

Task Analysis



**CREATING UNSTOPPABLE SUCCESS FOR
YOUR SMALL BUSINESS**

Which Internet Marketer Makes More Money?



- “Pay me \$3,000 after you’ve made your first \$20,000 using my system.”
- “I’ll *refund* your \$997 after you’ve made your first \$20,000 using my system.”

Challenges



- **We're not sure what to do next**
 - Not enough information
 - *Too much* information
- **Therefore . . .**
 - We procrastinate
 - We spend too much time on non-value-adding activity

How do we move forward?



- **We want our work to be . . .**
 - As effective as possible
 - As efficient as possible
 - Simple to perform!
- **How do we this this?**
 - Map our value-adding activities
 - Create simple “cheat sheets” to follow
 - Improve or process!
- **(Safety Notice: If you do this, please wear a hard hat, because money will fall from the sky)**

Mapping Your Process



- **Hierarchal Task Analysis**
- **Function Analysis Systems Technique (FAST)**
 - Creates linkages between *why* you do something, and *how* you do something.
 - Allows you to get your mind around the entire process and think more comprehensively
 - Easily identifies what sticking points you need to resolve
 - Helps you to find a *better way* to create value!
- **Materials Required:**
 - Post-It notes (best are the “extra sticky”)
 - Black Sharpie Marker

Example: Get Gas

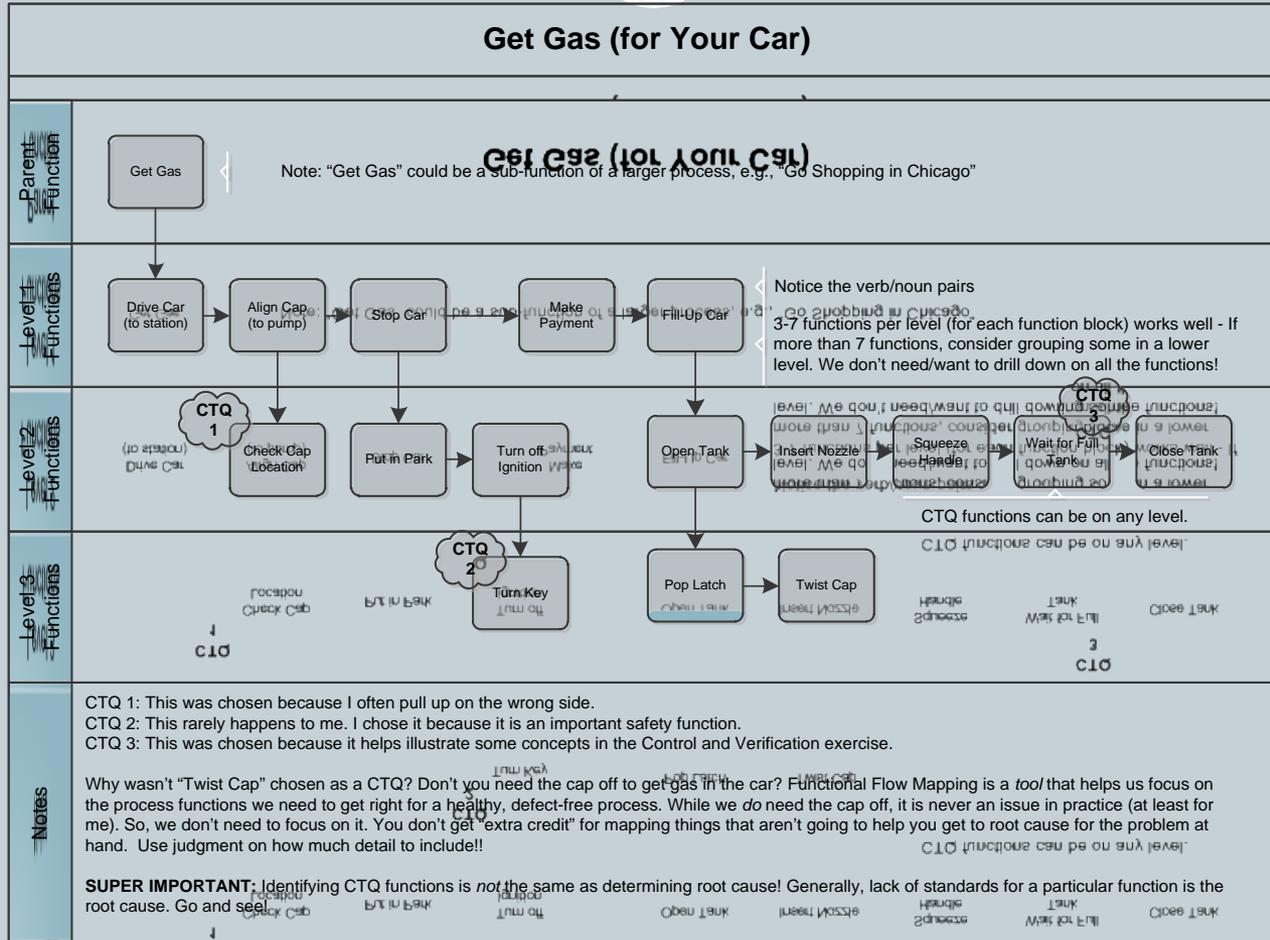


Why?



Time

How?



