



Marketing Happy Hour

Daily Marketing Time Management Guidelines

How To:

1. Decide a set amount of time you have each day to dedicate to growing your business.
2. Choose 3 primary marketing methods
3. Use the % Guidelines below for how much time you spend on which actions.
4. Print out this sheet.
5. Fill out this sheet and put it next to your computer in your office.
6. Check off each day.

Time Management Guidelines*:

Action 1: 40% Driving Traffic / Generating Leads / Primary Marketing Methods

Action 2: 30% Converting Leads into Sales / Following Up / Upselling

Action 3: 10% Educating Yourself

Action 4: 10% Building your Brand - Social Media / Content / Blog

Action 5: 10% Misc - Checking Email / Misc Business Tasks

*Once your business begins to grow, or if you have available resources, you would be wise to outsource some of these tasks.

Action	Mon	Tues	Wed	Thurs	Fri
Action 1 _____ min					
Action 2 _____ min					
Action 3 _____ min					
Action 4 _____ min					
Action 5 _____ min					

*This worksheet is “stupid” simple, but use it. It works. Time is Money. Use both wisely.

