

THE DAILY WORKFLOW

What I Actually Do Each Day

THE OVERVIEW

Total working hours: 5-7 hours/day **Split:**

- Creation: 40%
 - Client work: 30%
 - Growth: 20%
 - Admin: 10%
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THE MORNING BLOCK (7-9 AM)

7:00 AM - Trend Check (30 min)

- Check what's performing on TikTok/IG
- Note new AI tools announced
- Save ideas for content
- Quick scroll for inspiration

7:30 AM - Content Creation (1.5 hours)

- Write 1 video script
- Generate visuals for content
- Record if energy is right
- Schedule or post

Why Morning:

- Freshest creative energy
 - No distractions yet
 - Content done before anything else
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THE FOCUS BLOCK (9 AM - 1 PM)

9:00 AM - Client Work (3-4 hours)

This is when the real money work happens.

Structure:

- First 30 min: Review briefs, plan approach
- Hours 2-3: Generation sessions
- Last 30 min: Curation, organizing

What This Looks Like:

- Have 2-3 active projects
- Batch similar tasks together
- Deep focus, no notifications

- Headphones, music, flow state

Client Work Blocks:

Monday-Wednesday: Active generation **Thursday:** Revisions and client calls **Friday:** Delivery and new project prep

THE LUNCH BREAK (1-2 PM)

Actually step away.

- No screens
- Real food
- Movement or rest
- Mental reset

This matters more than you think.

THE AFTERNOON BLOCK (2-5 PM)

2:00 PM - Growth Activities (2 hours)

Rotate daily:

Monday: Engagement

- Reply to all comments
- DM responses
- Community interaction
- 1 hour minimum

Tuesday: Outreach

- 10 cold emails/DMs to potential clients
- Follow up on pending conversations
- Network building

Wednesday: Product Development

- Work on digital products
- Course content
- Template creation

Thursday: Learning

- Test new tools
- Watch tutorials
- Skill development

Friday: Planning

- Review week's performance
- Plan next week's content
- Set goals

4:00 PM - Admin (1 hour)

- Email inbox zero
 - Invoicing
 - Contracts
 - Organization
 - Scheduling
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THE EVENING (5 PM+)

Done working.

- Personal time
- Family/friends
- Exercise
- Hobbies
- Mental health

Exception:

If inspiration hits, I might do a quick content idea dump. But no client work after 5 PM.

WEEKLY RHYTHM

Monday: Heavy Creation

- Most content creation
- Active client generation
- Set the week's tone

Tuesday: Outreach + Client

- Growth outreach
- Client work continues
- Relationship building

Wednesday: Deep Work

- Client delivery focus
- Product development
- No meetings if possible

Thursday: Communication

- Client calls
- Revisions
- DM catch-up
- Learning block

Friday: Wrap + Plan

- Deliver final work
- Week review
- Next week planning
- Early wrap if possible

Weekend: Optional

- Ideas and inspiration only
 - No active work
 - Recharge mandatory
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BATCH DAYS

Content Batch (1 day/week)

Create all weekly content in one focused session:

- Script all videos
- Generate all visuals
- Record all voiceovers
- Schedule everything

Typically Sunday or Monday.

Client Batch (3 days/week)

Active client work concentrated:

- All generation in focused blocks
- Similar projects back-to-back
- Delivery all at once

Admin Batch (1 hour/day)

Don't let admin spread throughout:

- Designated time only
 - Inbox zero daily
 - Quick decisions
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ENERGY MANAGEMENT

High Energy Tasks (AM)

- Creative work
- Content creation
- Difficult client work
- New ideas

Medium Energy Tasks (PM)

- Routine generation
- Organization
- Client communication
- Learning

Low Energy Tasks (Late PM)

- Admin
- Email
- Scheduling
- Simple tasks

Match your energy to the task.

THE TOOLS I USE DAILY

Creation

- ChatGPT (primary generation)
- Midjourney (exploration)
- CapCut (video editing)
- Canva (quick graphics)

Organization

- Notion (everything)
- Google Drive (client files)
- Dropbox (backup)

Communication

- Gmail (clients)
- Slack (some clients)
- Instagram/TikTok DMs

Scheduling

- Later (social scheduling)
 - Calendly (client calls)
 - Google Calendar (everything)
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DAILY NON-NEGOTIABLES

Must Do:

- 1 piece of content created
- 2+ hours client work
- Check/reply to DMs
- Move 1 project forward

Should Do:

- Outreach to potential clients
- Engage with community
- Learn something new

Nice to Do:

- Extra content
 - Product development
 - Strategic planning
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THE RULES

Rule 1: Content First

Before anything else, create content. It compounds.

Rule 2: Deep Work Blocks

No notifications during focus time. Everything can wait 2 hours.

Rule 3: Batch Everything

Group similar tasks. Context switching kills productivity.

Rule 4: Energy Matching

Do hard things when you have energy. Don't force it.

Rule 5: Protect the End

No work after 5 PM. Burnout is real.

SAMPLE IDEAL DAY

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7:00 – Trend check, coffee
7:30 – Write video script
8:00 – Generate visuals for content
8:30 – Record video
9:00 – Client work: skincare brand
10:00 – Client work: continued
11:00 – Client work: restaurant concept
12:00 – Curate and organize morning work
1:00 – Lunch break (offline)
2:00 – Reply to DMs and comments
2:30 – Cold outreach (10 emails)
3:00 – Work on prompt pack product
4:00 – Admin: invoices, email
5:00 – Done
```

This workflow is from LOOPWORKER. For more resources, follow @loopworker.