

# 3-Day Workweek Schedule

HOW TO WORK 3 DAYS A WEEK + HAVE 5-FIGURE MONTHS

*Cailen  
Ascher*

# *I'm Cailen Ascher...*

a Clarity Coach for women entrepreneurs who want to define their vision, clear the mindset blocks that are holding them back and strategize a feel-good plan for success. And, I'm so pleased that this teaching found its way to you :-)

A common question I get asked by my clients, colleagues, friends and family is how I manage to work just 3 days a week (about 20 hours total) and still have a thriving Clarity Coaching business that continues to grow and bring in 5-figures in a month.

So, I figured it was time to lift the veil and give you a peek at my weekly schedule so that you can see exactly where and how I spend my time in (and outside of) my business during my condensed workweek.

I always find it really helpful when other successful women share how they're able to accomplish all that they do -- it's not only inspiring, but it also offers invaluable insights as to how to better leverage your time for maximum impact and growth. My hope is that this guidebook will do that for you!



*On the following pages, this is what you'll find...*

- 1) **My Schedule:** an hour-by-hour breakdown of my 3-day workweek schedule. **IMPORTANT:** You'll notice that I coach on a bi-weekly basis, which means on the weeks that I'm not coaching my clients, I have ample time to work in and on my business. **This A Week / B Week schedule is the linchpin to the success of my 3-day workweek.**
- 2) **Task List:** a detailed description of each of the tasks on my schedule so you know precisely what I'm doing during that block of time.
- 3) **Bonus Tips:** additional tips and information about how to make a 3-day workweek work for you.
- 4) **Ideal Schedule Template:** your very own 3-day workweek template so you can design your amazing 20 hour workweek!

WITH LOVE,

*Cailen*

## *My 3-Day Workweek Schedule*

A Week - Coaching	Tuesday	Wednesday	Thursday
5am	Rise and shine	Rise and shine	Rise and shine
6am	Meditation & Yoga	Meditation & Yoga	Meditation & Yoga
7am	Morning walk with my daughter	Morning walk with my daughter	Morning walk with my daughter
8am	Breakfast	Breakfast	Breakfast
9am (green = work hours)	Check inbox / Team Check-in	Check inbox / Team Check-in	Yoga Class!
10am	Content Creation	Client Session 3	Yoga Class!
11am	Content Creation	Catch-up & Misc.	Check inbox / Team Check-in
12pm	Content Creation	Client Session 4	Client Session 7
1pm	Lunch hour	Lunch Hour	Lunch Hour
2pm	Client Session 1	Client Session 5	Client Session 8
3pm	Client Session 2	Client Session 6	Catch-up & Misc.
4pm	Check inbox / Review day	Check inbox / Review day	Check inbox / Plan next week
5pm	Family time	Family time	Family time
6pm	Evening walk	Evening walk	Evening walk
7pm	Dinner with the hubby	Dinner with the hubby	Dinner with the hubby
8pm	Watch a favorite show	Wine on the porch	Watch a favorite show
9pm	Read & journal	Read & journal	Read & Journal
10pm	Bedtime	Bedtime	Bedtime

<b>B Week - Business Growth</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>
5am	Rise and shine	Rise and shine	Rise and shine
6am	Meditation & Yoga	Meditation & Yoga	Meditation & Yoga
7am	Morning walk with my daughter	Morning walk with my daughter	Morning walk with my daughter
8am	Breakfast	Breakfast	Breakfast
9am (green = work hours)	Check inbox / Team Check-in	Check inbox / Team Check-in	Yoga Class!
10am	Content Creation	Content Creation	Yoga Class!
11am	Content Creation	Content Creation	Check inbox / Team Check-in
12pm	Content Creation	Content Creation	Outreach & Networking
1pm	Lunch hour	Lunch Hour	Lunch Hour
2pm	Marketing & Client Creation	Marketing & Client Creation	Business Development
3pm	Marketing & Client Creation	Marketing & Client Creation	Business Development
4pm	Check inbox / Review day	Check inbox / Review day	Check inbox / Plan next week
5pm	Family time	Family time	Family time
6pm	Evening walk	Evening walk	Evening walk
7pm	Dinner with the hubby	Dinner with the hubby	Dinner with the hubby
8pm	Watch a favorite show	Cozy up by the fire	Watch a favorite show
9pm	Read & journal	Read & journal	Read & Journal
10pm	Bedtime	Bedtime	Bedtime



## *Task List & Descriptions*

### **CHECK INBOX**

Quickly sift through my email inbox. Delete unwanted or unnecessary messages. Read pertinent messages & respond if necessary. Forward anything I can't/don't want to handle to my VA. If something arrives that will take a significant amount of time, I add it to my to-do list and schedule it in for later.

### **TEAM CHECK-IN**

Connect with my VA via email. Give her a run-down of what I need her to handle and see if she needs anything from me.

### **CONTENT CREATION**

Writing blog posts/newsletters (I use the same content for both), brainstorming and creating new programs/products/challenges/freebies, writing guest posts, recording audios, outlining new offerings, writing social media posts, etc. etc. etc.

### **COACHING SESSION**

45-minute session with a client who is part of my 4-month True Clarity coaching program. I usually give myself 10 minutes beforehand to prep and 5-10 minutes afterwards for post-session notes.

### **CATCH-UP & MISC.**

This could be anything from checking my inbox again, touching base with my VA if a new task/idea came to mind, finishing up a to-do that arrived via email earlier (see "check inbox"), having a quick get-to-know-you-chat or brief interview for a podcast, popping into my FB Group to say hello, or any other to-do that would be nice to cross-off my list!

### **MARKETING & CLIENT CREATION**

This is all about planting seeds for new business and fostering relationships with potential and current clients. When I'm in this mode, I send follow-up emails to interested potential clients, write sales emails, design new email funnels, write/share Facebook posts in my group and others, promote my free offers in new places, invite people into Clarity Consultations, brainstorm new ways to reach people, ask for feedback via surveys, offer free advice, follow-up, offer value, follow-up, offer value :-)



## **OUTREACH & NETWORKING**

I love connecting with fellow big-thinking female entrepreneurs, so I always make it a point to send an email to anyone I admire or am intrigued by to introduce myself and suggest a quick 15 minute get-to-know-you chat. I also consistently pitch myself to media outlets, podcasts, blogs, online magazines, etc. as a potential guest or expert source. Someone once asked me how Business Insider “found me” for [the feature they wrote about me](#). I told them quite matter-of-factly that Business Insider didn’t find me...I had been emailing them every few months for nearly a year before they finally requested an interview with me! Pleasant persistence pays off.

## **BUSINESS DEVELOPMENT**

A mix of education and inspiration. Sometimes it looks like working on a module of an online course I’m taking, listening to a webinar replay, watching a MarieTV episode, listening to an inspiring interview or reading through resources that I’ve collected from fellow industry experts for ideas.

## **REVIEW THE DAY**

At the end of each workday, I take a few minutes to review everything I’ve accomplished. It’s easy to get lost in our daily to-dos, but I find reflecting on all the action steps I took during the day leaves me with a positive feeling rather than wondering, “What the heck did I do all day?!”.

## **PLAN NEXT WEEK**

I never enter into my workweek without a general game plan, and I’ve found the best time to lay that out is the week before. At the end of each Thursday (the final day of my 3-day workweek), I look to the week ahead and plug my most important to-dos into my calendar. This gives me a clear sense of what the next week entails so I don’t feel overwhelmed come Tuesday morning when my workweek begins :-)

## *Bonus Tips*

### **IF IT'S NOT SCHEDULED, IT WON'T HAPPEN**

I live by my schedule. I have my calendar (Google Calendar) on my phone, it's accessible from any computer, and I share it with my husband so we're always on the same page. When a potential opportunity presents itself or a new idea comes to mind, the first thing I do is see how and if I can fit it into my schedule (and if I even want to). Sometimes that means giving myself 2 or 3 weeks to accomplish something that it might take a 5-day-a-weeker 1 or 2 weeks to complete, but it's a lifestyle choice. I love my 3-day workweeks (and my 4-day weekends!), and I **protect them fiercely by diligently managing my calendar** so that my work doesn't seep over into other areas of my life.



