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|-----|-----------------------------------|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.  | <b>Edit a blog</b>                | <b>10 Minutes</b> | <p><i>Good for SEO.</i></p> <p>Change the date, change the first sentence (if you have a keyword in mind that you'd like people to be searching for, pop that in), and change the alt-tag on your image.</p>                                                                                                          |
| 2.  | <b>Post an Instagram story</b>    | <b>10 Minutes</b> | <p><i>Good for Visibility.</i></p> <p>Video yourself working, but put it on timelapse. Make it go for about 10 seconds. Add some music and add a caption 'Today, one task at a time' or 'Behind the scenes' or 'how I really spend my day'. Tag us so we can share it and build your visibility.</p>                  |
| 3.  | <b>Email a client</b>             | <b>5 Minutes</b>  | <p><i>Good for Retention.</i></p> <p>Send a personal email about the work that you do with them and put some genuine gratitude in here (assuming that's how you feel). Tell them what you enjoy about working together and even squeeze in a joint victory.</p>                                                       |
| 4.  | <b>Engage on LinkedIn</b>         | <b>5 Minutes</b>  | <p><i>Good for Business and Visibility.</i></p> <p>Jump in and comment on some of your contact's posts. Authentically. If you're stuck with what to comment at least give a reaction (like, love, applaud etc). Connect with 5 more people.</p>                                                                       |
| 5.  | <b>Check your google business</b> | <b>10 Minutes</b> | <p><i>Good for SEO.</i></p> <p>Are there any reviews you need to reply to? Grab your most recent blog (no matter how old) and insert it as a post.</p>                                                                                                                                                                |
| 6.  | <b>Share a social media post</b>  | <b>5 Minutes</b>  | <p><i>Good for Visibility.</i></p> <p>What have you liked or saved recently that made you think 'I need to implement that' or 'that would be useful for a customer or client?' Share it with a comment, try 'Just loved this article' or 'Wanted to share, as this is relevant to so many of us'.</p>                 |
| 7.  | <b>Check for dead links</b>       | <b>10 Minutes</b> | <p><i>Good for SEO.</i></p> <p>Dead links negatively impact your SEO and also – they're a bad brand look. Pop your URL into here and let the magic happen: <a href="http://www.deadlinkchecker.com/">www.deadlinkchecker.com/</a></p>                                                                                 |
| 8.  | <b>Engage on Instagram</b>        | <b>5 Minutes</b>  | <p><i>Good for Visibility.</i></p> <p>Like, comment, and follow using your brand. Give yourself a target of minimum 5 comments. They can be fast (an emoji), quickly authentic (thanks for sharing), or more meaningful. (We love this so much too! Can't wait to try this in the office.)</p>                        |
| 9.  | <b>Go for a walk</b>              | <b>15 Minutes</b> | <p><i>Good for Creativity and Productivity.</i></p> <p>Go for a walk WITHOUT YOUR PHONE for 10 minutes and simply notice what's around you and let your mind wander. Grab a bit of nature if possible. As soon as you are back at your desk spend 5 minutes doing a quick list / brainstorm of what came to mind.</p> |
| 10. | <b>Refer to your list</b>         | <b>10 Minutes</b> | <p><i>Good for Idea Generation.</i></p> <p>We're assuming you went for your walk. Pick one idea and spend just 10 minutes extrapolating that into actions, or building on the idea itself. Don't force it, but if you're feeling inspired, act on it.</p>                                                             |