



Studio Libran

by Roshan Davina Eddy

@thestudiolibran

YOUR STORY



FIRST QUARTER

TIME MANAGEMENT

You have this story
to tell the world,
let's break it down
into easier steps
to help you build &
share your brand.

But first ... let's work on **time management**. This is for those creatives who want to build their brand / those who have a product and a brand that they want to share with the whole world, but struggle to connect the dots. This is for all the solopreneurs.

Impatient tip:

Keep an eye out for 'Impatient Tips'! Some of us don't have the luxury to take things slow, or we are just wanting the good stuff now. I've listed a few tips for impatient folks (like me). Welcome to the club, I'm glad I'm not alone.



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HELLO!
I'M
ROSHAN
DAVINA
EDDY.

ILLUSTRATOR, DESIGNER
& ARTIST

Many times I've had so many ideas, but that first step has always been tough. To make things even more difficult, life happens. Most of the exercises I've listed have worked for me within my time constraints.

Weaving stories for clients has always been easy, however, working on my own, has been tough. Procrastination is a constant enemy. Then I found, I wasn't alone in this journey and sharing what I know with others is much more beneficial - for them and me too.

YOUT STORY is just that, it is to help you identify what is your brand story and your why. Because as many successful creatives will tell you, if you don't know your why, you lose your way even faster. I hope to help clarify things in a simple manner.

This worksheet will start with time - building pockets of time to work on your brand and build it up. This will help you 'manage' time. It will not be perfect, not by a long shot - but it will be a start that you can tweak as you go. For creatives like us, we just need that start.

Roshan Davina Eddy

We do so many things every day, that when it comes to our brand, we just don't have the energy. So many ideas, so little time to execute them!

Gosh, fighting for time for your brand can be frustrating! I know the feeling. Let's work out how much time we actually spend on all that life throws at us. You'll be **surprised** by how much actually gets done and how many **decisions** we make in a day.



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In the hourly chart on the next pages, list **all that you did** for the day. The chart is for weekdays & weekends (most schedules are similar through a work week and for the weekend).

Do this for a week. Be **vigilant** (and honest) of each task. Even if it is surfing through Insta for 10 mins, it needs to be listed. Time is precious and it goes by so fast. This exercise will help make you aware of all that you do in a week, a day and especially within an hour.

Impatient tip

Don't have the time, or you forgot to jot down the time for one day? Don't worry, you can approximate what happens at each hour and list them for a week in one sitting. Check it as you go through your week to make sure it is similar though - this is the foundational step.



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WEEKDAYS {MONDAY THROUGH FRIDAY}

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extra



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Phew! Good job you! Was that exercise as eye-opening for you as well? Let's work this into the next stage!

Pat yourself on the back for making all those decisions. You're doing great!

You might have noticed all the tasks that you do without paying attention to normally. Cleaning up, grabbing a bite, making that grocery list, spending time surfing the net for the kid's clothes, school pickups ... **it all adds up.**

Then there are those big routine everyday tasks like cooking, laundry, tuitions, homework, etc.

This exercise was crucial in making you more mindful of how quickly time goes by. Doing this every day, also makes you hyperaware of how you actually spend it - all those decisions! **You have now made yourself more accountable in managing your precious time.**

Important

I have found that there is no time to spare over weekends, and have given myself holidays on those days for brand work.

Also, you can use the weekday chart 5 times to chart the time through the work week.



Onto the **next exercise!**

Take the tasks from the time sheets and divide them into the categories listed. Having things organised as categories will help **plan things more efficiently** and your brain will thank you for it.



Chores will include cooking, laundry, etc. Family will include anything related to your family like birthdays, school events, school pickups, etc. Finance is all the bills budgeting and expenses made. Health are any doctor visits, meal times and exercise. Lifestyle would be any vacations, fun times with friends and then of course, hobbies. Brand is everything to do with your brand (created or still building).

Two boxes have been left blank for you to label as per your routine for your family / your needs. I've had to add Admin (emails, organising files, etc) and Studio as separate categories.





