



THE PROCESS METHOD PLAYBOOK · v1.0

Stop chasing \$10k months. Start hitting them.

The goal-setting method elite athletes use —
adapted for VAs, freelancers & solopreneurs.

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Filipino Talent. Global Reach. Cosmic Connections.

Based on Williamson et al. (2022)

WELCOME TO THE PROCESS METHOD

Why most VAs and freelancers stall — and what to do instead

If you've ever set a goal like *"make \$10k/month"* and watched yourself drift further from it the harder you tried, this playbook is for you.

You're not lazy. You're not unfocused. You're not missing a productivity hack. You're setting the **wrong type of goal** — and the science on this has been settled for over a decade. The good news: switching to the right type takes about five minutes a week and produces effects that are, on average, **fifteen times stronger** than what you're doing now.

What you'll find inside

- A plain-English summary of the research (2 minutes).
- The Process Method in three moves.
- Twenty worked examples for VAs, freelancers, and solopreneurs.
- The 5-minute Sunday routine that runs the whole system.
- Common pitfalls and how to avoid them.

This isn't a motivational pamphlet. It's a translation of peer-reviewed sport-psychology research into the daily reality of running a VA business or freelance practice from anywhere in the world.

THE SCIENCE

Three goal types. Three very different outcomes.

In 2022, Williamson and colleagues published a systematic review and meta-analysis in the *International Review of Sport and Exercise Psychology*. They pooled 27 randomized studies on goal-setting in elite sport and measured effect size (Cohen's d) — how strongly each type of goal actually changes performance.

The results were striking and largely ignored by the freelance-coaching industry. Here they are:

Process goals	VERY LARGE EFFECT	$d = 1.36$
Performance goals	MODERATE	$d = 0.44$
Outcome goals	TINY	$d = 0.09$

Source: Williamson, Swann, Bennett, Bird, Goddard, Schweickle & Jackman (2022). *The performance and psychological effects of goal setting in sport: A systematic review and meta-analysis*.

In plain English: if you're focused on outcomes (how much you earn, how many clients you book), you're using the *weakest* goal-type in the research. Process goals — the small daily behaviors you can fully control — are roughly **3.1× stronger than performance goals** and **15× stronger than outcome goals**. Same dream. Wildly different operating system.

GOAL ANATOMY

What each goal type actually is

Outcome goals

An outcome goal names a **result you want**. The catch: you don't fully control it. The market, the algorithm, the client's budget, and the weather in their hometown all get a vote.

VA EXAMPLES

- "Hit \$10,000 in monthly retainer revenue."
- "Reach 50 active clients."
- "Get featured in a major publication."

Performance goals

A performance goal names a **personal standard**. More in your control than an outcome — but still subject to luck and external timing.

VA EXAMPLES

- "Land 5 new retainer clients this quarter."
- "Raise my hourly rate to \$75."
- "Publish 12 LinkedIn posts that each get 50+ reactions."

Process goals

A process goal names a **specific behavior** that you fully control, repeated over time. You can score it Yes/No at the end of every day.

VA EXAMPLES

- "Send 5 personalized cold pitches before 10am, Mon–Fri."
- "Spend 30 minutes daily improving one SOP."
- "Post 1 portfolio-quality work sample to LinkedIn each Tuesday."

THE METHOD

The Process Method, in 3 moves

Every Sunday — or whenever your week begins — you run this 5-minute routine. It's deliberately small. The point isn't to plan; the point is to make sure you're working on the *right unit* all week.

1 Name the outcome you want

You're allowed to want money, clients, freedom. Write the outcome down — then put it on the shelf. It's a **compass**, not a checklist. Glance at it monthly, not daily.

EXAMPLE

Outcome: \$8,000/month in retainer income by September.

2 Translate it into one process

Ask: *"What's the smallest daily behavior that, repeated, makes the outcome inevitable?"* Be ruthless about the word **daily**.

EXAMPLE

Process: Send 5 personalized cold pitches before 10am, Mon–Fri.

3 Score the process, not the result

End of week: did you hit your process goal? Yes/No. Don't grade yourself on what clients did — grade yourself on what you did.

EXAMPLE

Score: 24 of 25 pitches sent → 96%. Outcome will follow.

MOVE 1 — IN DEPTH

Name the outcome. Then ignore it.

Most freelancers skip this step because they think they've already done it. They haven't — they've just walked around with a vague feeling that they want "more" or "better." That vagueness is the enemy. Make it concrete, in writing, with a specific number and a specific date.

The three-part outcome statement

1. **Metric:** what you'll measure (dollars, clients, hours of paid deep work, projects shipped).
2. **Magnitude:** the number.
3. **Deadline:** the date.

TEMPLATE

By [date], I will reach [magnitude] [metric].

Why we write it down and then shelve it

Writing it down gives your weekly process a direction to point at. Shelving it prevents the outcome from becoming the thing you stare at and stress about. The research is clear that staring at outcomes does almost nothing for performance ($d = 0.09$) — but having a direction *is* useful for choosing which process to build.

Glance at the outcome **once a month**. The rest of the time, the only thing on your radar is the process.

Try it now

Write your outcome on a sticky note. Put it inside a drawer, not on your monitor. You'll thank yourself in three weeks.

MOVE 2 — IN DEPTH

Translate the dream into a daily action

This is the move that separates operators from dreamers. It's also where almost everyone fumbles. You'll be tempted to pick a process that's too big ("work on my business 2 hours a day"), too vague ("do marketing"), or too far from revenue ("reorganize my Notion"). Resist all three.

