

The Ultimate Guide to Entrepreneurial Productivity

Work *Smarter*. Achieve *More*. Live *Better*.

By

Sabrina Chevannes



Welcome to your *new way* of working

Most entrepreneurs wear “busy” as a badge of honour.
They think working 12-hour days means they’re being productive.

But here’s the harsh truth:

- 👉 Being busy ≠ being productive.
- 👉 Working longer ≠ building faster.
- 👉 Doing everything yourself = ultimate bottleneck.

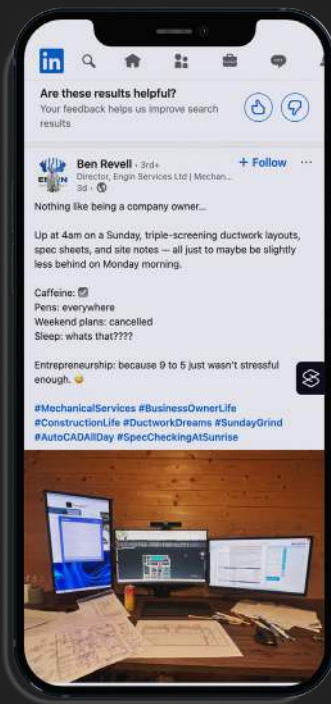
This guide will show you **how to finally take control of your time, focus on what truly matters, and build a thriving business without burning out.**

I’m Sabrina Chevannes – I’ve built multiple businesses, host two podcasts and a YouTube channel, post daily content, and still live a balanced life.
Here’s how I do it – and how you can too.

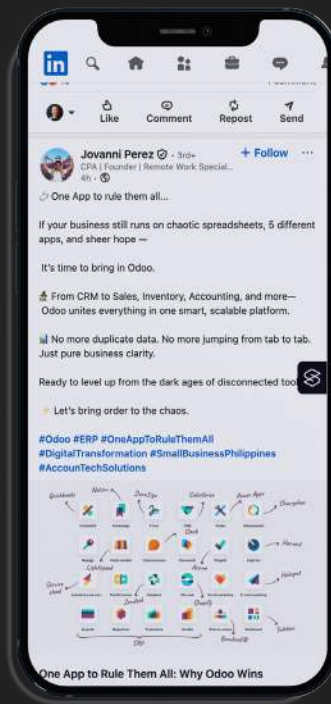


The *problem* with “entrepreneurial productivity”

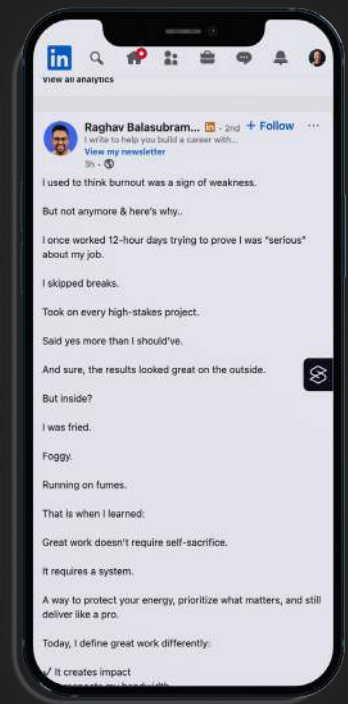
If you've ever scrolled through LinkedIn or Instagram, you've probably seen the same advice over and over again:



👉 “Wake up at **4am** and grind harder.”



👉 “If you just use this **ONE app**, you'll be more productive.”



👉 “Real entrepreneurs do **everything** themselves – that's how you learn.”

The problem?

👉 Working **longer hours** doesn't mean you're being productive – it usually just means you're tired and making bad decisions.

👉 Relying on **hacks, tools, and fancy planners** without a real strategy just creates busyness, not progress.

👉 Doing **everything yourself** isn't “hustle culture” – it's being the bottleneck in your own business.

What *Real* Productivity Looks Like



True productivity isn't about how many tasks you tick off.

It's about how much **impactful work** you complete – the kind that *actually grows your business*.

Most entrepreneurs spend:

- Hours stuck in their inbox, reacting instead of leading.
- Time “firefighting” issues that wouldn't exist if they planned better.
- Weeks doing £10/hour admin instead of £1,000/hour CEO tasks.

