

welcome!

# TIME BENDING MASTERY FOR MODERN CEOS

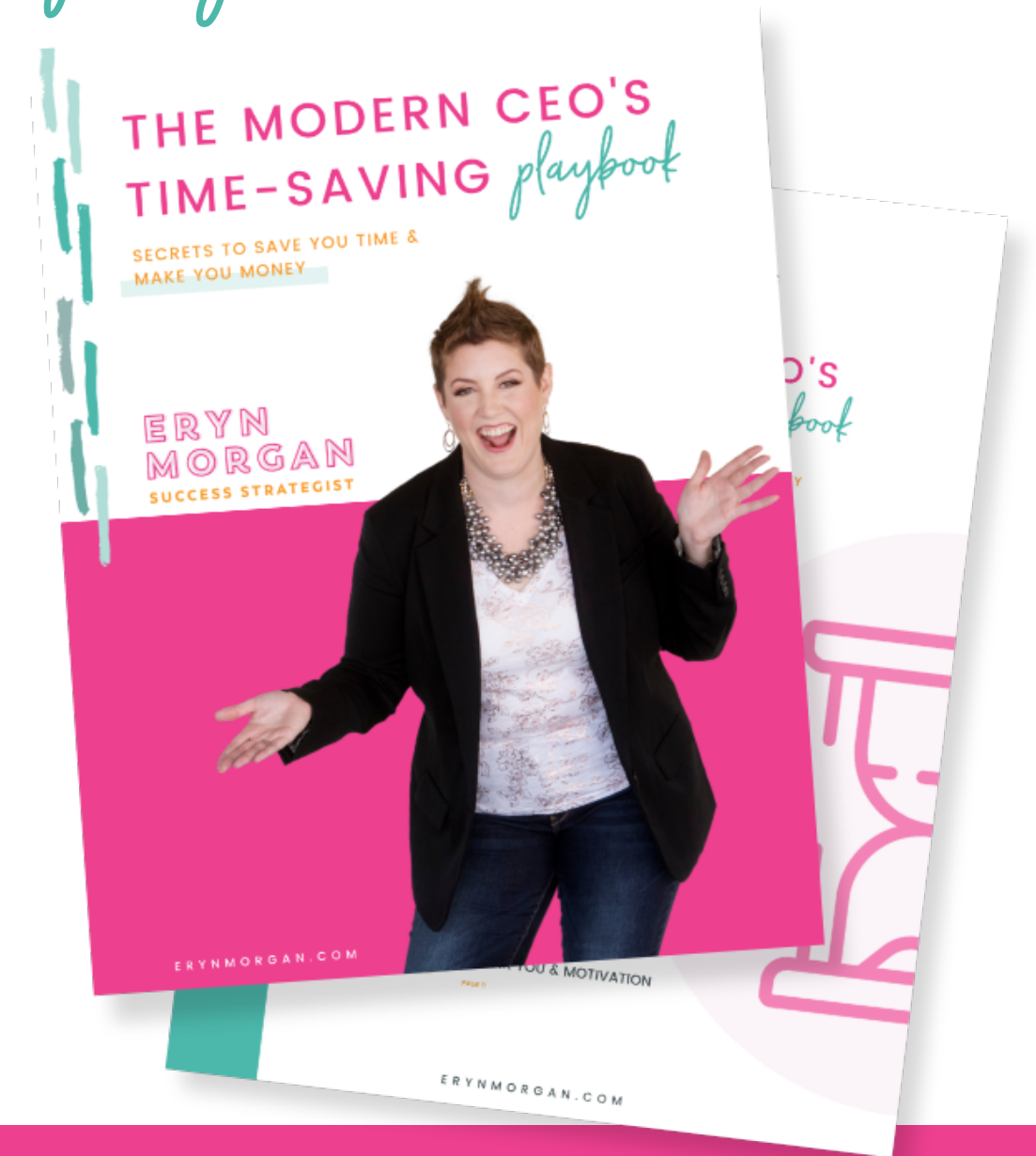
How to ditch “time management” tools that aren’t working, show you how to bend (ie. create) time, and explain how to create GOLD in your business with your very own CEO Schedule.

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SUCCESS STRATEGIST

DID YOU GRAB YOUR COPY?

# THE MODERN CEO'S TIME-SAVING *playbook*

- ✓ Examples of how to batch energies and tasks to increase your focus.
- ✓ Hints to get more done in less time throughout your week by leveraging times and options that others can't.
- ✓ Understand the golden rule for making choices and know when to ask the big question that unlocks it all





# Hi there, I'm Eryn

I'm a Modern CEO who runs a multi-six figure coaching business serving creative service providers. I built my career in the literary arts running events for NY Times Bestselling Authors and watching my mom run a cake and candy supply business. I know a whole lot about sales, marketing, client management, and how to run a business day-to-day, and my CEO Schedule is part of what makes me successful in service my clients.

I live in Pennsylvania with my golden retriever puppy and my fiancé. I love orchids and gardening, cooking, and more recently, watching Gilmore Girls for the first time ever (took my clients years to convince me to give it a chance).



