

The background of the slide is decorated with various colorful, stylized illustrations of fruits and vegetables. These include a blueberry cluster in the top left, an orange slice at the top center, a green leaf at the top center-right, a watermelon slice at the top right, a lime at the top right, a lemon at the middle left, a green leaf at the middle left, an avocado at the middle right, a lemon slice at the middle right, a banana at the bottom center, a strawberry at the bottom left, a lime slice at the bottom center-right, an orange at the bottom right, and a cherry at the bottom right. The illustrations are simple line drawings with flat color fills.

Investing in Yourself to Become the Boss of Your Business

By Jessica Gavin



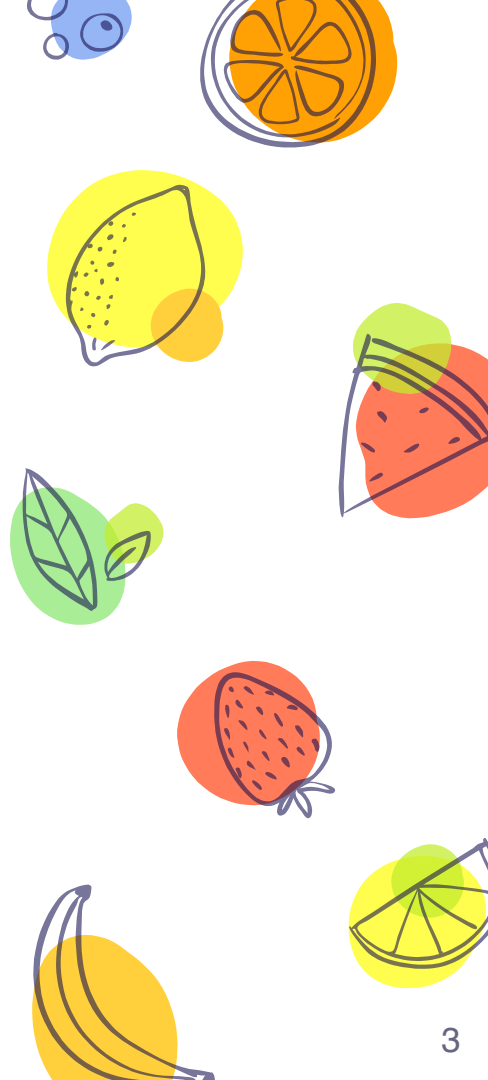
Hello!

I am Jessica Gavin

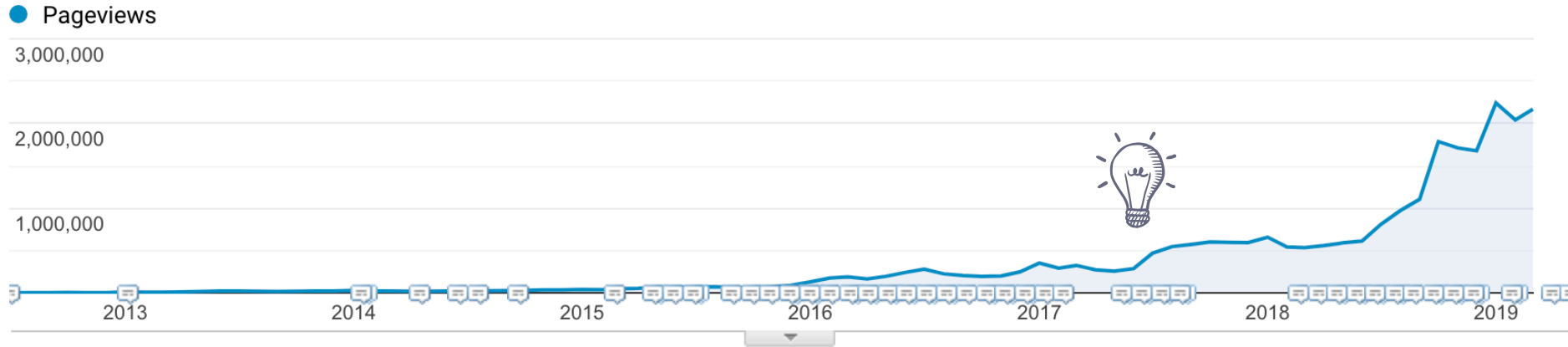
Food & Culinary Scientist - Culinary School Grad - Blogger - Author

What we're going to cover today

- My blog journey
- The “Boss” mindset
- What's your time worth?
- Prioritize
- The R.O.I.



My blog journey started June 2012



Spent the first 5 years with a range of emotions... doubt, uncertainty, jealousy...



So What
Changed?

Started to Think Like A

BOSS



You want to do it.