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Time Category Chart

CHORES: [GROCERIES, LAUNDRY]

FAMILY: [KIDS, SCHOOL,
BIRTHDAYS]

FINANCE: [BILLS, SHOPPING]

HEALTH: [DOC VISITS, SICK
DAYS, MEALS]

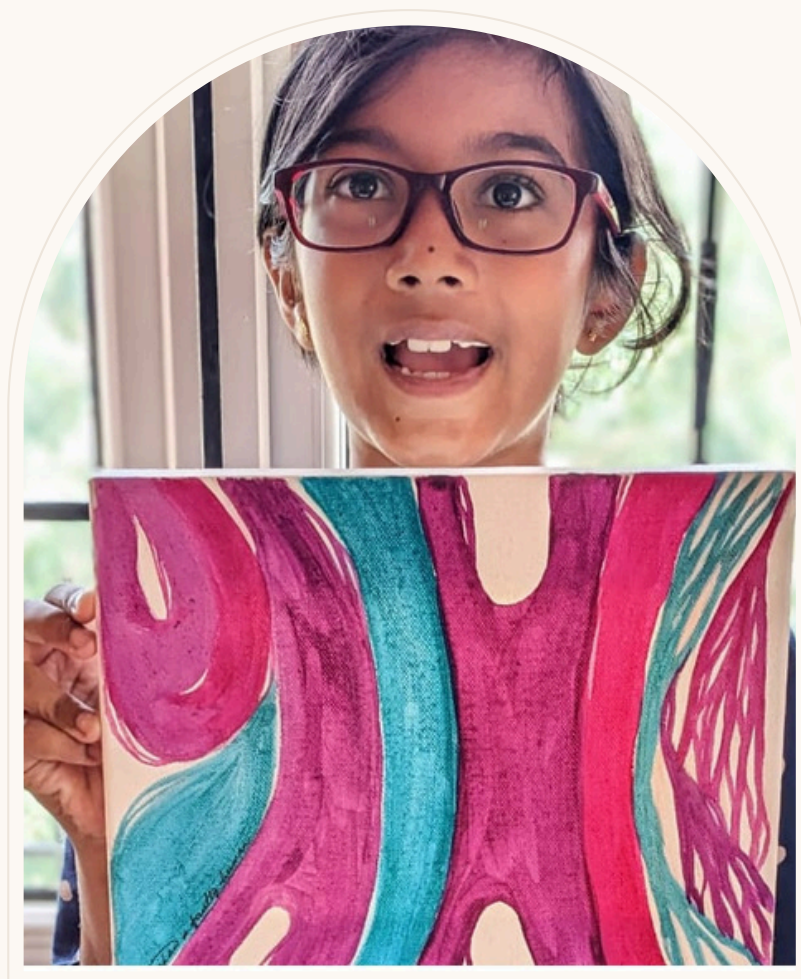
LIFESTYLE: [HOBBIES,
VACATIONS]

BRAND: [ANYTHING WORK
RELATED]

Focus on the categories now, more than the tasks. Having a large label for all the decisions you make, makes it easier to start planning your day. Your brain is able to handle things in a **bite-sized** form. This helps with the overwhelm.

The **next exercise** lists your day as per the categories. The purpose of this is to identify **how much you do** per section of the day as well as how much energy you have per day.

Early morning and Late night have been scratched out since those are the times you either start the day and end the day respectively and most activities in **those are standard**. We do not need to consider those times. It will make sense once you start filling in the categories.



A Day defined by Categories Chart

~~EARLY MORNING~~

WAKING UP

MORNING

AFTERNOON

LATE AFTERNOON

EVENING

NIGHT

~~LATE NIGHT~~

WINDING DOWN

NOTES

NOTES



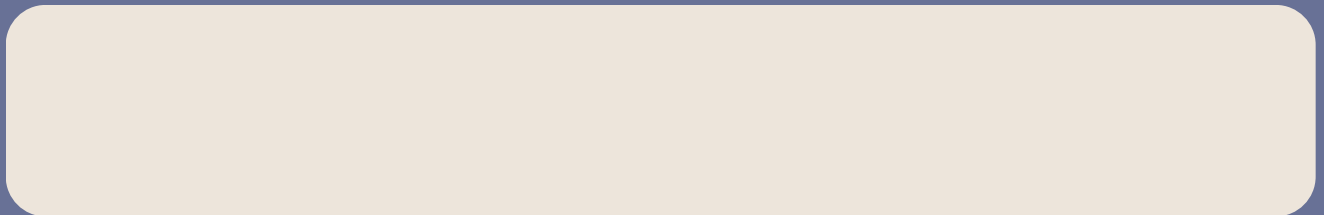
Let's flip the script!

I've added notes in the spare boxes for any realisations you come up with, while doing the exercise.