Publish EzineArticle

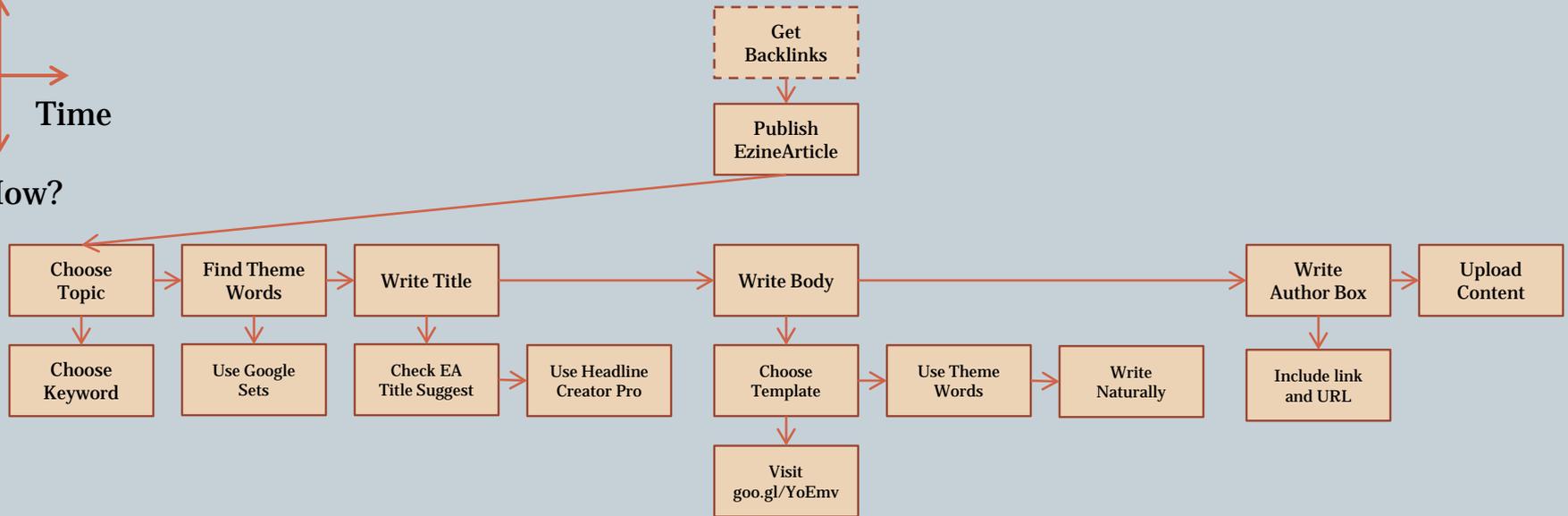


Why?

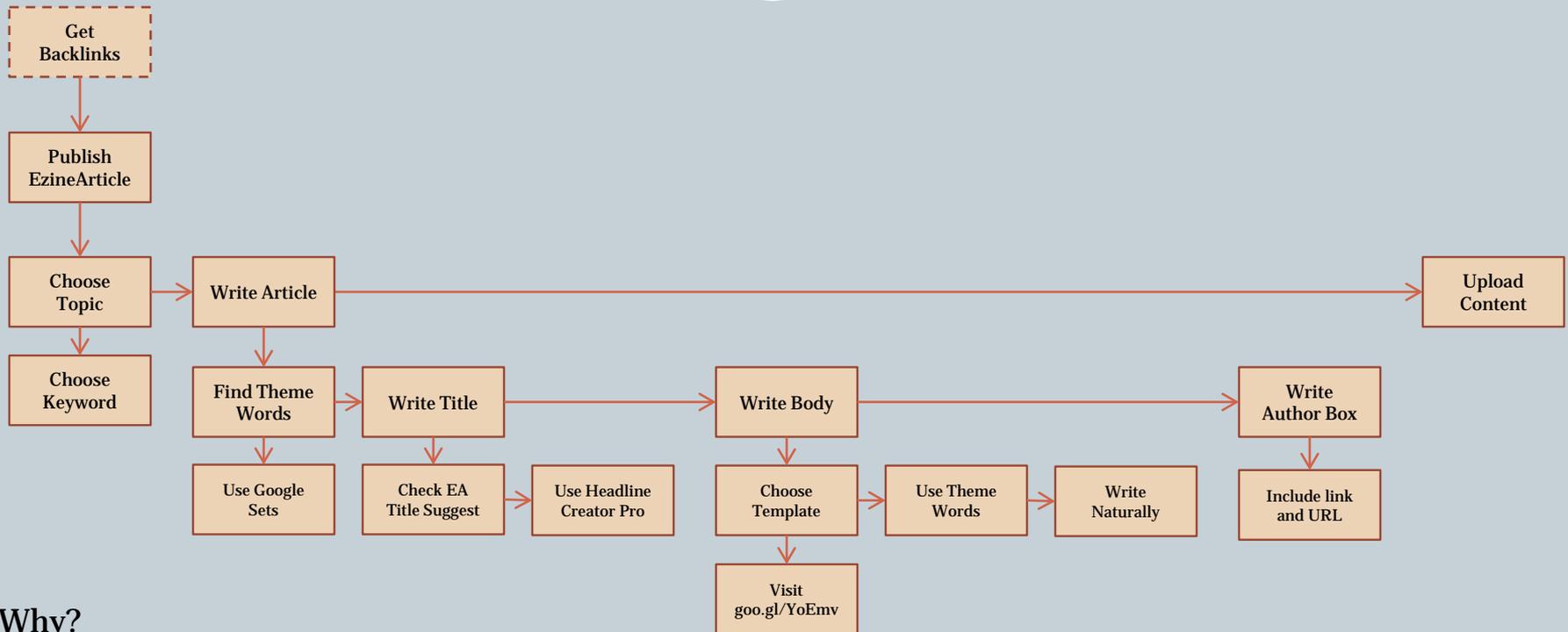


Time

How?



Publish EzineArticle



Why?



Time

How?

Does This Really Help?



- Yes!!
- It will simplify your work, make it more efficient, and make it more *effective*!
 - (When you do things repeatedly, it uses less mental energy.)
- It will ensure you work on things that add value to your business.
- It will allow you to outsource some of your work.