**Time vs Money vs Control Grid**

The below grid is a tool just to get you started. Identify all the tasks you do on a regular basis or for each new book. In the left column, identify, is this something you feel you need to do yourself (DIY), or is it something you’d love to hire out? For tasks that you do, track the time and/or money you spend on them. Remember, Time IS Money!

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| --- | --- | --- | --- |
| DIY / Hire | Task/Activity | Time Spent | Money Spent |
|  | Write Book(s) |  |  |
|  | Communicate to Mailing List |  |  |
|  | Manage Street Team/FB Group |  |  |
|  | Update Website |  |  |
|  | Update Social Media |  |  |
|  | Edit/proofread manuscript |  |  |
|  | Design cover & support graphics |  |  |
|  | Format ebook and print files |  |  |
|  | Query Book Reviewers |  |  |
|  | Prepare / Deliver ARCs |  |  |
|  | Upload books to retailers |  |  |
|  | Schedule Book Ads |  |  |
|  | Social Media Posts |  |  |
|  | Write book descriptions |  |  |
|  | Write author bio(s) |  |  |
|  | Blogging |  |  |
|  | Audio book production |  |  |
|  | Foreign translation |  |  |
|  | Coloring Book |  |  |
|  | Review backlist on retailers |  |  |
|  | Metadata |  |  |
|  | SEO |  |  |
|  | Bookkeeping |  |  |
|  | Contact local bookstores |  |  |
|  | Attend conferences, reader events |  |  |
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