You can do it.

You GOTTA do it!

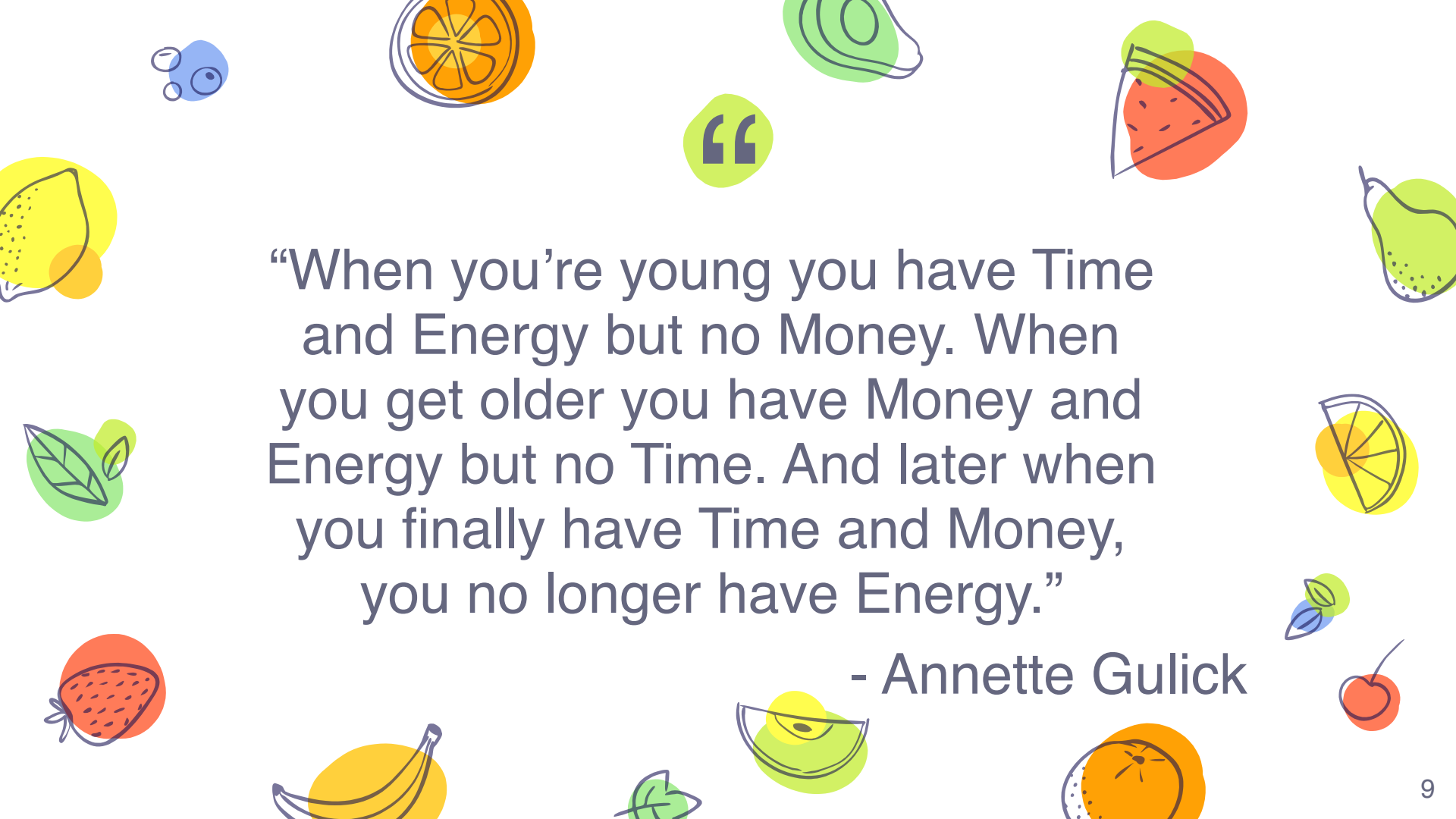
A black and white close-up portrait of Beyoncé Knowles. She has long, dark hair and is looking directly at the camera with a serious expression. Her right hand is raised, with her fingers resting near her nose and cheek.

I'M NOT BOSSY,

I'M THE BOSS

Beyoncé Knowles



The background of the slide is decorated with various colorful, stylized illustrations of fruits and vegetables. These include a blue bubble-like shape in the top left, an orange slice in the top center, a green leaf in the top right, a yellow lemon in the middle left, a green leaf in the middle left, a yellow lemon slice in the middle right, a green leaf in the bottom left, a banana in the bottom center, a green leaf in the bottom center, a green leaf in the bottom right, a red strawberry in the bottom right, and a red cherry in the bottom right. A large, dark blue quotation mark is positioned above the text.

