
Time Structuring

Instructions:

1. Print out 2 sets of the time sheets below (2 weeks worth).
2. Block out all your daily activities (work and otherwise) for the 2 weeks (you may want to do one week at a time).
3. Block out time for marketing planning (what we are doing in the Marketing Plan Mini-Camp class.
4. Block out time for actually doing the marketing activities that you have planned for in your Marketing Plan
5. (How much time? It depends on your schedule and other commitments as well as how quickly you want to build your practice. It may be as little as 1-2 hours/week, or it may be up to 40 hours per week or more if you are just starting your practice and have that much time to spend marketing).
6. Make sure you block out your marketing time in your personal calendar/phone as well.
7. Keep notes at the end of each day indicating whether you following your marketing schedule or not. If you swayed from it, make a note of why you did not complete your marketing activities as planned.
8. Do this for 2 weeks initially as a test. It's important to test it first as you'll likely find that what you thought would work for you, didn't work. For example, maybe you scheduled your marketing activities for the morning and you work better in the afternoon. Or, perhaps you thought you'd have more time that you did. Or maybe you were simply procrastinating because you were feeling anxious about marketing succeeding.
9. Once you have completed the 2-week test period, you should have a good idea of what is a realistic marketing schedule for you.

Time Structuring Sheet

Morning	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7:00AM							
8:00AM							
9:00AM							
10:00AM							
11:00AM							
12:00PM							



PM	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1:00PM							
2:00PM							
3:00PM							
4:00PM							
5:00PM							
6:00PM							
7:00PM							
8:00PM							