They confuse **activity** with **achievement**.

Why You *Need* ROI-Based Productivity

Every task you do has a “return on investment” (ROI).

High-ROI tasks:

- ✓ Generate revenue
- ✓ Grow your audience or client base
- ✓ Build long-term systems that save time

Low-ROI tasks:

- ✗ Endless admin
- ✗ Saying yes to things out of guilt or FOMO
- ✗ Spending hours “researching” instead of executing

The entrepreneurs who scale **quickly and sustainably** are the ones who:

- Spend most of their time on **high-ROI work**
- Delegate or automate **everything else**
- Have a **clear strategy** guiding every action they take

What This Guide Will *Teach* You

In the next sections, I'll show you:

- How to set clear goals and priorities that actually get done
- The exact systems I use to save 10+ hours a week
- How to manage your time and energy like a CEO, not an employee
- How to focus on what **truly matters** and stop getting distracted by "busy work"

By the end, you'll have a framework to **work less, achieve more, and finally take control of your business.**



PART TWO



The *Productivity* Pillars



Essentially, I like to break my productivity down into 5 different pillars, to ensure I'm covering all my bases and not letting one element be counterproductive.

Here are what I consider the 5 Pillars of Productivity and how to ensure you succeed in each:

1. Clarity & Goal Setting



Before you even start any project, you need to set clear goals and understand how you can achieve them. That way, you're clear on what your priorities are.

If you don't know your priorities, you'll always feel behind.

- **Set 90-day goals, not just yearly ones.** They're much easier to achieve and review.
- Every Sunday, pick **3 non-negotiable tasks for the week.** (If Sunday is sacrilege to you, then feel free to do this on Monday morning).
- Every day, pick **ONE high-ROI task** that must get done. Just ONE. This is your ONE THING.


💡 **Cheeky Tip:** Reverse-engineer your goals. Start with the end result and work backwards to understand your priorities. This is why goal-setting correctly is so important.

2. Systems & Processes



There's no need to reinvent the wheel for most things. Productivity comes from **repeatable systems**, not random tasks. To-do lists alone don't work.

- Block your time for deep work, admin, meetings, and rest.
- Use tools (like Notion, Asana, Zapier) to organise, automate, and remove mental load.
- Batch similar tasks – e.g., create all your content for the week in one sitting.
- Delegate what isn't worth your time.

 **Key Point:** Systems free up your brain for decision-making, not admin.

3. *Time & Energy Management*



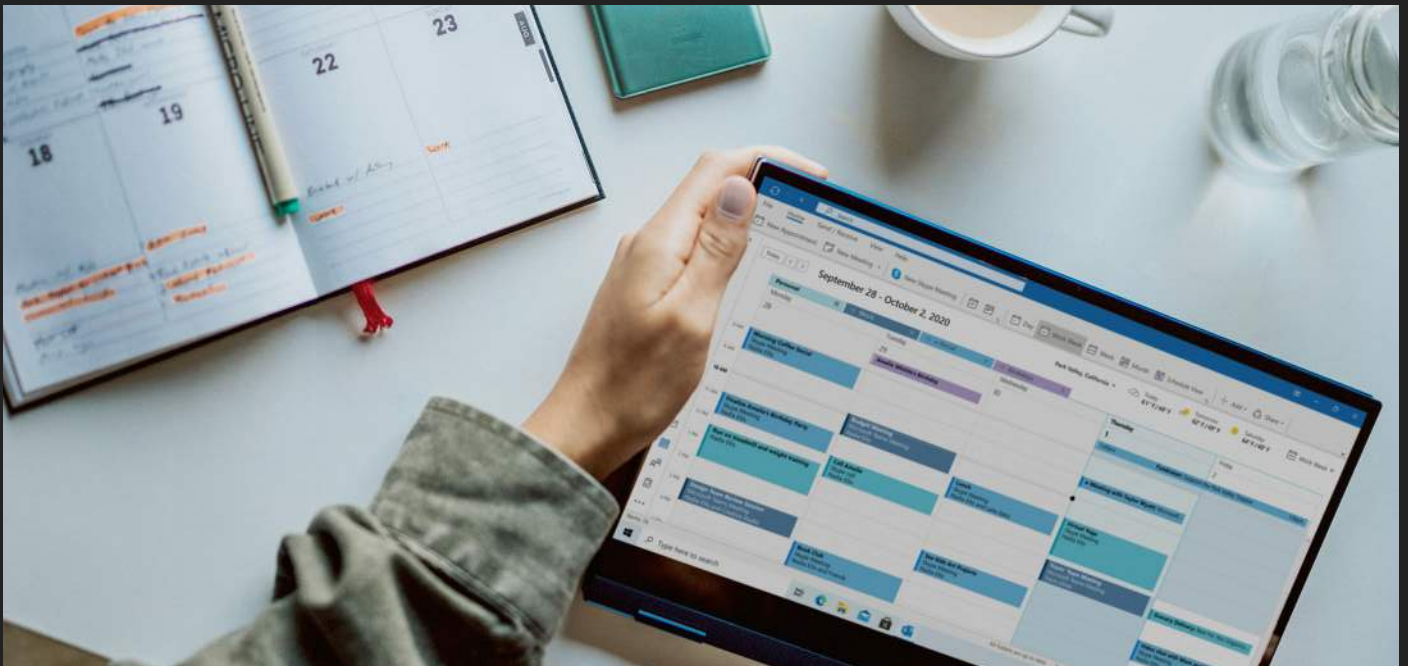
Productivity isn't just about time – it's about **energy**. You cannot be productive if you have no energy to actually do the work. So, you need to also understand your body, your tasks and what drains and energises you.

