

A photograph of a cozy home office setup. A silver laptop is open on a bed, surrounded by several decorative pillows in various textures and colors (beige, cream, and light brown). A white cup of coffee sits on a tray in the foreground. The overall aesthetic is warm and inviting.

HOW TO BE PRODUCTIVE WORKING FROM HOME

During Uncertainty

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ALONE Together

In this uncertain time, I want to take a moment to acknowledge you and remind you that you're not alone in this. I hope this finds you and your loved ones safe and healthy.

And, while I know there is uncertainty around every corner, there are a few things that are certain.

- 1. You are strong, and together, as a community, worldwide, we stand as one -- stronger than ever.**
- 2. It's OK to see the good in the midst of the chaos, in fact, I think we need to... and it's up to us to consciously make that choice**
- 3. While we may be encouraged to distance ourselves physically, something like this can bring us together more than ever before, if we let it.**

As things are shifting and changing, I wanted to give you some support and guidance as I've been working remotely for over 11 years, and have built a virtual team across the country. In this guide, you'll find helpful tips and tools I've discovered along the way to:

- » **Helping you focus when working from home, whether it's your first time or this is business as usual.**
- » **How to optimize your time so you can start or continue to build your business (despite what you might be thinking, now is a great opportunity to do so.)**
- » **Creative ways in which you can support your community and beyond.**
- » **Plus, a little insight into the mindset work I've personally been doing that will help you shift your focus from fear to gratitude.**

In times like this, the world needs leaders who are willing to stand up for change, for what they believe in, and to support those around them. Because you're here with me now, I **know** you're that leader.

Thank you for choosing to stand strong with me, to be the light the world needs right now, and to see this as an opportunity to grow and learn.

Let's dive in and discuss why working from home can be extremely beneficial, even with all of the changes happening around us.

THE BENEFITS OF WORKING FROM HOME

1. Did you know that working from home promotes focused work? That's right! [Stanford did a study that showed that productivity increased by 13% when employees worked remotely.](#) I'll be talking about ways to increase your focus in just a moment, so hang tight!
2. Less commute time equals more time for self-care, well-being, and for loved ones.
3. It minimizes the spread of germs so that you and your family can stay healthy and happy.

List one reason you're grateful to be working from home below:

TIPS & TOOLS FOR KEEPING YOUR EYE ON THE PRIZE

Maybe this is your first time working from home, and you're not entirely sure how to manage your time and yourself. Or, maybe you've got time management down pat, but you're dealing with a whole new experience while working from home: having your kids and spouse at home too.

Here are some of my favorite tips for staying focused (13% more, in fact) while working from home.

- 1. Social distancing doesn't have to leave you feeling isolated. Keep in close contact with co-workers or other entrepreneurs through social media, Slack, or Zoom. You don't have to be a big business to use these communication platforms.**
 - » **Slack offers a free version, which can be great for small businesses. Zoom is offering extra resources around using their platform so you can stay face-to-face with your co-workers.**
 - » **While we are encouraged to distance ourselves physically these days, we can still use this time to put our efforts into building connections and relationships with other entrepreneurs via online platforms.**

Write down a business relationship you're going to nurture over the next few weeks:

- 2. Are you working with a spouse and kids around? Don't worry, if you're feeling like they are putting a cramp on your focused time, you're not alone. It's easy to feel like you're getting less done when you have distractions around (even though you love them with all of your heart.)**

Here are some ways to be clear about your family boundaries when everyone is cooped up inside the same household:

- » **Make sure everyone is aware of your "working hours," and then be sure to stick to them (more on that later.) Don't work until the cows come home just because you're at home. Your family needs time with you, as well.**
- » **Opt for "coffee time" or breakfast together to have some quality time in the morning. This way, you and your loved ones can connect at the start of the day and focus during your "working hours." I personally love having "coffee time" with Hobie in the morning. We put our phones away and allow ourselves to be fully present with one another.**
- » **Set up a designated "workspace" if you don't already have one. This means you do nothing but work in this space -- no eating, no meditating, no nothing other than work. This will help you to set boundaries with your family, as well.**

Write down how you're going to set clear boundaries with your family:

3. Utilize the “Do Not Disturb” button on your computer, phone, and communication platforms. Give yourself a set amount of time to work on a project, mute all distractions, and dive in. Once that time is up, come out for a break to recharge.

4. Go for a walk in between projects! It is still more important than ever to move your body. Make a point to get outside for some fresh air and a walk -- why not listen to and get caught up on your [Online Marketing Made Easy podcast episodes](#) while you're at it? You'll come back feeling refreshed, ready to focus, and inspired.

Fun tip: Yoga, painting, meditation, and catching up on sleep can all help you to stay focused when you sit down to work. There are tons of free online resources available to support you in any hobbies you'd like to do during this time. You know me, I'm a big fan of online learning!

OPTIMIZE YOUR TIME TO BUILD YOUR BUSINESS

Have you been dreaming of finding the time to start your business, create your freebie, build your email list, or finish that digital course you signed up for? Now is the perfect time!

Something our entrepreneurial community can feel grateful for is the extra time to commit to building an online business that can change the lives of others.

The key to actually creating momentum during this time is to map out a clear plan of what needs to get done, when it needs to get done, and how. Here are a few tips for optimizing your time while working from home.

1. **Plan out your day the night before.** If you've been with me for any amount of time, you know I'm a big fan of the Full Focus Planner. I always take a few minutes the night before to plan out the three most important things to get done the following day, along with a few items I can get to after accomplishing my "Big 3" needle movers. Try it out!
 - » **What are the big things you need to do to move your business forward *right now*?** Reverse engineer those things, break them down into smaller bite-sized tasks, and start working on those.
2. **How much extra time are you saving from running around like a mad woman (or man) each day? Two hours? Four hours? More? Get clear on how much time you're saving and commit *some* of that extra time to work on your business.**

What are three things you're going to do with the extra time you get back from commuting?

3. In order to stay focused and not burn out, make sure you're setting boundaries around how much you're working. Sure, you're gaining extra time, which is great to get things done, but don't go overboard. Commit to a time where you'll do a workday shutdown. This is when you can plan out the next day and keep your mind focused and clear.

» Once you wrap up your work, you can be fully present with your family to support them, find time to laugh and have some fun.

Make a list of the things you'd like to work on to move your business forward:

GIVE BACK TO YOUR COMMUNITY

If you're able to give back to your community right now, take the time to do so. Here are a few ways you can support your community in these times of need:

- » **Donate to your local food bank.**
- » **Check-in on your neighbors.**
- » **Donate to causes in need.**
- » **Offer to babysit for a friend or family member.**
- » **Purchase gift cards to your favorite small businesses so that you can use them in the future.**

STANDING STRONG

Mindset

This one is close to my heart. It's especially important that we, as entrepreneurs, mothers, fathers, friends, and spouses, spend time working on our mindset.

In turbulent times, it's our mindset that will help us continue to show up to support ourselves, our loved ones, and our communities.

I want to invite you to stand in strength, even if it feels scary. Focus on what you can control. Focus on the positive -- the light in the darkness. Focus on how you can serve those around you, with love, from a distance.

How can you stand strong in the face of change and uncertainty?

People are looking for leaders in this time more than ever, and I know that you are strong and can be the leader of change they are looking for.