Real Talk!

**IF YOU DON'T WANT  
A CEO SCHEDULE TO  
WORK FOR YOU, IT  
WON'T.**

- ✓ Your business requires a level of commitment from you that most people aren't willing to give.
- ✓ I'm assuming you're Smart, Willing, and Able to Layer Concepts to Create Something Bigger.
- ✓ This is not a "one-time commitment," but rather an ongoing commitment to leading your business.
- ✓ This is going to feel uncomfortable at first. Your brain is used to constant, dopamine feedback loops.



# What Doesn't Work

## Rigid Systems:

THESE SYSTEMS CREATE SO MUCH STRUCTURE THAT THE MODERN CREATIVE ISN'T ABLE TO FIND THEIR FLOW. THEY SCHEDULE OUT EVERY HOUR, REMIND YOU CONSTANTLY WITH DINGS AND ALERTS, AND KEEP YOU RACING TO TRACK AND KEEP UP

## No Systems:

THIS IS WHAT SO MANY CREATIVES THINK THEY NEED: TOTALLY OPEN TIME AND SPACE TO CREATE. BUT THE TROUBLE IS THEY AVOID THE "HARD" WORK, CAVE IN TO DISTRACTIONS, AND CAN'T REMEMBER WHAT THEY ARE "SUPPOSED TO BE" DOING, SO IT NEVER ACTUALLY HAPPENS.



# INTRODUCING RIGID FLEXIBILITY

Rigid Flexibility seems like an oxymoron, but it's really not. When you create your own categories for how you spend your time, you can create them based on what works for you. Your schedule reflects your best case scenario, or ideal conditions.

When something comes up that takes you off track, you're able to adjust and move things around in your week so that the important things still get done, but you can stay flexible in the moment.





# CREATE WITH THE 5 QUESTIONS

WHAT is a CEO Schedule? WHO are they for? WHY do YOU need one?  
WHEN do you set one up? HOW do you use it?



# What is a CEO Schedule?

**IT'S ESSENTIALLY A DOG PARK FOR CREATIVES**

- PROVIDES A FRAMEWORK FOR YOUR CREATIVITY
- HELPS YOU STAY FOCUSED ON REVENUE
- ALLOWS FOR RIGID FLEXIBILITY IN YOUR WEEK

*let's start!*



# Why Do You Need One?

*the perfect workday:*

SPENDING YOUR TIME ON HIGH ROI BUSINESS ACTIVITIES, SERVING IDEAL, HIGH-PAYING CLIENTS IN A DISTRACTION-FREE ZONE ALL WHILE LIVING WITH PERFECT WORK/LIFE BALANCE AND AN OVERFLOWING BANK ACCOUNT.

*the reality workday:*

CONSTANT “WORK-FROM-HOME” DISTRACTIONS AND INTERRUPTIONS, PUTTING ENERGY INTO DEMANDING, LOW-PAYING CLIENTS AND TASKS THAT MAKE YOU LITTLE (IF ANY) MONEY, AND PENDULUM SWINGING BETWEEN OVERWHELM AND EXHAUSTION.



# HOW DO YOU SET ONE UP?

*Step by step*



## CHOOSE REVENUE CATEGORIES

Use your revenue maximizer checklist to hone in on YOUR unique categories in your business and determine how many "blocks" you need for them each week.



## CREATE YOUR PERSONAL TIMEFRAME

Decide when you want to work. Days. Times. And don't let traditional models be your guide. Look at YOUR life and how you want to work in your business and create from that.



## START USING YOUR CEO SCHEDULE

The only way you'll be able to get your CEO Schedule "just right" is if you use it. It's meant to evolve and change as you get more clear on what must be done in your business for success.



HOW DO YOU SET ONE UP?

 **YOUR FOCUS MUST BE ON REVENUE!**


- UNDERSTAND WHAT CATEGORIES OF ACTIONS AND ACTIVITIES MAKE YOU MONEY IN YOUR BUSINESS
- GET CLEAR ON WHAT TASKS ONLY YOU CAN DO, AND WHAT YOU CAN GET SUPPORT TO ACCOMPLISH
- BATCH YOUR TASKS AROUND SIMILAR ENERGIES SO YOU CAN STAY IN FLOW THROUGHOUT YOUR WORK DAY



# 5 ENERGIES OF ENTREPRENEURSHIP

*batch with these energies for max productivity!*

-  Content Creation
-  Fulfillment
-  Marketing
-  Edge Work
-  Self Care



Most of the tasks you do inside your business can be fit inside one of these 5 energies. Understanding where each task fits is key to your efficiency. Switching tasks all day steals valuable time! So when you craft your CEO Schedule around these energies, you get lots of time back in your workday.



# Is this Your Reality?

## ALL THE ENERGIES

Spend time scrolling your IG feed.

Check your email and respond to client.

Record a video module for your course.

Enter your expenses into accounting software.

Have a call with your assistant.

Start re-writing the bio for your website.



# Batch Your Energy

## MARKETING EXAMPLE

Reach out to people who have been engaging with your IG, Facebook or Emails.

