



CHAPTER 6

MAKE TIME TO PUT YOUR DREAMS FIRST

EXERCISE 1: WEEKLY REFLECTION

- 🕒 **Suggested Time to Complete:** Twenty minutes, spread out over one week.
- ✅ **When you complete this exercise,** you take the first step toward better time management. Knowing the reality you're living now is the first step toward living the reality you desire.
- ⊗ **If you skip this exercise,** you won't have a good picture of how you're using your time. If you feel like you have loads of time and starting a business will be a piece of cake, that's probably okay! You are the exception. But skipping this exercise will significantly stymie your progress if you are part of the other 99 percent.

Over the next seven days, take a few minutes at the end of each day to answer these two questions:

- What did I accomplish today? (List one or two items.)
- What did I *not* accomplish today? (List one or two items.)

Write down what comes to mind. The goal is not to write down the *hardest* or *most important* things you did on that day. Nor is it to write down what you *finished*: Progress toward a bigger goal is a worthy accomplishment!

At the end of the week, look back at your list and categorize each item using the eight categories listed above. Review your week. Which categories did you spend the most time on? Which categories fell right off your plate? After reviewing your week, set intentions for how you will spend your time for the next seven days. If important items like Sacred Space, Partnership, or Business Design received zero attention last week, be sure to commit to those areas for the next seven days.

EXERCISE 2: DOWN WITH DEVICE DISTRACTION

- 🕒 **Suggested Time to Complete:** Five to ten minutes.
- ✅ **When you complete this exercise,** your smartphone will be a whole lot smarter! You'll be cutting back on the dings, beeps, boops, and buzzes that draw you into Distracted Disservice.
- ❌ **If you skip this exercise,** you'll be more susceptible to the endless scrolling and auto-play videos that put money in the pockets of social media ad gurus but rob you of time and energy.

A recent research study by SolitaireD, a gaming company, “revealed that 78 percent of respondents underestimated how much time they actually spent on their phones. The average estimate of phone use was three hours forty-two minutes, but the average actual daily usage time is five hours forty-two minutes.”

While the world throws many opportunities for distraction at us, these tiny supercomputers we keep tucked into our pockets can be a big one. Luckily, they also have built-in tools to monitor how we spend our device time. With these tools, you can monitor how much time you're spending on your device and what apps you're using. The tools on each phone may vary. You can find the information about your phone on our resources page at ApplePieMoms.com, or by scanning the QR code.

Take ten minutes now to review how you're using your device on a daily basis. Then take these three steps to cut down on your digital distractions:

1. Set daily time limits for the apps you're most likely to use as distractions.
2. Create a home screen widget for your tracking tool so that this information is there every time you pick up your phone.
3. Create friction! Move your most distracting apps to the last screen or remove them from your home screen altogether so that they are harder to access.

EXERCISE 3: TWO-WEEK, IN-DEPTH TIME AUDIT

You may consider revisiting this exercise after you have already begun planning your business or after it is launched. This exercise requires a two-week commitment and, understandably, you may want to wait until you can get the most benefit from your efforts.

In this exercise, you will track your time using the MAPHH Framework mentioned above. If you are ready for a serious evaluation of how you spend your time, then visit ApplePieMoms.com or scan the QR code to access our time-auditing tool and detailed instructions.