“When you’re young you have Time
and Energy but no Money. When
you get older you have Money and
Energy but no Time. And later when
you finally have Time and Money,
you no longer have Energy.”

- Annette Gulick



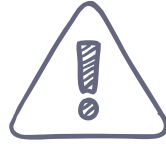
Be Productive

Figure Out Your Capacity

24 hours in a day, 168 hours in a week

- 49 hours sleeping (try for 7 hours)
- 40 hours at my day job
- 12 hours commuting (work & daycare)
- 42 hours family time (meals, kids, exercise)
- And that leaves just...



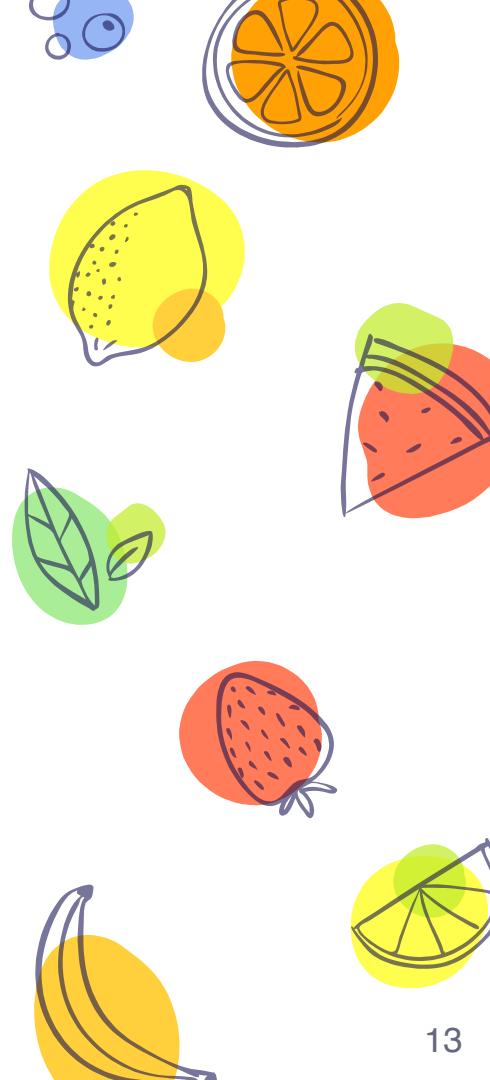


25 hours

A week to blog
(if I'm
Lucky)

Blog Responsibilities

- Photography
- Video
- Cooking
- Grocery Shopping
- Dish Washing
- Writing
- Proofreading
- Editing Photos
- Research
- Search Engine Optimization
- Speaking
- Branding
- Emotional Support
- Strategy & Planning
- Affiliate Marketing
- Email Management
- Finance & Accounting
- Sponsorships
- Comments
- Hiring Contractors
- Social Media
- Web Design
- Web Development
- Security
- Marketing
- Data Entry
- Payroll
- Taxes
- Lead Generation
- Travel Arrangements
- Compliance & Legal Responsibilities
- Administrative Tasks
- Graphic Design
- Technical Support
- Public Relations
- Recipe Development
- Bookkeeping





Prioritize

Focus Your Energy



My Priorities



Cooking



Photography



Writing



Editing Photos



Research



My 25-hour Weekly Blog Routine

18 hours on:

- 3 recipes (6 hours/recipe)

7 hours on:

- Responding to comments/emails
- Research for upcoming posts
- Instagram
- Content Contributions
- Team Coordination



Reduce Distractions

- Unsubscribe to emails
- Turn off phone notifications
- Logout of social media accounts
- Reduce TV time
- Learn to say “no”
- Create an editorial calendar





Start Building Your Team



Kid
s

Branding

Video

Seo

Writing
Coach

Cpa

ME

Social
Media

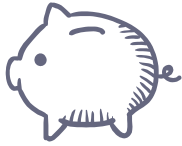
Friends

Financial
advisor

Ad
network

Husband

What's Your Time Worth?