### **ACCEPT HELP**

How often do you say, “thanks, but no thanks” when someone open-heartedly offers their assistance? Maybe it's your partner offering to cook dinner, do the laundry or get the groceries. Maybe it's your mom or sister offering to watch your kids. Maybe it's your friend offering to connect you with someone who could help your business. Maybe it's hiring that awesome house cleaner your neighbor just loves. Maybe it's a former work colleague who wants to refer someone your way. Maybe it's an online acquaintance who offered to promote your latest freebie. My advice? **Just say “Yes! Thank you!”**. Stop trying to do everything all by yourself. Yes, you're amazing. Yes, you can likely manage all that stuff on your own, but it's so much nicer having help!

### **SEEK SUPPORT**

This was a hard one for me. For far too long, I **did everything in my business all by myself**. And, I mean everything from creating/managing/updating/coding my website, to running my own Facebook ads, to creating all my own graphics/logos, to handling all the customer service and admin tasks, to creating all the content, to planning/running the launches, to setting up the sales funnels, to integrating payments and setting up payment plans...well, you get the picture. Simply put, it was exhausting. (It was exhausting just writing that list!)

I'll be honest with you, in a way, I liked doing it all myself. I'm a bit of a control freak, I was good enough at it all, and I was afraid someone else wouldn't handle it the way I would. Plus, hiring support meant spending money (something I wasn't comfortable with at the time because of my poor money mindset, but that's a different story that [you can learn more about here](#).)

When I finally “caved”, I hired a Facebook ads experts (because I hated figuring those out), and I hired a Virtual Assistant for 5-10 hours/month. **The investment was far less than I had built it up to be**, and it was such a relief to have amazing professionals

supporting me and doing their very best for me and my business. **I felt like a pro.** And, that's when it hit me, there is not a single super successful person out there who does it all alone. If I wanted to align myself with the success that I knew was possible for myself, I needed to get some support, too!

**Fun Fact:** The month after I invested in support was my best month ever up to that point in my business, and **I brought in \$23K in less than 1 month** while working just 3 days a week. That's the power of support.

## **MAKE SPACE FOR WHAT YOU DESIRE**

Ok, so maybe you're wondering how I managed to book those 8 clients who are enrolled in my 4 month True Clarity coaching program. Here's the secret: **I made space for them in my calendar even before we were working together!** A coach I was working with shared this invaluable tip with me, "Make space for what you desire." If you desire clients, make space for them. If you desire more free time, make space for it. If you desire more date nights, make space for them.

This is a brilliant concept because if you're in the practice of filling up every free moment of your time with business to-dos, you're going to really struggle when you have to figure out where to plug in a new client or two, let alone eight!

So, here's the deal. If you want to book 3 or 8 or 15 new clients, make physical space for them in your calendar. If you don't currently have a client to fill a slot, **use that time to create a client.** That could mean sending a follow-up email to someone you had a great consultation with, scheduling an email to your list announcing "I have three 1x1 spots available!", reaching out to a friend or business buddy asking for promising leads, or planning a webinar/challenge/event/etc. that will draw in and appeal to your perfect-for-you clients!

## **BE A CEO**

If you want to grow a super successful business while living a lifestyle you love, **you have to be the ultimate professional.** You need to be a CEO. No more "working" on the couch while watching the TODAY Show. No more impromptu shopping on Amazon.com when you should be outlining your new program. No more wasting away the hours on Facebook trying to convince yourself that it's "essential to your business". But, here's the silver lining, **with the discipline of a CEO comes ultimate freedom.** Freedom to dictate your work hours and workweek. Freedom to create a business that's totally you and supremely successful. Freedom to **live a life that you totally adore starting right now!** Believe me, it's a totally worthwhile trade :-)



