamed GT3 spreadsheet, and all of the methods of, not only of getting traction, but the specific action items you could be doing. Go through and measure what's gonna be the biggest bang for your time.

Come up with a list of 10 potential clients to reach out to, based on your background brainstorm, and kind of what those connections might be. So some examples, if you have a history of maybe, worked in transportation, and you're interested in e-learning, there's a lot of e-learning on driver safety, and different courses that are mandatory, that companies have to redo every year, that are either government, or just, maybe insurance rules mandate that these companies have to do this. So if you have that in your background, that's something that you can utilize in your outreach. And start reaching out to those types of companies. So these are some examples. Okay. Are there any questions about anything that we've covered so far, or just questions in general?