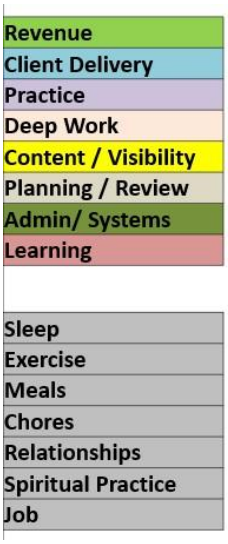
How to Use Time Blocking

There are 8 different ways in which we use time as soloprieneurs. When you are doing your calendar planning each week, it is a good idea to understand where you need to place your focus and energy. In the sample calendar below, you can see 8 business categories and 5 personal categories plus one for your job if you have one. Fill in your calendar with the personal categories first, bearing in mind that if you don't take care of your body, mind, and spirit first, you will not have the capacity to sustain an Enlightened Entrepreneurship.

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
5–6							
6–7							
7–8							
8–9							
9–10							
10–11							
11–12							
12–1							
1–2							
2–3							
3–4							
4–5							
5–6							
6–7							
7–8							
8–9							
9–10							
10–11							
11–12							



Once that is done, take a look at the business categories. The top four are those that directly contribute to building your business and the bottom four are those that enable you to maintain your business. Notice as you do this where you typically spend your time and see if you can create more balance.

Block Type	Purpose	Example	Rule
Revenue	Generate income	Sales conversations, follow-ups, enrollment calls, offers, proposals, pricing decisions.	Schedule this first. If this block is skipped, revenue slows.
Client Delivery	Deliver Value	Coaching sessions, Group calls, Feedback or reviews	Delivery protects reputation and retention.
Practice	Build Skill	Practicing sales conversations, rehearsing webinars or presentations, practicing visibility or video delivery.	Practice builds confidence; confidence improves execution.
Deep Work	Create Value	Strategy development, Program creation, Complex problem solving	No notifications, no multitasking.

Block Type	Purpose	Example	Rule
Content/ Visibility	Build Visibility	Writing posts or emails, Recording short videos, Preparing slides or graphics	Content supports revenue but is not revenue.
Planning/ Review	Adjust Direction	Stepping back to assess direction, metrics, and priorities. Includes weekly review, metrics tracking, calendar adjustments	No planning during execution blocks.
Admin/ Systems	Maintain Systems	Maintenance and organization that keeps the business functioning. Includes Scheduling, Bookkeeping, and CRM updates	Keep this contained or it expands unnecessarily.
Learning	Acquire Knowledge	Intentional skill or knowledge acquisition. Includes Courses, Reading, Training	Learning without application creates delay.