



CRAFTING YOUR WEEKLY ROUTINE!

A thick, red, hand-drawn brushstroke graphic that starts from the left edge and curves upwards and to the right, resembling a stylized line graph or a checkmark.

Success in business is all about consistency

You need to be working on your business regularly, and systems/routine will help immensely with this.

1. What are your goals?



- Before you can craft a weekly routine, you need to be clear on your aim and goals - what are you trying to achieve?
- There are a couple of workshops that will help with this:
 - [What's your Why & Building your Ideal Business.](#)
 - [Business Planning.](#)
 - [Your Vision, Goals & Priorities for the Year Ahead.](#)
 - [6 Systems Every Handmade Business Should Have](#)
 - There are others, but these are a good start.

2. How much time do you have & need?

- Once you are clear on what you are aiming for - it's time to get realistic on a timeframe.
- How much time do you currently have?
- Can you achieve your goals in the current timeframe? Or do you need to adjust your goals OR the time you have available?
- How much time per day?
- Per week?
- What time on what days?
- Get specific here, because you can't create a realistic weekly schedule unless you know how much time you have to spend.

3. What actions do you need to take short and long term?

- Okay. Now you have your aims/goals.
- You have your available time mapped out.
- Next - it's time to brainstorm what actions (tasks) you need to take to reach your goals.
- If you have trouble breaking down big goals into actual tasks, take the [Top 3 Priorities Planning Method](#) workshop.
- Whatever actions you need to take, they will break down into categories. Let's start there.



Potential Categories

- Product Creation (planning, making)
- Fulfilling Orders (making, packing, shipping)
- Listing Products Online (photos, editing, keyword research, writing descriptions)
- Admin (paying bills, updating websites, replying to email, organising your space, bookkeeping)
- Marketing (social media, Pinterest, ads, PR)
- Education (learning more about HOW to run a biz)




2 Minute Activity

- **Create your own categories (or use mine), then start listing all the SPECIFIC jobs that live in these categories for YOU** (*don't worry if you can't do all of them in 2 minutes - if you're watching the replay, pause until you're done*).

4. You now have categories and tasks that are done regularly.

- Now it's time to organise your regular tasks to ensure they get done.
 - There are a few options available!
1. 'Theme Days' - do different categories of work on different days. E.g. Mon - Admin. Tue - Product Creation. Wed - Marketing etc.
 2. 'Task Days' - you might prefer to mix up the categories, but have set days for certain tasks. E.g. Mon - Instagram, Fulfilling Orders. Tue - Product Creation, Bookkeeping etc.



4. You now have categories and tasks that are done regularly.

3. 'On the Fly' - you might like to have a weekly meeting with yourself where you plan out the week coming to fit the most pressing jobs in where they fit. This might work well if your schedule is unpredictable or you get bored/don't like repetition.

Whatever you do **MAKE SURE** to schedule in some 'white space' in your calendar where you haven't scheduled anything - so you can catch up on the inevitable overspill of work.

5. How to organise this?

This will differ depending on how you like to do your planning.

You may like to write down tasks in a diary.

You may like to create a 'Weekly Tasks' Trello board.

Maybe you have a simple Google Doc checklist.

Whatever you do, make sure you start the week with your tasks **WRITTEN DOWN**. And tick them off when they're done!

5. How to organise this?

Even if you are doing Theme Days or Task Days, it's a VERY good idea to have that weekly meeting with yourself and actually write out the SPECIFIC tasks you have to do on each day.

So if you do 'Marketing' on a Tuesday, sit down and decide WHAT marketing you are doing this week.

If you do the same thing every week (Pin 3x to Pinterest, create 2 IG reels) then this is almost unnecessary - which is why, if you are strapped for time, you DO stick to repetitive tasks each week to save yourself time and mental energy planning - you don't need to 'reinvent the wheel' every week.

5. How to organise this?

NOW - obviously you might not be doing EVERY task EVERY week.

So you might like to drill down and have an 'essentials' list and a 'sometimes' list.

Essentials - things you MUST do every day/week (replying to messages, admin, marketing).

Sometimes - jobs that are more irregular (like creating new product lines, for example).

START with a checklist of essentials.

5. How to organise this?

Conversely - there are some tasks that you do MORE than once a week - basically, daily tasks.

These might include:

- Emails and messages
- Checking socials and engaging
- Checking stats
- Renewing/Checking listings

Ensure you do these daily - or at least, on your working days.

Further Resources



- All of the planning workshops inside the Circle!
- [An example checklist](#) & a [blank version](#).