Is Your Calendar Lying to You?

A Reflective Tool for Coaches Who Are Busy...

but Not Booking

🔍 INTRO:
What This Tool Is Really About

If you're reading this, chances are you've been working a lot.
You've been posting. Updating your website.
Responding to DMs.
Running free sessions.
Maybe even juggling a few paying clients.

But something still feels off:
Despite all this "busy-ness," your business isn't moving the way it should.

The calendar is full—but your revenue is not.

This tool is built for coaches like you—those who do the work, but suspect the effort isn't translating into real traction.

Our goal?

To help you zoom out, audit your time, and notice the gaps between effort and results—so you stop being your own overworked assistant and start acting like the CEO of your coaching business.

🪞 Before You Jump In:
Ask Yourself These Questions

Take a few quiet minutes and reflect on the following:

- If I didn't gain a single new client this month—do I know exactly why?
  - *Or am I just hoping something will change?*

- How much of my week is spent on activities that directly lead to revenue?
  - *Not in theory—but in actual, measurable outcomes?*

- When was the last time I reviewed my business metrics, not just my to-do list?
  - *Have I replaced "traction" with "task completion"?*

- Would I recommend my own weekly habits to another coach trying to scale?
  - *Or would I tell them to stop being so reactive?*

This worksheet is not about judgment. It's about clarity.

...and clarity is the most generous thing you can give your business.

📂 What You'll Find Inside

The tool is broken down into 3 sections:

1. **The Coaching Time Audit**
   - A simple grid to log your weekly activities by category: Revenue-Generating, Operational, Learning, Admin, and Noise.

2. **Reality Check Scoring**
   - See how much of your time actually supports growth—and where it's silently draining you.

3. **Reflection Prompts & Strategic Shifts**
   - Guided journaling to help you course-correct and reallocate time like a business owner, not an overwhelmed freelancer.

✅ Final Note Before You Begin

This tool is meant to wake you up gently but firmly.

You might be doing "everything right" – but the right things at the wrong frequency still won't grow a business.

So take a breath.

Be honest.

And remember:
Awareness precedes change.

📊 SECTION 1: Time Audit Grid – Where Is Your Time Really Going?

Use this table to log your weekly activities and estimate how much time you spend in each category.

Category Examples Hours This Week

🟢 *Revenue-Generating* Client sessions, sales calls, launching offers, follow-ups, proposal writing

🟡 *Strategic Business* Program design, content creation, pricing, visibility planning

🔵 *Learning & Growth* Courses, mentorship, certifications, reading

🟠 *Admin & Operations* Emails, scheduling, invoicing, contracts, backend systems

🔴 *Noise / False Work* Scrolling social media, obsessing over branding, tweaking non-essential tools

🟣 *Personal / Life Admin* Non-business related but necessary (kids, errands, workouts)

📏 SECTION 2: Reality Check Scoring – Are You Spending Time Where It Counts?

After filling in the table, apply the scoring key below to evaluate how balanced your week really is.

Category	Impact Score (per hour)	Multiplier Purpose
🟢 **Revenue-Generating**	×3	Directly grows income / business
🟡 **Strategic Business**	×2	Prepares growth and supports long-term sustainability
🔵 **Learning & Growth**	×1.5	Important, but not revenue-linked in short term
🟠 **Admin & Operations**	×1	Necessary but low business impact
🔴 **Noise / False Work**	×0.5	Time drain with low or no ROI
🟣 **Personal / Life Admin**	No score	Not scored – included for balance & awareness purposes

Formula: Multiply hours in each category × their respective impact score to get your Effective Business Impact Score

📏 SECTION 2: Reality Check Scoring – Are You Spending Time Where It Counts?

🧮 Example:

Category	Hours	Multiplier	Impact Contribution
Revenue-Generating	6	×3	18
Strategic Business	5	×2	10
Learning & Growth	4	×1.5	6
Admin & Operations	8	×1	8
Noise / False Work	6	×0.5	3
TOTAL SCORE			**45**

🎯 Interpreting Your Impact Score: What It Tells You About Your Business

Your Effective Business Impact Score isn't about how many hours you work—
It's about **how effectively your time is building a sustainable, profitable business**.

🟢 Score 50+ – You're in the Growth Zone

You're actively focused on activities that move the needle.
But... are you leaving time for strategy, automation, or scale?

Reflections:

- Are you over-reliant on your own time for revenue?
- What would break if you doubled your client load?
- Are you consistently building visibility or relying on referrals?

🟡 Score 30–49 – You're Working Harder Than Necessary

There's likely a lot of busyness — but not enough **intentional business-building.**
You're putting in effort, but not always in the right places.

Red Flags to Explore:

- Are you spending too much time on admin or content perfection?
- Are you avoiding revenue-generating tasks due to fear or overthinking?
- Are you learning more than you're applying?

Next Step: Identify one high-impact action you're under-investing in (e.g., sales calls, offer refinement, partnerships)— and give it 3 extra hours next week.

🎯 Interpreting Your Impact Score: What It Tells You About Your Business

🔴 **Score Below 30 – You're in the Danger Zone (But It's Fixable)**

Your time is likely scattered across low-impact or comfort-zone tasks.

You may feel productive, but your calendar is running your business, not the other way around.

Warning Signs:

- You're always "working," but revenue is inconsistent.
- Your best time blocks go to admin or learning, not selling.
- You avoid visibility because it feels too "pushy."

Immediate Actions:

- Block 90 minutes daily for visibility, outreach, or offer-building.
- Eliminate or batch 3 recurring low-impact tasks (e.g., checking emails, tweaking visuals).
- Start thinking like a business owner, not just a service provider.

🧭 **Call to Reflection:**

"Would I fund someone else's business if their weekly time use looked like mine?"

If the answer is "no", it's time to upgrade the way you operate.

🪞 SECTION 3: Reflection Prompts – What Your Calendar Isn't Telling You

These questions are designed to help you identify not just what you do, but why you do it—and what needs to shift.

🔦 Self-Awareness & Triggers

- What activities do I default to when I feel overwhelmed or uncertain?

- Where do I use "productivity" as a way to avoid visibility or selling?

- Which activities make me feel productive without actually moving the needle?

💡 Time Reallocation

- If I could reclaim just 5 hours a week from low-impact tasks, where would I reinvest them?

- What 1–2 tasks could I outsource, batch, or automate this month?

🪞 SECTION 3: Reflection Prompts – What Your Calendar Isn't Telling You

🔁 Behavioral Patterns

- Is there a pattern in how I sabotage high-impact work (e.g., putting off outreach, over-preparing)?

- Do I notice guilt or resistance when focusing on revenue-generating activities? Why?

📈 Action Shift

- What's one shift I commit to this week to spend more time like a CEO, not just a coach?

✍️ Final Prompt:

If someone else managed my calendar based on my business goals... what would they cut, and what would they double down on?

Final Words

If this exercise sparked uncomfortable truths - that's good.

That *discomfort* is a *compass* pointing to your next breakthrough.

🧭 **Want help restructuring your coaching time into real business traction?**

If that's a journey you're ready to explore, there's a seat waiting for you. Learn more about the **Coaching After School Extension Program** - a business school for coaches ready to stop hiding and start thriving - here's a free, introductory video to learn more about it:

▶ **WATCH NOW**

You've waited long enough. Let's build the coaching practice you know is possible.