

Reflect & Recognize

Ok, if you are here, it is because you don't have a system for recognizing what you do. So you can use mine!

BUT FIRST, A NOTE

It does not matter when you do this. I usually do it twice yearly - once in the fall and once around my birthday.

This is something YOU could do monthly, quarterly, or (for those of you who like to live on the edge) on December 31st to close out your year. I started using Step One of this exercise when I used to do Year Compass, which I faithfully used for years, but found now that I need something less thinky. You may love it, so feel free to get it (for FREE) here.

Do not obsess about doing this perfectly. Do not set up a fancy tracker or the MOST AMAZING bullet journal spread. Use pen & paper, open a Word doc, or throw open a Google spreadsheet. It doesn't have to be pretty; it has to be done.

So lets go!

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Step One

Step One: Go through your calendar(s) and, day by day, write down (with the date if you are fancy) any events you had or did. I include things like meetings with clients & potential clients, times I went out with friends, days I walked with my mom at her house, and bigger things like presentations or client events, but I don't include things like "Emailed Jeff" and "Took the kids to school."

Step Two

I also go through my email to catch (for example) big client things I may have done, as well as my various and sundry notebooks (like my work notebook, my training notebook & my thinky thoughts notebook) to grab anything else that may have happened, but my goals for that month.

These two steps take me maybe 2 hours each. I usually break them up & do them over a whole week, so I'm not sitting with everything that happened during the year all at once.

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Step Three

Finally, I take account of what else I've done. I look at my work (and life) in detail and I'll break down things like:

- How many newsletters I've sent
- How many new clients I got
- How many times I went walking with my mom
- How many times I got together to pole with friends
- How many pieces of content I wrote for each client & a list of things we've done

I won't go too in-depth - the point here isn't to sit and count every Tweet I've ever written, but it IS designed to give me some numbers that I can see. Sometimes I generalize - I have a client for whom I write social content, and we average five posts a week on two channels, so I've written somewhere in the ballpark of 300 messages in the last nine months - but I also try to put numbers to things.