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*The Mindful Entrepreneur*

# Your Jevons' Paradox Action Plan

by Kalika

This worksheet is designed to help you put the ideas from this week's newsletter into practice. Jevons' Paradox tells us that when a resource becomes more efficient, demand for it grows rather than shrinks.

For entrepreneurs, this means AI isn't the end of opportunity. It's the beginning of a new kind of opportunity. The question is: how will you position yourself to take advantage of it?

Set aside 30 minutes, grab a cup of tea (or coffee!), and work through these prompts with honesty and curiosity. There are no wrong answers.

## Part 1: Where Is Your Time Going?

List your top 5 repetitive or low-value tasks that consume your time each week. Be specific.

1. _____
2. _____
3. _____
4. _____
5. _____

Estimated hours per week spent on these tasks: _____

## Part 2: What Could AI Handle?

Circle or highlight which of the tasks above could be partially or fully handled by an AI tool. Then answer:

*Which AI tool have you been curious about but haven't tried yet?*

_____

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*What's one small experiment you could run this week using AI?*

_____

## Part 3: Your High-Value Activities

If you had 10 extra hours per week, what would you spend them on? List your top 3 high-value activities (think: relationship building, strategy, creative work, new offerings).

1. _____
2. _____
3. _____

## Part 4: Your Personal Brand Audit

Answer each question thoughtfully:

What is a story from your experience that only you can tell?

_____

_____

_____

If someone spent an entire day consuming your content online, would they feel like they know you? Why or why not?

_____

_____

_____

What is one piece of content (a video, a post, a newsletter) you could create this month that shares your authentic voice?

_____

_____

_____

## Part 5: Spot the "New Newspaper" in Your Industry

Think about Priestley's newspaper-to-blogger example. Now apply it to your industry.

What is a story from your experience that only you can tell?

_____

What new version of that role is growing?

_____

How could you position yourself to be part of the new model?

_____

## Part 6: Your 30-Day Commitment

Based on what you've reflected on above, write down three specific actions you will take in the next 30 days:

1. _____
2. _____
3. _____

**Remember:** the entrepreneurs who will thrive are the ones who stay curious, stay connected, and keep building.

You've got this. I believe in you.

Wishing you all the very best always,

Kalika

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