While writing those categories down for me, I noticed there were certain categories that could not be messed around with. Chores - cooking and meal preps needed to get done at a particular time. Family - school prep and pickup and drop and any events were non-negotiable. Health - meal times were a given.

Important

This chart also helps identify if you are a morning person or a night owl. Which time of day got you working harder? Make a note of that.



We flip the script now, by identifying each **negotiable category** and the ideal environment we need to carry out those tasks. For me, Admin required no distractions with a clear mind, meaning night time. Studio meanwhile needed me to have sunlight, lots of it, which would be the morning or afternoon.



Ideal Category Chart

Look at each category and the task lists again. Identify the ideal situations, times and environment you would need to work efficiently. This would be only for the negotiable categories like Finance, Brand, Lifestyle and any other categories you've added.

FINANCE: [BILLS. SHOPPING]

LIFESTYLE: [HOBBIES.
VACATIONS]

BRAND: [ANYTHING WORK
RELATED]

NOTES

CHORES. FAMILY AND HEALTH
ARE NON-NEGOTIABLE



Ideal work days
in the future
have been a
common

exercise, let's
use that a little
differently.

Based on the above chart, the next exercise leads into an ideal day as per category. Meaning based on the same time slots, we now identify what an ideal day for working on your brand would be like.

We will have to work around the non-negotiables like chores, family and health as those time slots will be tentatively be fixed.

Important

Categories and time slots make it **less overwhelming** when trying to manage our time. It is easy to get lost in the daily grind. As creatives we tend to get frustrated with ourselves when we don't get that time to create. I've been there. Working this out in simpler and a **strategic manner** means, I can capitalise on the times I work better and the times I won't have too many distractions. Win-win!

PS: Give yourself that grace to realise that all plans can fail, and an ideal day is just that, ideal - meaning you can be flexible with it.



An Ideal Day defined by Categories Chart

~~EARLY MORNING~~

WAKING UP

MORNING

AFTERNOON

LATE AFTERNOON

EVENING

NIGHT

~~LATE NIGHT~~

WINDING DOWN

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While it is all exciting to see things in a simpler and easier semi tabular form, things take on a different form when they are graphically represented. Let's make a pie chart!

This is a fun way of drawing out how much time you spend on each category. And it's to **celebrate** all that you do in your life.

We at times forget to recognise all the decisions we make in **one day alone**. Having it shown as a pie slice helps identify where your focus is and what you think is more important.

