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Time Blocking Handout

1. **Begin with the end in mind.**

In order to decide what goals to set, first have a direction/strategy in mind. Ask yourself, where you would want your business to be one year from now.

2. **Break down your strategy in specific goals.**

Specific goals can be: have 10 clients steady/week.

What are the top three goals that you can set that would help you reach your strategy?

3. **Break down that goal into action steps.**

Clarify the marketing action steps that you need to take to get those clients. Refer to your marketing strategy (simpler than it sounds).

If you are new at business, you want to get the word out, choose the simplest 3 steps you can take to get the word out (my next blog post 😊)

4. **Choose one action step that you will implement per week.**

The single most important thing to do when you start a business is focus on marketing - getting the word out at the lowest cost possible, assuming that you are sole proprietor with a limited budget, which is what most of my clients are.

Simple marketing action steps can be; get a business card, create, print and post a flyer, send an email announcing to everyone that you are in business, network- make coffee dates with people you know to let them know that you

are in business, you get the gist of this, I am certain.

5. Assess how long each action step will take.

It is very important to be realistic here. In fact, I compare this step to keeping a "food journal".

Often when I coach people on balancing their food intake, I tell them to keep track without changing anything for three days of what they eat, their feeding schedule, how they feel before and after they eat and why they eat if they were not hungry.

Being realistic means that you know that it will take you one hour, not 30 minutes to write a blog post.

6. Block your calendar for periods of time when you work on your business.

For example, since I adopted this concept, I have kept Monday and Friday afternoons as my time to work on my business.

Within that timeframe, block the time needed for each task.

Give yourself a 10 min. break in between each task to check email, get tea, stretch and go back to work, shutting down everything again.

What time during the week can you block to work "on" your business?



Once everything is done.. CELEBRATE!!

Let's face it, when you work for yourself, aside from your clients thanking you and your satisfaction for a job well done, no one else but you will be there to acknowledge that you did the work!!

Take a deep breath and acknowledge yourself for doing it..

The path of entrepreneurship is a lonely path, and more often than not, we deal with frustrations, give yourself a pat on the back..