TIME CONTROL CATEGORIES

These are examples I've used for my own Time Tracking and Calendar Scheduling. This will give you an idea of what you can create to support your own success and happiness. I use a lot of colors, but that's just for fun! Please note that this is pretty detailed and you do NOT need this many categories. Start simply.

♡Heather Legge

- ❏ **Get Good** - time with my coach, accountability partner, continuing ed, taking courses, etc. I also include planning time here, such as weekly work scheduling, quarterly goal mapping, and annual business planning.
- ❏ **Sales Activities** - calls, emails, writing proposals, follow-up to sales meeting, etc.
- ❏ **Sales Call/Appt** - calls or in-person time in actual sales conversation
- ❏ **Networking and Relationships** - meetings that aren't sales-specific, networking events, Rotary club, and women's leadership breakfasts, etc.
- ❏ **Leadership Service**- board meetings, committee work, tasks specific to serving in a leadership role, etc.
- ❏ **Meeting Prep and Transit** - drive time to/from, preparation for meetings that is separate from client care and sales activities.
- ❏ **Speaking Prep** - time spent creating presentations, and preparing for keynotes, workshops, etc.
- ❏ **Client-Paid** - time spent in client sessions with paid clients
- ❏ **Client-Other**- this is so I can separate out any pro bono work or trade with other professionals
- ❏ **Admin Financial**- preparing statements, paying bills, sending invoices, depositing payments, sending info to bookkeeper, mailing tax forms, etc.
- ❏ **Admin Other** - there shouldn't be much here outside of Marketing and Financial, and I wanted those tracked separately after a few years of lumping it all together.
- ❏ **Admin Marketing**- writing press release, pitching podcasts, writing blogs, creating social media posts, etc.
- ❏ **Asset Creation** - for creating courses, tools, etc.
- ❏ **Client Care** - time spent working on serving existing clients outside scheduled session time
- ❏ **ESI Coach**- time spent supporting my team of coaches
- ❏ *Personal- I also have non-work categories such as Household, Personal, and others, like Workouts*

Here's an example week of an ideal calendar with appointments pre-mapped out: