FROM THE SECOND PRODUCT, BY CAL RENSHAW

The January Page

One evening, early in the year, one side of paper. Every living product gets one line and one word. Keep the page; next January, read it before you write the new one.

For each product

Name
As you'd say it to a friend.

Its slot
When it gets your attention, and how long it has actually taken over the last 3 months. Not how long you meant it to take.

Its year, in one line
The best thing and the worst thing that happened to it.

Who's asking for what
Any request from more than one paying customer, still unbuilt.

Interest or duty
Do you open it because you want to, or because you have to?

One word
Keep, grow, hand over or close.

For the whole page

Slots used against slots you have
If "grow" appears twice and there's one free slot, one of them waits a year.

The idea list
Anything written down during the year that is still good. Nothing on it starts until a slot is free and the newest product has settled.

The parts folder
What was added this year, and what is missing that you wrote twice.

The hard words

Every "hand over" and "close", with the month by which it will be done. Spring at the latest.

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3 questions to finish

Which of these would I start again tomorrow, knowing what I know?

Which one am I keeping because closing it would mean admitting something?

If I could only keep one, which, and what does that tell me about the others?

Cal Renshaw, The January Page, from The Second Product (Verity Publishing). calrenshaw.com/tools/january-page. Free to copy and use; please keep this line.