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?

_____

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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