From Kimberly Fischer, author of The Motipulation Method

Energy Money Matrix SOP

Audit your time and stop working for your own business.

THE PLAY (ONE LINE)

Sort every task by whether it makes money and whether it gives you energy, protect what keeps you going, and automate, delegate or hire your way out of the rest.

The four boxes

STAY HERE

Makes money, gives energy

Where she wants about 80% of her day.

HAND IT OFF

Makes money, drains energy

Find somebody who is good at it. For Kimberly, bookkeeping.

PROTECT IT

Gives energy, no money

The first thing owners give up. For Kimberly, the gym.

QUESTION IT

No money, no energy

Does it belong on your schedule? If so, automate it first.

The 8-step time audit

1. **List everything you do.** “what am I doing with my time that is not necessarily being an effective use of my time.” The one-week window is our suggestion.
2. **Sort each task into a box.** A task counts on the money side if it moves you where you are trying to go, even before it pays.
3. **Read your chart and ask her questions.** “Does this belong on my schedule? Can I find somebody else that can help me do this?”
4. **Protect the energy box first.** “It can never be sacrificed.” Put the thing that keeps you going on the calendar before the work.
5. **Price the hour before you do it yourself.** “we don’t realize what that hour is actually costing us.” Write down what that hour could do instead.
6. **Automate, delegate or hire.** “You automate or you delegate, right? Or you hire somebody.” When you hand off to a person, check what they heard.
7. **Give AI the task, not the question.** “I don’t say, how do I do this? I say, how can you do this without me?”
8. **Aim for 80% in the top box, then audit again.** “I feel like 80% of my day should be on that.” Move the worst task this week, then run the chart again.

All quotes: Kimberly Fischer on Unscripted Small Business. More from Kimberly: kimberlyfischer.com

Time audit sheet

List every task. Mark yes or no for each question, name the box, then decide what happens to it.

Task	Makes money?	Gives energy?	Box	Keep, automate, delegate, hire

Price the hour

The task I was about to do myself: _____

What else that hour could have done: _____

Checklist

- ☐ Every task from my week is on the list
- ☐ I asked her two questions on each task outside the top box
- ☐ I priced the hour before doing a job myself
- ☐ My AI prompts ask it to do the task, not explain it
- ☐ I checked what the person I handed off to heard
- ☐ Every task is in one of the four boxes
- ☐ One energy habit is on the calendar and protected
- ☐ One task automated, delegated or hired out this week
- ☐ My team was asked what we could automate
- ☐ Next audit is on the calendar

Her one takeaway: “Audit your time and have a serious conversation with yourself about what you do with your time.”