

BUILD YOUR WEEK BEFORE YOUR WEEK BUILDS YOU

03

BUILD YOUR
BUSINESS

Being busy and moving the business forward are not always the same thing. This is not a perfect-calendar exercise. It is a way to make sure the work that matters has somewhere to live before the week gets noisy.

THE IDEA: Give important work a home. If it only happens when you 'find time,' it usually loses to whatever is loudest that day.

1. Name the work that deserves protected time

Choose the few activities that actually move your business. Add your own if your business works differently.

☐ Past clients / sphere	☐ Lead follow-up
☐ New relationships / prospecting	☐ Active clients & contracts
☐ Listing / buyer appointments	☐ Listing marketing
☐ Content / personal notes	☐ Business contacts / partners
☐ Planning / numbers	☐ Other: _____

2. Build a weekly rhythm - not a prison

One older planning system assigned a different relationship or business focus to each weekday. The exact days are not the point. The useful idea is to stop making the same decisions from scratch every morning.

DAY	PRIMARY FOCUS	PROTECTED BLOCK
MONDAY	_____	_____
TUESDAY	_____	_____
WEDNESDAY	_____	_____
THURSDAY	_____	_____
FRIDAY	_____	_____

PROTECT THE WEEK YOU JUST BUILT

The calendar will still change. Closings move. Clients call. Problems happen. The goal is not rigidity - it is having a default plan worth returning to.

3. Separate reaction time from focus time

Some work requires you to be available. Some work requires you to be unavailable long enough to finish it. Decide which is which before the phone, inbox and notifications decide for you.

REACTIVE / SERVICE TIME	FOCUS / BUILD TIME
Calls, active transactions, urgent client needs, coordination	Prospecting, follow-up, planning, content, relationship work
My best window: _____ _____	My best window: _____ _____

4. Choose the three promises your week needs

1. This week I will protect time for:

2. This week I will protect time for:

3. This week I will protect time for:

5. Use a Friday reset

Before the next week starts, take ten quiet minutes and answer these. This is where a calendar turns into a system instead of a wish list.

☐ What important work actually got done?

☐ What kept getting pushed aside?

☐ Did my calendar reflect the business I said I wanted?

☐ What needs a protected block next week?

☐ What can I stop doing, shorten, automate or hand off?

THE POINT: You do not need a prettier calendar. You need enough protected time for the work that creates, serves and strengthens your business.

Here's an idea. Take what helps. Ignore what doesn't.