



# Budget for what you're bad at.

Circle what only you can do. Budget for everything else. Start with what you're bad at.

EVERYTHING I DO

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ONLY I CAN DO

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EVERYTHING ELSE

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WHAT GOES IN THE BUDGET FIRST

Your face, your voice, your point of view.

## Three lists.

You keep the thinking.

01 List the work

02 Build the budget

Type in the fields, or print and write.



## EXERCISE 01

# List everything.

# 01

What you circled stays with you. Everything else is where the money goes.

Finding ideas, writing, shooting, editing, posting, getting it approved. Then circle what only you can do.

EVERYTHING I DO

ONLY I CAN DO

EVERYTHING ELSE

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EXERCISE 02

# Budget for everything else.

02

Start with what you're bad at. Everything else is where the money goes, whether that's a person, a tool, or AI.

| EVERYTHING ELSE | PERSON / TOOL / AI | COST |
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Put AI in there for you, not instead of you.

If it's your own shop, that's a subscription. If you're at a big firm, ask for an AI line in the budget with your name on it. Just make sure it's a tool your compliance desk has cleared.