

My Top 5 Strategies

To Find Time Today for Your Creative Work

1. Little & Often (non-negotiable)

I'm writing to you right now in a **30-minute focus session** that I'm fitting in at 9:42pm before crawling into bed. This is late for me; I'm usually the in-bed-by-nine type, but as an artist and creator, I've made a rule for myself that I must spend at least 30-minutes a day creating something, and as I didn't fit it in this morning, here I sit!

Why 30 minutes? Well, because there is no reason to ever skip it!

- 30-minutes earlier out of bed is no big deal...
- 30-minutes later to bed is no big deal...
- 30 minutes over my lunch break is no big deal...

...but 30-minutes invested every day, 365 days a year, is nearly **23 full 8-hr work days!** That's time that most of us are throwing away because we don't know it exists.

ACTION STEP:

1. Google "Calendar Page" and print one out to hang on your wall.
2. Choose ONE project or activity that you want to make time for.
3. For 30-Days, challenge yourself to at least a 15-minute focus session each day on that activity. Every day that you do it, cross that day out with a big, blue 'X' (or whatever your favorite color is!)

2. Create before Consume

After a long work day, running errands in town, and socializing over supper with a few friends, I'm not really in the creative mood. In fact, my nagging urge at the moment is to grab my phone and scroll through Instagram. *(Tell me I'm not alone!)*

Don't get me wrong, I find creative work immensely enjoyable and fulfilling – it's just not always easy. **It's easier to consume content than it is to create it.** We can actually use this to our advantage by rewarding our **create** time with **consume** time!

ACTION STEP: Make a new rule for yourself: don't allow yourself to tune into social media, television, or whatever your default downtime activity is, until **after** you've fit in your focus session for the day.

3. *Schedule Quality Downtime*

I'm an actress; I love movies! Rather than falling for the temptation to make them a part of my nightly crash routine, I occasionally make them the "carrot before the donkey" by scheduling my downtime in advance.

When you have downtime scheduled into your calendar, you have something to look forward to at the end of the week and therefore something to work towards! No more guilty feelings for "doing nothing" when there's lots to do!

I think you'll find that quality downtime is so much more enjoyable when you **make it a REWARD** for the way you've showed up throughout the day or the week!

ACTION STEP: Schedule quality downtime into your week. I could be a movie night, a date with friend, or a picnic in the park with your creative journal.

4. *Budget Your Time*

You're familiar with the concept of budgeting your money... but have you ever thought about budgeting your time? **Think of your time like currency.** When you "spend" 30 minutes on one activity, that's 30 minutes you cannot spend elsewhere.

The first step to budgeting money is to **track every place you're spending it.** A friend of mine was recently shocked to find that she spends about \$180/month on coffee! That's \$2,160 a year! (*Who knew \$6/day could come back to bite you!?*)

I'm asking you to do the same... with your TIME.

ACTION STEP:

For one week, keep a note of your START and STOP times for each activity. (*The notes app on your phone works well for this because it's always with you.*)

Open Facebook? Track it. Turn on the TV? Track it. Taking a shower? You got it... *Track it!* You may be surprised to see where your time disappears to!

5. *Begin the Night Before*

Well, there goes my 30-minute timer. Just before I tuck in to bed, I'm going to take a few minutes to look at my schedule for tomorrow and prepare myself for the day ahead. These are some things I consider:

1. Do I have to leave the house tomorrow? If so, what time?
2. At what time will I fit in my 30-minute Focus Session?
3. Is there anything that may trip me up tomorrow and how will I prepare myself?
Example: Scheduled to work with a difficult coworker, making an important phone call, P.M.S. (P.issed at M.en S.yndrom... ladies ;-))
4. What would I like to get done tomorrow?
5. What **MUST** get done tomorrow?

ACTION STEP: Get yourself a little journal or pad of paper to keep by your bed. Make a nightly ritual of looking at your calendar and preparing yourself for the next day. Use the five questions above for your guidelines or make your own.

Alright, friend! I'm signing off now. I hope my **Top 5 Favorite Strategies** have inspired YOU to make more time in your life for your creative work!



I'd love to hear how this goes for you. Be sure to connect with me on Social Media and leave a comment to let me know what your top takeaway is from this little list and which step you're most excited to implement!

To Your Life's Epic Tale!

Laura

PS: If you liked this, you'd love my brand new course on *Time-Management for Creatives!* (Check it out on the next page!)



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Congratulations!

To encourage you on your quest to making more time for what counts, I'd like to give you a *free 1-month membership* on SkillShare where you'll get access to my brand new course, "[SOAR!](#)" as well as hundreds of other interesting courses!

Whether you are a seasoned artist, creative entrepreneur, or you've just got some ideas you're beginning to explore, this class was designed with love to help you make time for the work you were born to do.

In this course, I'll personally walk you through my super simple yet highly effective time management system *in just 5 Steps*:

- ✓ **ASSESS Your Situation** – *Discover your problem areas so you know where to focus!*
- ✓ **CATEGORIZE Your 5-P's** – *Gain clarity on where each vital activity fits into your life!*
- ✓ **CLEAR Your Runway** – *Make space for your creative work to take flight!*
- ✓ **CRAFT Your Flight Plan** – *Personalize a powerful tool to eliminate overwhelm and sharpen your focus!*
- ✓ **SET UP Your Defense System** – *Learn a few simple systems to distraction-proof your days!*

By the end of this 1-hour class, you will have a simple system in place to immediately boost your productivity and claim back time for that dream, project or idea on your heart to take flight.

[CLICK HERE](#) to learn more and claim your free 1-month membership!

Let's do this together, my friend.

Laura