Remember, everyone is different here, so some tasks that may drain you may energise others, and vice versa.

- Map your peak energy times and schedule deep work in during those times.
- Avoid wasting peak energy times on email – reserve this for strategy.
- Group meetings and admin into one block
- Prioritise sleep, breaks and boundaries – tired founders make bad decisions.

🔑 Key Point: You don't need more hours; you need better **energy allocation**

4. *Focus & Distraction Control* 🙄



The biggest productivity killer? **Constant context switching.**

We are ALL guilty of it. Whether it's social media, or even something "productive" like emails or Slack messages. It's all a distraction and killing your productivity.


- Turn off notifications and set "communication hours" with your team and clients
- Check emails during dedicated time blocks
- Work in 90-min (or whatever suits you) focus blocks
- Have a "not now" list – ideas you park for later.

💡 **Cheeky Tip:** Did you know that every time you get distracted, it takes ~23 mins to fully refocus?! Guard your attention like it's money.

5. Tracking & Iteration




Productivity isn't "set and forget." You need to review, adapt, and improve.

 End each week with a **30-min reset**:

- What worked?
- What didn't?
- What's the priority for next week?

Double down on high-ROI tasks, kill the rest. Productivity is a **system**, not a one-off effort.

The best entrepreneurs **track progress**, learn from mistakes, and make **small adjustments often**.

 **Key Point:** Reflection is what turns action into results.

PART THREE

My *Personal* Productivity System

Everything I've told you so far is what I do myself, but it's just the start of it. You can constantly refine your processes and your schedule to improve productivity and suit your needs... which will always be changing.

Since most people ask me how I manage to do so many things, I want to just give you an insight into the tools and processes I personally use and how I manage to fit so much into my week, while also having a very healthy social and personal life.



Time Boxing 📅⌚

One of the key productivity methods I have implemented into everything I do is time boxing. This can look different to different people, but essentially I accommodate for every hour of my day.

This completely removes procrastination, as I know what I should be doing during each hour. For some people who love their flexibility, this may not work. But for those who get distracted easily and love to procrastinate (me!), this works really well.

I do mine each morning in a gorgeous planner, as I know what's most urgent.

This process also helps me keep track of my tasks and know roughly whether I'm keeping to time or not.

Batch Content

I create a *LOT* of content – YouTube, podcasts, blogs, daily SubStack, daily social media etc. So how do I have the time to do this every day?

Remember my point about switching? If I tried to do these each day, I would be constantly switching and not making a good use of my time.

However, I batch my content and book in blocks to do one thing. For example, I plan out when I will film content well in advance. I ensure I have everything ready for those blocks.

