

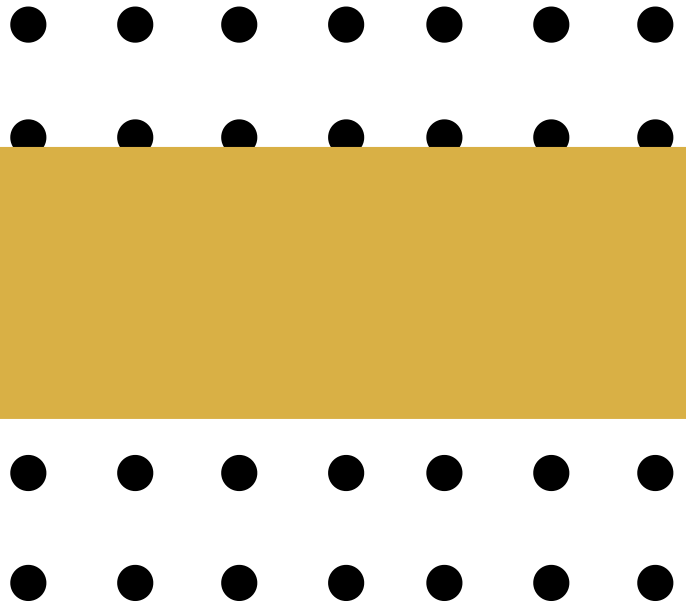
CREATIVES' BLUEPRINT



MODULE 6

TIME MANAGEMENT

WITH KATHRYN PRICE



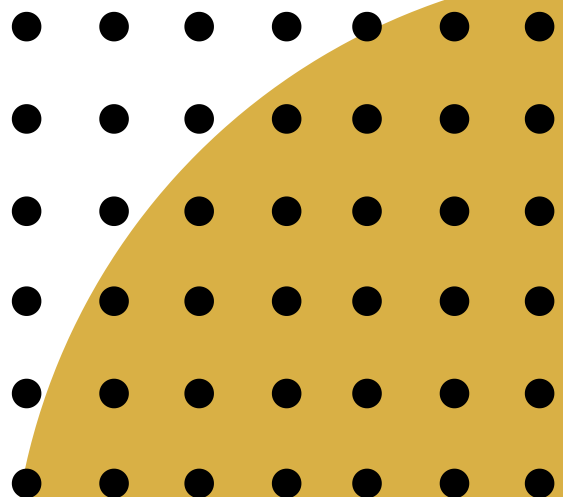
As a business owner there is so much to do. You will more than likely find you are the accounts person, the admin assistant, the director, the typist, the maker and much more. And, as a creative, you might be like me and struggle to stay on task. For these reasons, time management is super important.

If you can get yourself organised by allocating your time to the jobs that have to be done, and schedule in the all-important time out for yourself, you will hopefully be able to achieve the balance you're after.

In this module, I'm going to take you through how I organise my weeks, days, months and year, in order to set my goals, and get everything done.

Let's get started!

Katryn



TIME MANAGEMENT

In this module the key elements I want to really emphasise are:

- Focus
- Awareness
- Planning
- Scheduling

As I keep saying, there is a lot to think about when you're sole operator, and there is a lot to do. Let's look at these four key areas you will need to be mindful of.

1. Focus

Having a quiet space in which to work is important. Allocate a room, corner of a room or other space specifically for your work office where you can keep everything together. This will help with being organised, but also, when you're in this space, you're in work mode. You will need to be very focused on your business in order to succeed. For a time at least, it does need to take priority over other things, and you will have to make sacrifices, but it's worth it.

2. Awareness

Be very mindful of the time you are spending on your business. In the early days in particular when you need to spend a lot of time working both on the business, and in the business, keep a check on the time you're spending. Later in this module I will give you a tool to monitor this. Be aware also of the time out you're taking, as this is equally as important.

3. Planning

Creating a plan for your business, week by week, day to day, quarterly and annually will enable you to look ahead, to view the bigger picture, and to move in the direction you want to. Be sure to always keep your original 'why' in the forefront of your mind as this is your north star, your guide.

4. Scheduling

Keeping a calendar or diary of appointments and tasks will do two things: (1) You will know how you are going to fit things in, and (2) You will have a view of just how much time you're spending working in and on your business.