Three tests for a good process goal

- 1. The 100% Control Test.** Could a tired-you, on a bad day, still do this? If it depends on a reply or a sale, it fails.
- 2. The Daily Test.** Can you do it Monday through Friday without burning out? If no, shrink it.
- 3. The Revenue-Adjacent Test.** Is this within one step of money changing hands? "Pitching" passes. "Reorganizing folders" doesn't.

Process menu for VAs and freelancers

Outbound sales	5 personalized cold pitches before 10am, Mon–Fri.
Content marketing	1 LinkedIn post + 3 comments on prospect posts daily.
Referral engine	2 personal asks to past clients each week.
Skill building	30 min focused practice in your highest-rate skill.
Pricing audit	1 proposal sent every weekday — track win rate weekly.
Operations	30 min building/improving one SOP per day.

MOVE 3 — IN DEPTH

Score the process, not the result

The Friday review is the heartbeat of the system. Most freelancers spend Fridays asking *"How much did I make this week?"* — a question they have almost no control over. Process operators ask *"Did I hit my process?"* — a question whose answer is entirely up to them.

The 90-second Friday review

1. Pull up your process target.
2. Score it. (e.g., 24/25 = 96%).
3. If >90%: keep going. Don't change anything.
4. If 70–90%: same process next week. Identify one friction point.
5. If <70%: the process is too big. Cut it in half.

Monthly: glance at the outcome

Once a month — no more — look at the outcome metric. Has it moved? If yes after 90 days of consistent process: stay the course. If no after 90 days: the process is too far from revenue. Pick a new one.

PROCESS OPERATOR'S MANTRA

"I can't make a client sign. I can write a great proposal. I grade myself on proposals sent, not contracts won."

WORKED EXAMPLES

20 outcomes, translated

Pick the row closest to where you are. Steal the process. Customize later.

Executive VA wants \$5k/mo retainer income.	3 personalized Loom pitches to founders before noon, Mon–Fri.
Copywriter wants 3 long-term clients.	Send 1 case-study email to a past lead daily.
Social media VA wants \$50/hr rate.	Publish 1 client-result carousel on LinkedIn every Tuesday.
Bookkeeper wants 10 monthly retainer clients.	Call 3 accountants in target city each Monday morning.
Designer wants \$8k launch month.	1 portfolio piece shipped every Wednesday — share to community.
Coach wants 20 discovery calls/month.	DM 8 ideal-client profiles every weekday with a tailored intro.
Translator wants premium agency work.	Apply to 2 specialized agencies daily — track every reply.
Tech VA wants \$10k MRR.	Demo 1 new automation to a current client every Friday.
Course creator wants 100 students.	Publish 1 free teaching post Mon/Wed/Fri.
Consultant wants 1 retainer/month.	Send 2 thoughtful warm-intro requests per week.

WORKED EXAMPLES (CONT.)

Ten more outcomes, translated

Project manager wants \$90/hr clients.	Send 1 detailed audit-style pitch every weekday.
Email VA wants to triple monthly income.	Build 1 client onboarding-email sample daily for portfolio.
UX researcher wants enterprise clients.	Reach 3 in-house heads of design weekly via LinkedIn voice notes.
Affiliate marketer wants \$3k/mo passive.	Publish 1 SEO comparison article weekly. Score: shipped Y/N.
Photographer wants 4 weddings booked.	Send 3 personalized brides-list intros every Saturday morning.
Podcast producer wants 5 retainers.	Audit 2 mid-tier podcasts a day; send 1 detailed offer weekly.
Local SEO freelancer wants 8 clients.	Walk into / call 2 local businesses a day with audit teaser.
AI-VA wants \$7k/mo retainer.	Build 1 GPT prompt template per day → publish weekly digest.
Pinterest VA wants brand clients.	Pin 30 curated pins to a public board daily — pitch 1 brand weekly.
New freelancer wants first client.	Send 10 thoughtful pitches per weekday until first signed contract.

THE SUNDAY ROUTINE

The 5-minute weekly template

Print this. Or copy it into your favorite notes app. Fill it out every Sunday before you open email. It will save you ten hours of decision-fatigue every week.

MY WEEKLY PROCESS TEMPLATE	
1	Outcome (compass, once a month): _____
2	This week's process goal (one sentence, daily behavior): _____
3	Daily target: ____ per day, Mon–Fri.
4	Time of day I'll do it: _____
5	What gets in the way? _____
6	My one defense against #5: _____
FRIDAY 90-SECOND REVIEW	
7	Score this week: ____ of ____ → ____ %
8	If >90%: keep going. If 70–90%: same, find friction. If <70%: cut the process in half. Try again.

COMMON PITFALLS

Five traps to watch for

You set the process too big.

Symptom: you skip it on day 3. Fix: cut it in half. Then in half again. A small process you actually do beats a heroic one you don't.

Your process isn't revenue-adjacent.

Reorganizing folders feels productive. It isn't. Your process should be within one step of money changing hands — pitching, proposing, shipping.

You secretly grade yourself on outcomes.

If you finish a 100% process week and still feel bad because no client signed, you've reverted. Re-read Move 3. Score yourself only on what you did.

You change the process every week.

Give a process at least 90 days before you decide it doesn't work. The outcome lag is real — and almost everyone quits during it.

You set five processes at once.

One. Just one. The whole point is concentration of effort. Add a second only when the first is happening on autopilot.

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READY TO RUN IT

You now have the whole system.

Pick your outcome. Translate it. Score it Friday. Then come back and tell us how it went.

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