Quick Formula:

Salary per year

Drop the last three zero's

Divide by two

\$100,000 → 100 → \$50/hour



Social Media

- Scheduling 12 posts a day for Facebook
- Not really passionate about it
- Costs me \$300 of my own time (6 hours/month)

Paying \$250/month for a VA



Video

- Struggled doing video and photos at the time
- Not proficient and limited capacity
- Costs me \$300 of my own time (6 hours/video)

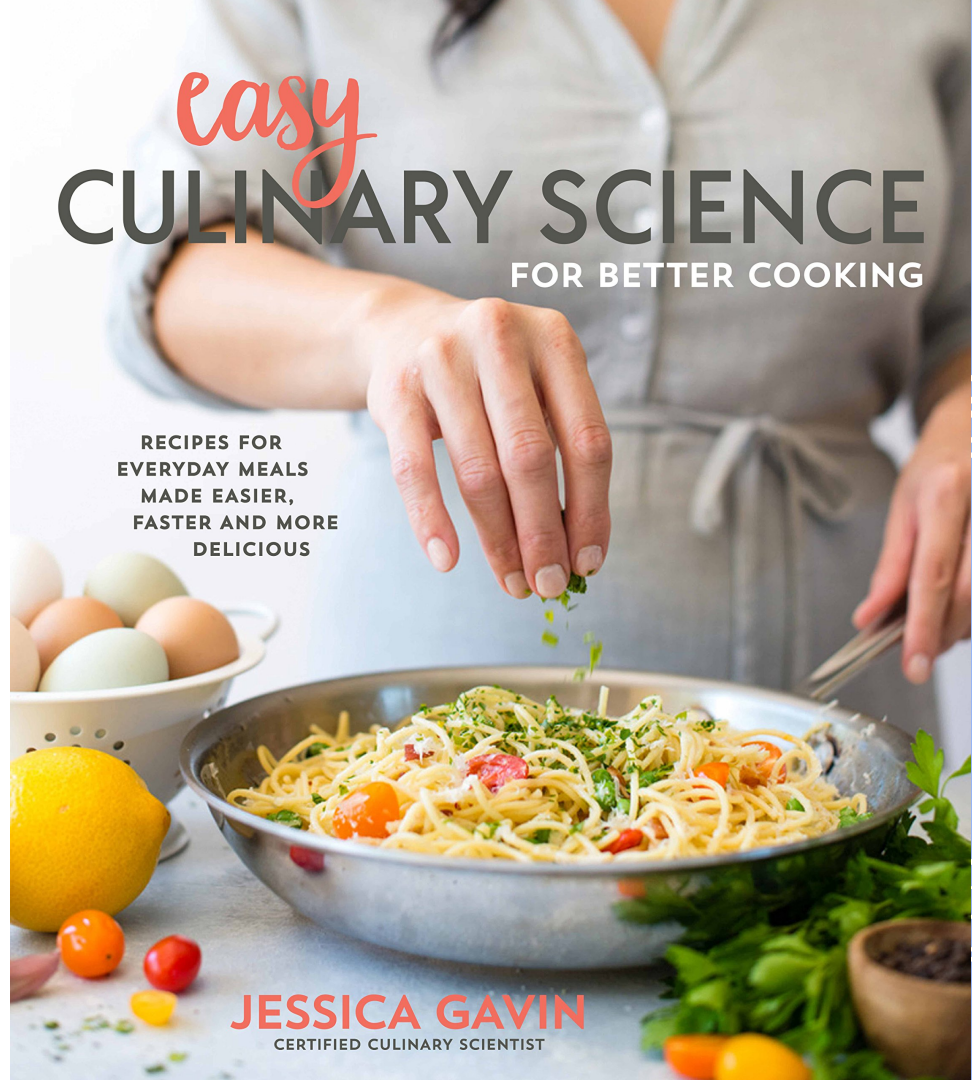
Paying \$300/video for a contractor



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Return on Investment

- Better quality leads to more sharing
- Outsourcing creates more time
- E-A-T
- Traffic Improves
- Increase in sponsored posts
- New revenue sources
- Finally making money!
- Confidence to get out of your comfort zone



easy CULINARY SCIENCE FOR BETTER COOKING

RECIPES FOR
EVERYDAY MEALS
MADE EASIER,
FASTER AND MORE
DELICIOUS

JESSICA GAVIN
CERTIFIED CULINARY SCIENTIST

Action Items

- How many hours in a week do you have devoted to blogging?
- Calculate the value of your time?
- Make a list of business tasks and prioritize your strengths.
- Build a list of potential contractors (network here and ask people).
- Reduce distractions and create a 3+ month editorial calendar.
- Understand your commitment level and what you need to do to scale up.

The slide is decorated with various colorful fruit illustrations. In the top left, there are blueberries and a lemon. In the top center, there is an orange slice and a green kiwi. In the top right, there is a slice of watermelon and a lime. In the middle right, there is a lime. In the bottom right, there is a lemon slice, a small blueberry, and a cherry. In the bottom center, there is a green kiwi. In the bottom left, there is a strawberry and a banana. In the middle left, there is a green leaf. In the bottom center, there is a green leaf.

Thanks!

Any questions?

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