TIME MANAGEMENT

Breaking time into logical steps makes it easier to manage, and gives us some structure to work to.

In my business, I use a number of different tools to set goals, plan and structure my time:

- Annual planing
- Quarterly reviews
- Google calendar
- Weekly and daily planner
- Day book
- Master task list

It might seem a lot, but all of these have a function. Some you can choose between and I'll talk you through how and when I use them.

ANNUAL PLANNING

At the end of each year, around late October, I spend half a day planning for the following year. Take a pen and paper (or Word document) and address the following five areas. The purpose of this exercise is to:

1. Review the current year
2. Reflect on sales
3. Explore thoughts and feelings
4. Identify new products or services
5. Plan for the new year

1. Review the current year

Looking back over the current year, spend a few minutes to do a quick brainstorm what has worked, and what has not. Don't think too hard, just put down what comes to mind immediately.

2. Reflect on sales

Analyse your sales from the year, looking at the months and trends of products/services that have sold.



TIME MANAGEMENT

3. Explore thoughts and feelings

Think back over the last year. What have you enjoyed? What have you not enjoyed? How have you felt running your business? How would you like to feel?

4. Identify new products and services

With a new year approaching, it's a good time to think about what you want to let go of and what you'd like to bring into your business, and what you'd like to do more of. Spend a few minutes making a list.

5. Plan for the new year

Look at the calendar for the new year. Make a plan of what you're going to do when. Think about your marketing plan and events on the calendar - e.g. Mothers Day, Easter, Christmas and so on. You will also need to think about when you might bring new products or services into your business. How many workshops do you want to run next year? What products will you offer?



TIME MANAGEMENT

QUARTERLY REVIEW

The end of each quarter (end March, June, September and December) is the perfect time to review the previous three months.

In the Quarterly Review, imagine you're at a thousand feet looking down on the overall landscape. This exercise is designed for new businesses, and to help you keep on track, and re-align your offering when need be. But it's useful for any business and I still do it.

Agenda

Taking 1-2 hours, work through items 1 through 4.

1. Give thanks - Write down all of your successes from the last 90 days.
2. Review your brand - Think back to your story, your niche and your objective with your business. How are you tracking? What does your business look like at this point?
3. Write your goals for the coming quarter - Think about your sales, projects, reviews of products and or services, administration, finance and all other areas of your business.
4. Work on projects - Use this time to work on existing projects - e.g. course content, developing an idea you have a little more, writing your book, brainstorming or similar.

MONTHLY REVIEW

Each month it's a good idea to look back at what you've achieved and how things have gone.

Agenda

Keep this one simple and ask yourself three questions:

1. What went well?
2. What did go as you hoped?
3. What do I need to change?



TIME MANAGEMENT

WEEKLY & DAILY PLANNER

An effective way of managing your time is with a weekly and daily planner.

Weekly Planner

This gives you an overview of your week and by putting appointments in you can see what time you have left. We use this each week to put our appointments in and it stays on the kitchen bench. You will find a PDF of these planners with your course material.

My Week

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY



TIME MANAGEMENT

Weekly Planning Session

Each week I have a 1-2 hour business planning session on a Monday. One of my favourite places to work is in a cafe, so I take myself off to my favourite local and work through my week/month/quarter.

It really depends what I have going on as to what I do in this session, but some of the things are:

- Review Facebook ads.
- Check Facebook post schedule and tweak any posts.
- Review my workshop calendar.
- Plan the next three months of workshop dates.
- Reply to customer emails or Facebook messages.
- Reply to Facebook customer comments.
- Engage in my Facebook group.
- Work on blog posts or a course I might be creating.
- Check in to some business Facebook groups to see the conversations that are going on.
- Scroll through paid Facebook groups I'm a member of.
- Take a training session from a paid course or membership I'm in.
- Make sure I have enough me time in for the week.



TIME MANAGEMENT

Daily Planner

A daily planner will give you the space to detail tasks you need to complete, and most importantly, tick them off. Looking at only one page at a time enables you to focus only on what needs to be done that day, which reduces overwhelm.

