How to Work Smarter Not Harder: Save Time, Money, and Increase Productivity

with Chelsea Krost

Block scheduling is the practice of planning out every hour of your day in advance and dedicating specific time blocks for specific tasks and responsibilities.

How to Use This Handout

Here is a sample framework for how to create a block schedule calendar for a 40-hour workweek. Of course, some of you may work more or less than 40 hours a week, so feel free to evaluate and tweak this sample calendar to fit your life, business, and workflow.

I like to break up the week into two batches for some additional structure throughout the week.

I stagger and block out more times for phone calls on Monday, Wednesday, and Friday then I stagger and block out more time for variable tasks on Tuesday and Thursday. Do what works best for you here.

Block Categories Explained

- Morning Routine and Me Moment: Breakfast, gym, taking kids to school, meditation
- Calendar Check-In (Monday and Friday): Plan fixed and variable schedule for the following week.
- Email Respond & Trash: Check Email, Prioritize, Respond, Trash
- Recurring Tasks: Tasks that need to be completed within your deadline so that your business has a fluid system and process in place to keep organized and consistent. Your fixed tasks could change depending on what project or client deliverable you need to prioritize. You make the rules!
  - Suggested Bulk Prep
    i. Weekly social media/blog prep for the following week (suggest either Monday or Friday). Every three to six months, bulk prep your content library to give you back the most time in your day today.
    ii. Bulk preproduction of video shoot, blog/article(s) creation, product or lifestyle photos, graphic design.
    iii. Weekly meal prep for the following week (suggest Sunday)
- Client Work: Do Not Disturb Block, where to schedule coaching calls, client sessions, or a lot this time to working on client deliverables
- Variable Tasks: These are the tasks that may change day to day or week to week. These tasks are simply necessary because let's face it, life happens, and things come up that we don't plan for or need to squeeze in all the time!
- Calls: Team Calls, New Lead Inquiry Calls, Sales Calls, Networking
- Lunch Break (feel free to insert wherever you can 20-min power breaks)

A Closer Look at Client Work Category

The client work category includes any tasks that need to be completed within your client deadline, such as:

- Client proposal deliverables
- Send agreement to sample client
- PowerPoint creation
- Coaching or consulting calls
- Progress check-in or review with a client
- Recap report

A Closer Look at the Fixed Task Category

The Fixed Tasks category is any task that needs to be completed within your deadline so that your business has a fluid system and process in place to keep organized and consistent. Your fixed tasks could change depending on what project or client deliverable you need to prioritize. You make the rules!

Fixed Tasks could be any of the following:

- Administrative tasks unique to your business
- Outreach and scheduling
- Creative thinking and brainstorming
- Content creation: blogs, video, social media posts and captions
- Social media real-time engagement
- Signature traffic builder prep
- Virtual course creation
- Book proposal

A Closer Look at the Variable Task Category

The Variable Tasks category includes any tasks that may change day to day or week to week. These tasks are simply necessary because let's face it, life happens, and things come up that we don't plan for or need to squeeze in all the time!

Variable Tasks could be any of the following:

- Daily errands
- Doctors appt
- Travel
- Parent duties
- Press or collabs
- Attend networking event
- Train new assistant
- New headshot
- Print business cards
- Create invites for an upcoming webinar
- Update newsletter