

EXPANDING TIME

\$10/hour	\$100/hour	\$1000/hour	\$10,000/hour
Running errands	Talking to a potential customer	Prioritizing your day	Creating new and better offers
Basic customer service	Following up with potential customers	Writing sales copy	Repositioning your brand or message
Social media of the un-leveraged variety	Solving a problem for an existing customer	Building your sales funnel	Selecting team members
Trips to the store	Creating marketing materials	Delegating complex tasks	Selling to high end clients
Cleaning	Outsourcing tasks	Strategic social media	Establishing company culture and values
Data entry			Public speaking to the right audience
Tweaking your website			

Source: 80/20 Sales and Marketing by Perry Marshall