

THE 5-HOUR BUSINESS PLANNER



A simple system for making progress on
your business when time is limited.

Start here

How to use this planner

Take two minutes to read, then you're ready to plan. The first three pages are set up once, and the last pages repeat every week.

01

Identify what matters most

Use the snapshot page to name where your business is right now.

02

Decide what deserves your time

Sort your tasks into move forward, keep running, and drop.

03

Plan a realistic five-hour week

Fit your sessions around your real availability and energy.

04

Review and adjust

Spend five minutes on what worked and carry one change into next week.

Who is this for?

Service providers, digital product sellers, creators, and anyone still testing a business idea. Split your five hours however suits your week: five one-hour sessions, two longer blocks, or whatever fits.

What's inside?

Pages 3 to 5 set up once

Pages 6 and 7 repeat every week

Page 8 quick reference

Page 9 a worked example

Five hours is the ceiling, with no quota attached. A lighter week still counts, so plan fewer hours whenever life gets busy.

Set up once

Your business snapshot

Short answers are fine. If you're still validating an idea, rough notes work fine and you can update them any time.

What stage am I at?

☐ Exploring an idea ☐ Building ☐ Selling ☐ Growing

Who do I want to help or reach?

What am I offering or working toward?

What's the most important outcome I want to make progress on over the next month?

What's currently getting in the way?

Next step: Carry your answer to the month outcome onto the next page. It decides what earns a spot in your week.

Set up once

Decide what deserves your time

Make the trade-offs before you plan the week. Anything that lands in the last box gets permission to wait.

Move the business forward

What could help me find customers, make sales, improve my offer, or build something reusable?

Keep the business running

What essential admin or maintenance needs attention?

Simplify, postpone, or drop

What am I doing out of habit that doesn't need my attention right now?

The one thing I'll prioritize over the next four weeks

Set up once

Your time and energy map

Plan around the week you really have. Revisit this page whenever your schedule changes.

When can I realistically work on my business?

Shade the windows you could use.

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Morning							
Afternoon							
Evening							

When am I usually most focused?

Which tasks can I handle when my energy is low

What recurring commitments or interruptions should I plan around?

Energy reference

High energy

Writing, designing,
problem-solving, learning

Medium energy

Editing, preparing content,
following up

Low energy

Organizing files, scheduling
finished content, simple
admin

Reuse every week

Your five-hour weekly plan

You can fill it in digitally or print it. Session lengths are flexible, so use two 90-minute blocks, 5 one-hour blocks, or anything in between.

Week beginning:	My main business priority:	By the end of this week, I want to:

	When	Length	Main task	Expected outcome
1				
2				
3				
4				
5				

One task that could generate sales or start customer conversations:

One thing I can reuse instead of creating from scratch:

If I lose time this week, the task I'll protect is:

Reuse every week

Your weekly review

Five quick questions, about five minutes. Jot short answers and move on.

What did I finish?

What moved my business forward?

What took longer or drained more energy than expected?

What got postponed, and does it still matter?

What's one thing I'll change next week?

Optional progress tracker

Pick one measure that fits your stage: sales, customer conversations, inquiries, content published, or product progress.

My measure: _____

Week 1

Week 2

Week 3

Week 4

Quick reference

A quick guide for busy weeks

Pin this one near your desk. Five rules to come back to when the week gets away from you.

01

Choose one priority before filling your calendar

Everything else gets scheduled around it.

02

Protect time for work that moves the business forward

Admin will happily expand to fill any gap you leave.

03

Match demanding tasks to your available energy

Save the thinking for your sharpest hours.

04

Reuse what works instead of starting from scratch

Templates, checklists and old captions all count.

05

Review, adjust, and keep going

A lighter week still counts.

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Worked example

Your five-hour weekly plan

You can fill it in digitally or print it. Session lengths are flexible, so use two 90-minute blocks, 5 one-hour blocks, or anything in between.

Week beginning:	My main business priority:	By the end of this week, I want to:
<i>Mon 20 Oct</i>	<i>Finish and list my first template bundle</i>	<i>Have 5 template pages designed and the listing live</i>

	When	Length	Main task	Expected outcome
1	<i>Tue, 6:30 am</i>	<i>60 mins</i>	<i>Design the cover and first 4 template pages</i>	<i>5 pages ready to export</i>
2	<i>Thu, lunch</i>	<i>90 mins</i>	<i>Write the Etsy title, tags and description</i>	<i>Listing text finished</i>
3	<i>Sat, 9 am</i>	<i>60 mins</i>	<i>Create mockups and the listing images</i>	<i>5 listing images done</i>
4	<i>Sat, 10 am</i>	<i>60 mins</i>	<i>Upload files and publish the listing</i>	<i>Listing is live</i>
5	<i>Sun, evening</i>	<i>30 mins</i>	<i>Schedule five pins and tidy my files</i>	<i>Pins queued, folder sorted</i>

One task that could generate sales or start customer conversations:

Message 3 small business owners and ask which template style they'd use

One thing I can reuse instead of creating from scratch:

My caption template from last month's carousel

If I lose time this week, the task I'll protect is:

Session 1 (design time), since everything else depends on it