Go on a podcast to talk about what you do and how you solve problems for clients.

Batch create social media content that will keep you visible and relevant.



# SWITCHING ENERGY COSTS YOU \$\$

I know it seems harmless, or even necessary, but it's the reason you spend your work days unfocused, overwhelmed, and short on cash!

Getting clear on the categories of work that must be done inside your business, batching it up by energy, and committing to following your CEO Schedule can make the difference between a highly productive, lucrative workweek, and one that feels like you're a (broke) hamster on a wheel.



## HOW DO YOU SET ONE UP?

# WORK WHEN IT WORKS FOR YOU

- GET CLEAR ON WHAT DAYS OF THE WEEK YOU WANT TO WORK.
- BLOCK OUT THE HOURS YOU WANT TO WORK ON THOSE DAYS.
- SCHEDULE ONE HOUR BLOCKS IN ALIGNMENT WITH YOUR REVENUE GENERATING CHECKLIST





# THIS IS WHERE YOU MUST BE HONEST

*Mini-Empires aren't built in 4 hours...*

- Invest Your Time
- Leverage Your Talents
- Use Your Cash
- Create a Team
- Forget Traditional Balance

Tim Ferriss' 4 Hour Workweek sold the Modern Female CEO a bill of goods. When you are building a mini-empire, you have to put in either time, money, or both to be successful. You can't create a business that is both sustainable and supportive to your family and your dreams in 4 hours a week.



# A Sample Day:

## MARKETING FOCUS

10am IG, Facebook & Email Reach Out

11am Reply to & Engage with Audience

12pm Record a podcast episode

1pm Go LIVE on your Facebook Business page

2pm Record a podcast episode

3pm Go LIVE on your Facebook Business page



## HOW DO YOU SET ONE UP?

# THIS IS A LIVING, BREATHING SCHEDULE

- YOU WON'T GET EVERYTHING "PERFECT" ON YOUR FIRST TIME THROUGH
- BE OPEN TO EVOLVING THIS SCHEDULE SEASONALLY OR AS CIRCUMSTANCES SHIFT AND CHANGE
- REMEMBER THAT YOU'RE CREATING THE FRAMEWORK, SO IT'S TOTALLY FINE TO CREATE WHAT'S GOING TO WORK FOR YOU





# Take action:

CREATE YOUR REVENUE CATEGORIES: Notice the energetic category they belong in, too, so you can steal back more time by staying in the same energy for longer period of your day.

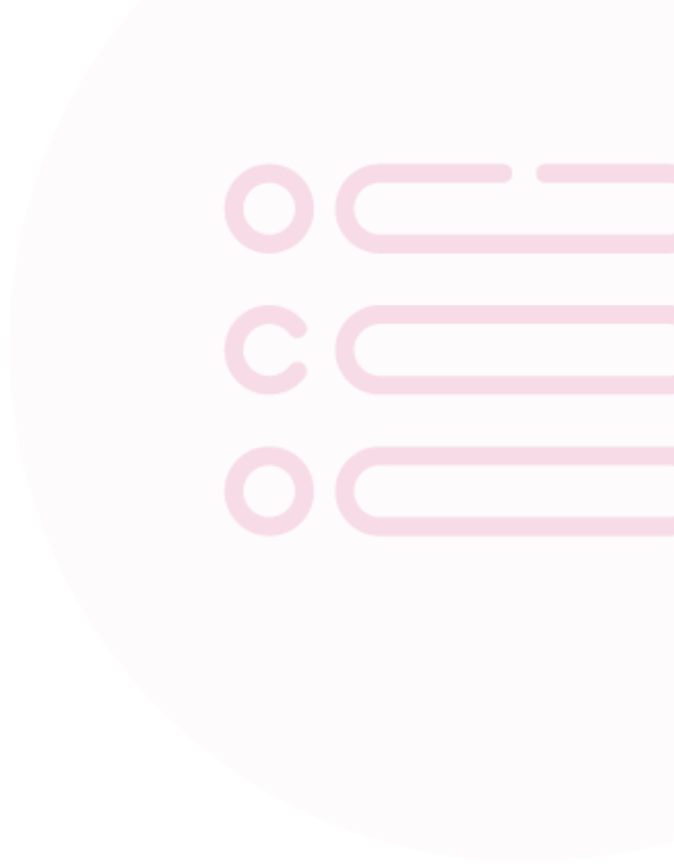
1

CREATE YOUR PERSONAL TIMEFRAME: Get clear on when you want to work. What days? What times of day? And for how long during each session. Assign revenue categories into 1 hour blocks.

2

START USING YOUR SCHEDULE: Dive in and start letting this new structure guide your workdays. Notice what doesn't work and let things evolve as you find your unique framework that matches you.

3



# What's Next?



You're going to learn how to lay out an anti-time management calendar. This is the colorful visual my clients **LOVE**.

You're going to uncover the genius of a clone day. This is an advanced concept that can buy you back **8 hours** in your workweek.



*don't forget!*



# YOU CAN GET SUPPORT INSIDE THE CEO TIME MASTERY SOCIETY FACEBOOK GROUP

