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Hey everyone! Welcome to the Blogger Breakthrough Podcast. I'm your host, Liz Stapleton from Elizabethstapleton.com and the founder of the Blogger Breakthrough Summit. In today's episode, we're going to be talking about some things you should stop doing so that you can earn more. So I'm going to talk about some things to take off of your plate. Yay! Less things to do. All right, let's get to it.

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So the first thing I want to tell you to stop doing is wasting time on social media. There is a time and a place for social media, but you need to not get sucked into it and spend a ton of time on it. Only spend as much time on it as is necessary. I would suggest doing like, you know, I mean, can you do scheduling and, you know, you want to interact with your audience. But I would like set a timer. I would do like the Pomodoro technique or something. Give yourself 20 minutes to like respond to comments and stuff and then stop.

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Don't get sucked in. Personally, I've found that taking the apps off of my phone. And logging out on the Internet browsers on my phone really helped keep the temptation at bay. Like, I can't check Facebook except on my computer. So especially when I'm, taking care of kids, then I'm usually not. You know, if I manage to open my...if I manage to get up early and do some work before they get up, then I'll maybe check Facebook, but usually, it's not till, the end of the day. And it's like once, as opposed to constantly spending five minutes here and there and getting sucked in. So stop wasting time on social media.

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The second thing I want to tell you to stop trying to do is I want you to stop trying to do everything and be everywhere. This means I want you to cut back on your promotion methods. It's better to go deep on two or three, max, promotion channels than to spread yourself thin and not get anywhere on 4-6 channels.

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What I mean by this is so for me, I do Pinterest, I do YouTube, and I'm trying to get going on Instagram. I'm not super savvy on Instagram, but I'm not really I don't really do Facebook. I don't really do Twitter. I mean, I kind of every now and then I'll throw something out there. But it's not something I consistently work on.

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You know, also the other thing, when I mean, don't do everything and be everywhere. Don't try to cover all the things on your site. Stick to one thing you know, or stick to your lane or the two lanes you do and do it really, really well before you branch out to other topics. So for example, Elizabethstapleton.com, my goal is to help people stress less and save time so that they can blog better. Right. So if it doesn't help them stress less, which I tend to equate to like the legal stuff that I cover on my site to help people better understand the legal side of blogging or saving them time, whether it's systems or strategies, you know, then it's not really something that's going to be on my blog. So, you know, stick to your thing and do really, really well. Don't try to do everything because you're not going to get very far.

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All right. And the third thing, is stop wasting time on things that have smaller returns. So this goes back to my first point because chances are social media, the task, or an action with a smaller turnout on the time you've invested. So I want you to ask yourself, what else do you spend a lot of time on that doesn't really produce a result that was worth the time you put in?

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You know? And it should be something you ask yourself about every single thing you do. For me, one thing that really doesn't move the needle is constantly tweaking my site. I used to have this really bad habit, I've gotten better about it, of, you know. I'd be like..."Oh, I just want to fix this one thing." Or, "I

don't really want to write that post. I'm going to go work on making my home page better." Like, sure, there's a time and place for tweaking a website, but there comes a point where it just becomes a procrastination method. That's what I would do. You know, you start thinking, "Oh, I can't send out or I can't publish more posts until I get this one thing on my website fixed." I want to know if you ever heard of the 80/20 rule. Basically, what it says is that 80% of your results come from just 20% of your work. Well, what if you really focus on the type work that made up that 20%?

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Could you work a lot less and earn more? Yeah, you could. So really, really get harsh about the things you're doing and say, "Hey, is this contributing to my success? And if so, how much?" If it's not doing a whole lot. Drop it. Go, go. Focus on that 20% of the work that makes the biggest difference. All right.

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And I've got a bonus thing for you. So I want you to stop working all the time. OK, I know you're kind of forced into this right now during COVID because you're watching kids or, you know, there's a million different things and you're home. Everyone's home. Just can't focus. There's a lot going on. But that means, like, every time you do get chance work, you work. And I'm saying, don't! I have on more than one occasion worked 70 hours a week. And when I was a full-time entrepreneur...I mean, I'm still technically a full-time entrepreneur, but when I was living alone it became particularly more common for me to do so. And it was awful. Part of why it would happen is because there's always more work I can be doing. As a blogger, there's always more things you can be done. Never done. Nothing. Nothing's ever final. You know, the other reason I was working so much is Parkinson's Law. And Parkinson's law states that work will expand to fill the time you give it, meaning, if you give yourself four hours to write an article, it'll take at least four hours.

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If, on the other hand, you set a limit of one hour, it'll take about an hour. I mean, it might not be pretty, but you'll get a draft out. Right. And that's, you know, something I've talked about before in Episode 2 about staying consistent is when you batch, don't try to do all the things. Don't try to write and, proofread, and then edit at the same time. Just write. Just give yourself a draft, you know, give yourself an hour to do it.

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Setting boundaries not only helps at making you focus to do your work, meaning you get more done in less time but also helps you to find kind of a more of a work-life balance. I've found that once I'm super tired, it takes me way longer to get things done than if I were to just stop and go take a break or say I'm done for the day and get a good night's sleep. Um, I, it confuses my sister because, she has a typical nine to five type of job and so she gets up, she goes work, she comes home, and she gets confused when I some days, on the weekend when I say, "Oh, I have a lot of work I want to get done," and I sleep in. And she's like, "Why did you sleep in? I thought you had so much to get done." I'm like, "I do. But I'm gonna be far more effective in getting that work done if I'm well rested than if I'm just like slogging through because I didn't sleep well."

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Like, it's better for me to sleep in and get that extra sleep so that I can really focus and give my 100% then to just go through the motions. You know, so. You know, it took me a long time to learn that lesson for myself and then to be able to explain it to others as well. So if you're just going through the motions, like, stop, go get some rest, go take a nap, go play, go for a walk, you know, recharge before you try to just go at it.That way you can always be giving your best when you're actually working.

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So to wrap it up, those are my suggestions on things you should stop doing. Stop wasting time on social media. Stop trying to do everything and be everywhere. Stop doing things that produce small returns. And finally, I say stop working all the dang time. I hope these tips will help you feel better about pushing somethings off of your to-do do list and giving yourself a break.

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Join me next week for when I share some simple SEO tweaks that you can do to help your site. And I'll talk to you then!