Today

TODAY'S TASKS

TODAY'S EVENTS

REMINDERS & NOTES



TIME MANAGEMENT

GOOGLE CALENDAR

Using software, synced from your computer to your phone, means you'll be organised, and have access to it all no matter where you are. Google Calendar is a time-management and scheduling calendar service developed by Google.

With the following features, you'll be super-organised:

- Multiple calendars for different areas of your life
- Use colour coding for calendars or types of appointments
- Google Hang Outs video calls
- World clock if you're scheduling meetings with overseas clients/suppliers
- Appointments and reminders
- Share calendars with others
- Sync calendar with various software

In my calendar I use colour coding for each of my businesses, and my personal appointments (see Monday to Friday example below).

- Green personal
- Blue Upcycled & Co.
- Pink Coaching
- Red off-site and orange online appointments

7 AM	Walk 7 – 8am		Walk 7 – 8am		Walk 7 – 8am
8 AM	Paint orders, 8am	Paint orders, 8am	Paint orders, 8am	Paint orders, 8am	Make Weekend Plans 8 – 9am
9 AM	Stocktake & Paint Order 8:30 – 9:30am	CB LIVE: Time Managem 9 – 10am	Day off 9am – 5pm	CB LIVE: Q&A Time Man 9 – 10am	Day off 9am – 5pm
10 AM	Drive to CBD, 10am	Creatives Blueprint 10am – 12pm		Social media scheduling 10 – 11:15am	
11 AM	Weekly Planning Session 10:30am – 12pm			Cleaner: Jeff, 11:30am	
12 PM	Groceries 12 – 1:30pm	Social media scheduling 12 – 1pm		Paint workshop preparation 12:15 – 2:15pm	
1 PM	Drive home, 1:30pm	Create 4 podcasts 1 – 2:30pm		Organise office 2:15 – 4pm	
2 PM	Email Jayne re next app 2 – 3pm	Review website 2:30 – 3:30pm			
3 PM	New blog post 3 – 4pm				
4 PM	MailChimp: New email 4 – 5pm				
5 PM					



TIME MANAGEMENT

Desk Planning

This is something I have used for many, many years, even when I was in the corporate world. Writing down and ticking off every task does two things: (1) I don't miss anything, and (2) I get a real sense of achievement when I can cross something off.

Using the weekly planner and daily planner works well, or as I do, you can use the weekly planner and a day book. You will find which you prefer.

Here's how I use my Day Book:

- Use a spiral bound book (they're easy to fold over)
- On the lefthand side page I start each week with a list of *This is what I want to achieve this week*.
- On the opposite page I have Monday, then each day is on a new page following that.
- When a task is completed I cross it off.
- If I don't get something done, I put an arrow next to it and highlight it so I remember to transfer it to the next day (or another day).
- If a task is urgent and must happen that day, it gets highlighted and has an star * next to it.

Scribble Pad

A shorthand type lined pad is something I have on my desk to make notes on, when I'm on the phone or I need to jot something down quickly. Anything that needs to be transferred to either my Master Task List or my Day Book has an *star placed next to it. At the end of each day all items are crossed off my scribble pad once completed or transferred.

This is a very straight forward format, but I've used it for years and years (even in my corporate career for a very long time) and it works.

Master Task List

This is a Google Sheets (or Excel) document and is downloadable from the website portal where you access the workbooks and videos. The instructions are on the document.



TIME MANAGEMENT

Time Saving Tips

It's surprising what little time-saving strategies can do. Here's a list of things I do that really do save me time:

- Schedule Facebook posts one week at a time.
- Use keyboard shortcuts on your phone for text you use regularly.
- In Gmail canned responses save time.
- Creating and scheduling four blog posts/podcast episodes at one time.
- Weekly planning meeting.
- Turn your phone off when you need to get a task done.
- Schedule meetings all on one day of the week.
- Have regular administration blocks/days.
- Put in times to create (if you make things).



TIME MANAGEMENT

What insights have you had around **time management**?



RECOMENDED READING

Time Saving Tips

<https://smallbiztrends.com/2013/04/50-time-saving-tips-business.html>

5 Time Management Tips

<https://www.business.com/articles/5-time-management-tips-for-small-business-owners/>

Time Management

<https://www.facebook.com/timequeen>

Robyn Pearce has been around for a long time and she has some great Facebook LIVE video tips.