I then sit and write for an hour to prepare a week's worth of LinkedIn posts. I actually like to do this on Sundays when it's quiet. It makes me feel prepared for the week.



Delegation



I think this is one of the most difficult tasks as a founder, because you want full control of everything. But you need to realise that most tasks are not worth your time.

Every task I do, I now think: "Could I pay someone less than my hourly wage to do this just as well as I can?"

If the answer is yes, it should be delegated.

It's difficult if you do not have the cashflow to do this at first, but you also then will never be able to earn the money you deserve, because your time will be stretched. So, this is most definitely worth investing in, as it will also reduce your stress load.



Great Processes

I finally have a tech stack that I'm happy with. I know how I'm working with my team and clients and in what format.

My favourite quote on this is by James Clear:

"You do not rise to the level of your goals. You fall to the level of your systems."

I love it because so many people work to these lofty goals, but they don't have any systems in place and they wonder why they all fail.

Your systems will depend on whether you're working alone or with a team and what you're trying to achieve, but I'd be happy to help anyone who needs a hand here.

But my tech stack currently is as follows:



Project Management



Notes and OS systems



Google Docs

Writing

Adobe

Canva

Graphics



CapCut

Video Editing

HubSpot

CRM

These are the main ways that I stay productive, and compared to other entrepreneurs I speak to, I've found myself to achieve more than 8x what they do in a week.

Quick Wins to *Try* Today

There's a lot to take in here and you may just be at the start of your productivity journey, so it can be overwhelming.

But if you'd like to get started right away on some small things that could make a big difference, here are 5 things I would recommend:



1. **Do a Task Audit:** For one week, track everything you do. Then highlight only the tasks that actually generate revenue. Kill or delegate the rest.



2. **Batch Similar Tasks:** Emails twice a day. Meetings on 2 days only. Content creation in one block.



3. **Use Calendar Blocking:** Every task gets a time slot. If it's not scheduled, it won't happen.



4. **Set "CEO Hours":** 1 hour daily for high-level thinking (not admin).



5. **Say NO More Often:** If it's not aligned with your goals, it's a no.

What's *Next?*

You've now got my best productivity strategies – but **this is just the start.**

If you're ready to:

- Finally take control of your time
- Build a business that runs without chaos
- Scale without burning out

Here's how I can help you personally:

💡 **Strategy Day** – Spend 1 day with me. We'll build your personalised productivity & growth plan.

💡 **Fractional CMO** – I'll run your marketing strategy so you can focus on growing the business.

👉 **[Book Your Free 20-Min Discovery Call Now](#)**



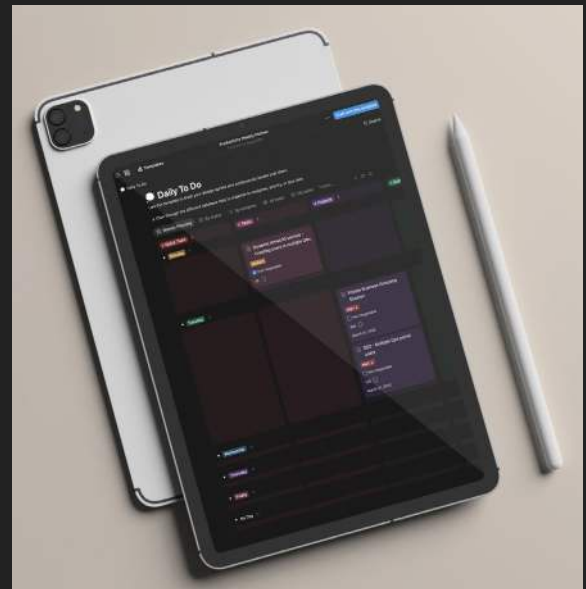
Bonus Resources

If you liked this guide, then there are plenty more tools like this available.



Download my **5-minute Productivity Audit** to see how productive you already are and where you need help.

[DOWNLOAD NOW](#)



Download my **Notion Productivity Planner** template to really start to build out your systems effectively.

[DOWNLOAD NOW](#)



sabrina@sabrinachevannes.com

sabrinachevannes.com