

Time Management Tips for Creatives

from Amy DeLouise

Develop a Mission Focus

- Prioritize time based on
 - creative goals
 - financial goals
 - non-work activities
- Delegate non mission focused work to others
- Eliminate tasks or behaviors that are getting in the way of goals

Block Your Time

- Visually lay out your time on a calendar
- Use color-coding to differentiate task types
- Block immovable parts
- Map out professional work, personal errands, self-care, and downtime/recharging time

Batch Your Time

- Group non-creative tasks when you are best at doing those
- Group creative tasks for your best creative thinking times of day
- Choose certain days or time blocks for meetings, when you can

Map Your Mission on a Daily/Weekly Basis

- Give Each Day a Headline
 - What is the top goal of the day?
 - What is the mission of the week?
- Mission of the Week/Personal
- Mission of the Week/Professional

Create an Annual Strategic Plan

- Include goals under various sectors of your life
 - Work
 - Family
 - Hobbies
 - Health
 - Etc
- Touch base with your plan quarterly
- Remap the plan annually



Identify Your Inputs

- What activities do you need to thrive in your creative work?
- What personal time is vital to you?
- What do you need in order to thrive in the business side?

Preserve Time for Your Key Inputs

- Meals
- Activities with friends and family
- A walk, a workout
- Doing nothing

Use Time-Protecting Strategies

1. The One Touch Rule
2. The Eisenhower Matrix
3. The Pomodoro Technique
4. Build AI Time-Savers into Your Workflow

Experiment With Tools to Support Your Time Management Journey

- Getting Things Done by David Allen
- Working Smarter Podcast
- Freedom App
- MyNoise App

Meetings Efficiency Strategies

1. Brief Standing Meetings for long-term projects (20-30 mins max)
 - Pick days/times when you are unproductive
2. Always Use an Agenda
 - State at top that entire meeting time doesn't need to be filled if agenda has been covered!
3. Designate Someone to Send a Summary (not necessarily AI)
4. Always End with Action Items

Train Clients and Team (Internal/External) How to Give Feedback

- Make Feedback Useful
 - **How** to use your approvals and notes system
 - **Who** should give feedback, how and when
 - **Protocol** for file transfers, etc.
- Time Feedback to the Team and vice versa

Formalize Your Time for Marketing

- Not a random "whenever I have the time" thing
- Weekly posts on your favorite social media platform
- Monthly emails, short and sweet



- Quarterly availability updates (freelancers)
- Annual portfolio update

Make Marketing Creative Not a Chore

- Brainstorm ways to tell your story
- Get out of your usual office space
- Add selfies and brief how-to clips to personalize

Develop Your Thought Leadership

- What makes your perspective unique?
- Build your network
- Boost your confidence
- Inspire others

Write Down a Stretch Goal

- What is something you have been wanting to do/learn?
- Block time for this goal
- Add to your strategic plan

Build Creative Resilience Habits

- Schedule regular vacations
- Work regular hours
- Idleness has a value
- Times for input, times for output, times for nothing

Enjoy Life!