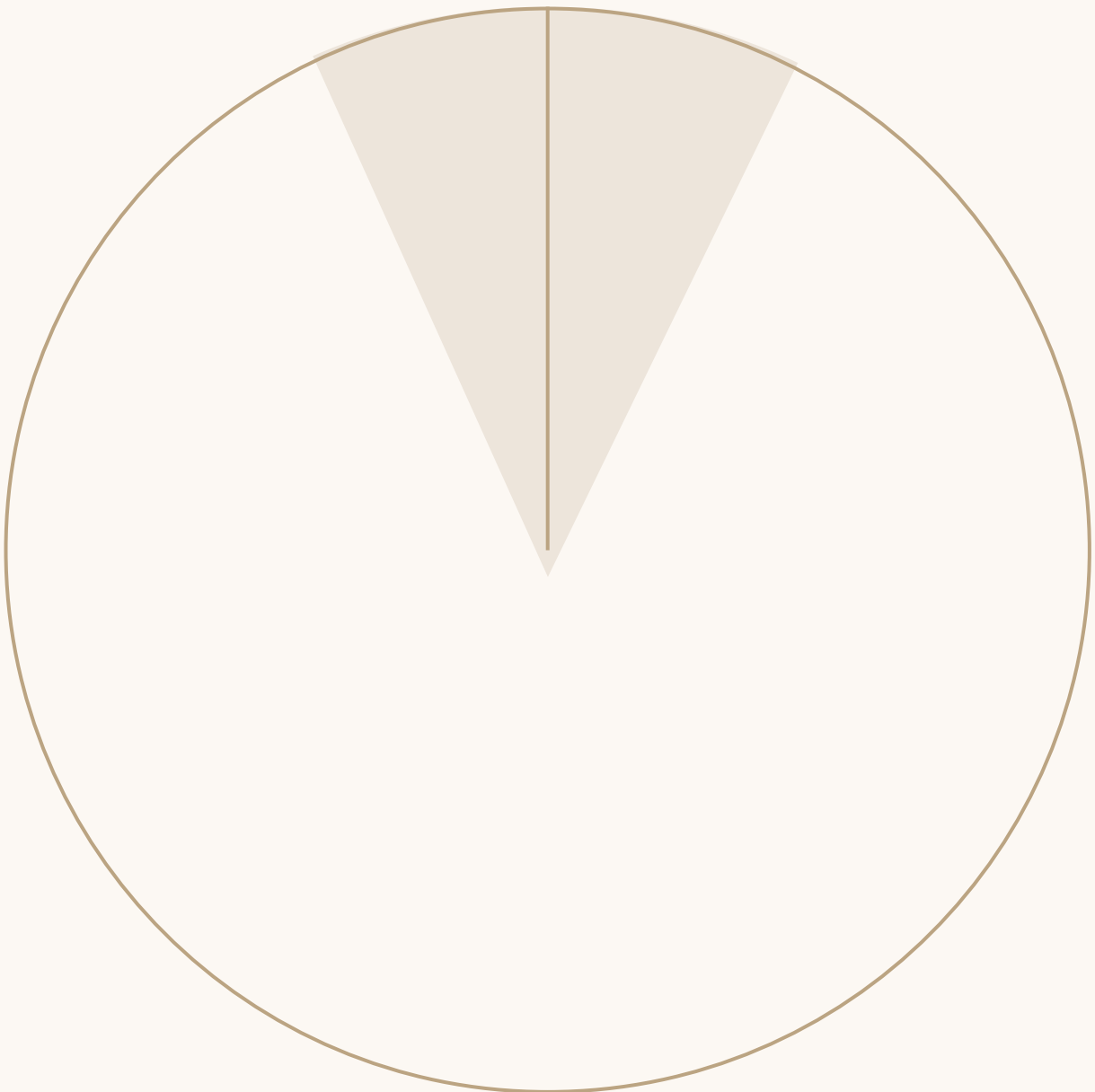
Important

Draw each slice as you wish and don't worry about being accurate. Estimate it as you can. For me I found my family chart was more important and my chore chart was just too large and overwhelming.



Everything looks better in a pie (especially when it's the eating kind).

Jokes aside, grab a pencil to draw out each slice as per the time spent in each category. Remember, we are working on time management still. There could be some tasks that take minutes as opposed to some tasks that take an hour - so let's start filling in this pie, based on time!



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Looking at the pie chart, and looking through the tasks in the previous exercises you recognise some tasks can be taken out.

For me, meal prep planning has been outsourced so I just have to make the food and don't have to break my head over what on earth should I cook when and how and where. School prep was another task I outsourced to my child since she is old enough to remember. Finance budget planning, I realised I could get faster with certain processes in place, so I'm not stuck wondering how to find money to buy two extra pairs of pants she outgrew just 3 weeks ago.

Cut into the pie like me and **identify** where you can **outsource tasks** and where you can make things simpler for you.





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Outsource & Simplify Chart

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Add in the tasks that you can outsource, and those that can be simplified. For the tasks that you can see you could do one or the other in the future, mark it with an asterisk. This is planning for the future!

OUTSOURCE TASK

SIMPLIFY TASK



We come **full circle** again with the time chart. Redo it with the tasks that have been outsourced. **Redo** it based on the time frames that you know work for certain of the categories, like - I've realised I start my day a little later in the morning so I read and journal to get me started for the brand work I need to do.

The new time chart will be a good base to start your week like a schedule for you. It helps a lot and remember that it will **not always be to plan**, there will be changes and there will tweaks. Run with it!

Impatient tip

While this workbook needs to be done in approximately a week [time sheet + categories & ideal days + pies & outsource + time sheet redo], it can be completed in about 2 hours (if your impatient meter matches mine).



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Through each exercise, there are key takeaways. The first exercise helps you recognise the **time you spend** (all that you get done in a day/week). The second part helps you realise how **multi-talented** you are to be working in all those categories of your life by yourself and to **build your dreams** with it. The third part, **celebrates** you and identifies ways to **get help**. While the last part, makes you **rework your schedule** to fit what you've learnt about yourself now. Most important, don't forget to dream big!



I hope this guide was helpful. If you have any queries or requests do reach out to me through email on davina.designer@gmail.com or on instagram at [@thestudiolibran](https://www.instagram.com/thestudiolibran).

I enjoy helping other creatives & solopreneurs with connecting the dots between the brand and their image. Do message me to learn more about how I can help you. I cannot wait to help build (or in most cases) strengthen your brand! Do reach out to find out more about my templates that can help your brand through email or Instagram.