## *Your Ideal Schedule Template*

<b>A Week</b>	<b>Day 1</b>	<b>Day 2</b>	<b>Day 3</b>
<b>5am</b>			
<b>6am</b>			
<b>7am</b>			
<b>8am</b>			
<b>9am</b>			
<b>10am</b>			
<b>11am</b>			
<b>12pm</b>			
<b>1pm</b>			
<b>2pm</b>			
<b>3pm</b>			
<b>4pm</b>			
<b>5pm</b>			
<b>6pm</b>			
<b>7pm</b>			
<b>8pm</b>			
<b>9pm</b>			
<b>10pm</b>			

B Week	Day 1	Day 2	Day 3
5am			
6am			
7am			
8am			
9am			
10am			
11am			
12pm			
1pm			
2pm			
3pm			
4pm			
5pm			
6pm			
7pm			
8pm			
9pm			
10pm			

## *A few final thoughts*

I know that you started your business with the intention of **not just building a business you love, but living a lifestyle that you adore**, too. But, I see far too many women living at the mercy of their businesses, letting it call all the shots.

Here's a little secret...if **you're longing for an ease-full business, you need to make that a priority right now**, and then put the support and structure in place to achieve that for yourself.

**The journey has to align with the destination.** If you want a joy-filled, ease-full business “someday”, you need to start thinking up ways to give that to yourself **RIGHT NOW**.

*You could...*

- 1) **Hire a Virtual Assistant** for 5-10 hours/month.
- 2) **Stop working on the weekends.**
- 3) Say “Yes! Thank you!” when someone offers you help.
- 4) **Get inspired daily!** ([Discover the clear path to \\$6K Months in your business here.](#))
- 5) Ask your partner to cook dinner, do the laundry, etc.
- 6) **Start outsourcing tasks** you really, really dislike (check out Fiverr.com for that)
- 7) **Take Friday afternoons off.**
- 8) **Improve a skill** that would give you more confidence. ([Learn the art of Feel-Good Sales Conversations that convert here.](#))
- 9) Commit to only **checking your inbox 2x a day**. (I'm still working on this one...)
- 10) **Invest in a coach** to help you streamline your business.
- 11) Take a **solid lunch break** (30-60 minutes).
- 12) Turn the **computer off** at 5pm.
- 13) Stop bringing your laptop into the bedroom.
- 14) **Go for a walk** when you're feeling stressed instead of “powering through”.
- 15) Make a **positive mindset a top priority**. (For all you mamas out there, I have a [free Mamapreneur Mindset Training here.](#))
- 16) Make time for **self-care!!!** (exercise, massages, yoga, walks in nature, journaling, reading, meditation, etc.)

W I T H   L O V E ,

*Cailen*

## *Curious? Here's the profesh bio...*

As an internationally recognized Clarity Coach for women entrepreneurs, Cailen Ascher has been featured in Business Insider, The Huffington Post, MindBodyGreen, Yoga Journal, Gary Vaynerchuk's 1 a Day Q&A and on GaiamTV. And, she's been interviewed for Entrepreneur on Fire, The Suitcase Entrepreneur, Marketing Moxie, Get Gutsy and dozens of other popular podcasts.

She is the founder of [CailenAscher.com](http://CailenAscher.com), host of The Clarity Confessions, a published author and was the 2014 Gold Stevie Award winner for the coveted title of Young Female Entrepreneur of the Year.

Her Clarity Coaching, online programs and teachings have helped 1000s of success-seeking women entrepreneurs and coaches the world over gain Business Clarity by addressing their Vision, Mindset and Plan for success.

Cailen lives in Bucks County, Pennsylvania with her handsome husband, adorable daughter and a spunky dog named Olive.

For more free teachings (like this one!) and to learn about Cailen's Clarity Coaching programs, visit [CailenAscher.com](http://CailenAscher.com).



## *Let's connect!*

[Join my FREE Clarity Crew Facebook Group.](#)

[Follow me on Twitter.](#)

[Check out my pics on Instagram.](#)

[Discover what I'm pinning on Pinterest.](#) (FYI it's mostly recipes & gorgeous houses :-)

Or, you can reach me and my team directly at [hello@cailenascher.com](mailto:hello@cailenascher.com)!