

Episode 6: Your Business Needs A “Power Hour”

If you only had 60 minutes to work in your business today, what would you work on? I don't know about you. But I love hearing about how other business owners are spending their time and what they're doing when they're working in their businesses, especially moms doing both of those things, growing their business and taking care of little ones, because I figure if something that they're doing, and their business is growing, I should probably be doing it too. So today, I want to share with you something that will forever change the way you think about a single hour in your business. And it's called a Power Hour, and I think you're gonna love it.

Hello, and welcome to the call to both podcast, I'm your host, join Michelle, and you're in the right place. If you're ready to grow your business, while also being the intentional and present mom, you want to be. This show will leave you feeling inspired, equipped with tangible tips and encouraged to go after your own version of being called to both. Let's dive in.

Alright, so what is a power hour, I want to share what a Power Hour is with you. Because this revolutionized the way that I think about time in my business, and has really freed me up to know when I should be working on certain tasks and when I shouldn't. So essentially, a Power Hour is your most productive hour ever, we're going to take all the tasks that can be come time sucks and creep into your day at random times. And we're going to batch them all together into a quick string of fast actions.

Now I have a little checklist and sheet that I go through when I go through a power hour in my own business. And if you want to see that and actually just copy it over, I'm sharing my notion template with you all today. So that's going to be in the show notes, you're going to be able to grab it, paste it, pull it over into your notion if you want to use mine as a template. And I'm sure you want to go in and replace the actual activities that you're going to be doing in your power hour to make sense for your business. But it's just going to give you a fantastic idea of what's possible. There are little checkboxes that you can actually go through suggested times and some instructions at the top. So be sure to grab that in the show notes.

So I mentioned there are lots of activities in our businesses that can be this time suck, right. And I think social media is very high on that list for me personally and probably for you as well. And so that is one of the main reasons why I think it's important to have a power hour in your business. So reason number one, because there are a lot of things that creep into our days that are important to do like checking your, you know, social media, DMS, or responding back to comments on posts that you may have made. I think those are important tasks to do. But we have to be careful about when exactly we're doing those so that our days are not a constant string of interruptions that feel like work but aren't really moving the needle. So that's the first reason.

The second reason is, a lot of times, I am feeling a little low on energy. We mentioned last week in Episode Five about that energy mismatch between ambition and when you sit down and actually have

time to work and you just feel blah. And having a power hour in my business has really allowed me to just go into autopilot and set my timer and dive in and just know that it's only going to be one hour, I'm going to get so much done. And it's going to be super gratifying at the end to be able to check all the boxes in my Power Hour list. So that's another reason why it's really wonderful to default back to.

And I really another practical reason is that you can gather a lot of the miscellaneous tasks in your business, and pull them all into one time spot. And I like to do this at the end of the week. So especially if you know I only work up until Thursdays in the week. And so right in the afternoon, I like to sit down open up notion, turn on a timer and dive into a power hour. And it just leaves me feeling really accomplished for the week because I'm able to tidy up lots of little tasks.

So what kinds of things should actually go in a Power Hour? Alright, so I'm going to share with you a few things that are inside of my Power Hour. Of course, for yours in your business, it's going to be specific to the things you need to get done, the social media platforms you've chosen to be present on and your goals for your business. But first and foremost, the activities in your power hours should pertain to marketing and visibility. That's definitely one of the things that you should be focusing on. And for me, this looks like posting into Facebook groups engaging in comment sections where I may have posted on Instagram or posted to YouTube and checking the inboxes for all of my social media platforms because I know we have different inboxes all over the place. We have request folders on Instagram. We have our quest folders on Facebook, it can just get a little muddled. And it's important to go in and check those from time to time. But you don't want to be doing this every single day, right. So that's definitely an activity that I would put into my Power Hour. Another good one is to post an update to your Google Business Listing. This is super important, something I think a lot of business owners forget to do. We set up a Google Business Listing, we might request some reviews on it, and then we kind of just let it go and let it sit kind of stagnant. And it's important to take those blog posts that you've been creating, or videos or images that you've been taking and post them to your Google business listings is going to help you in search. And so this is a great thing to also add to a power hour. So you'll see in the template that I share with you inside of notion that one of the steps I have for my Power Hour is to go engage in very specific Facebook groups, I had always heard that this was a good idea that I needed to be present in Facebook groups where I think my ideal client might also be present. But until I added it to something like this, it was very hit or miss whether or not I actually did this, if I remembered I might jump into a Facebook group. And more likely it was when I was just scrolling on Facebook, I would see a group and then think, oh, I need to go engage in that group. But it just sort of pulled me in and took too much time. And it wasn't ever a time that I decided, hey, now I should be engaging in a Facebook group. So by kind of reverse engineering all of these miscellaneous marketing tasks in your business, writing them down and saying these are things I'd like to do on a regular basis, you are then putting yourself in control of how this is going to look how much time you're willing to dedicate to it and making sure that it stays within the parameters that you've created. And for each and every task here on the list, I actually set an amount of time that I'm willing to dedicate to it during the one hour Power Hour.

So you'll see this, I think it's really helpful to go in and start doing this, it becomes a fun challenge to turn on a timer or set a little countdown on your phone, I like using a time cube, it's like a physical cube that I can just turn and it turns to either five minutes, 15 minutes, 30 or 60, depending on which side of the cube I'm using. And I really like it because it becomes a fun challenge where I know the timer is going. It has a little light that just pulses and I know I need to get as much done in the next, you know, five minutes as possible. And a lot of times I'll forget the timer is on and it'll interrupt me and it kind of

like snaps me out of whatever I'm doing. And I know I need to roll into the next activity. So if you're somebody that gets kind of pulled into whatever task you're doing, and sometimes time can get away from you, a little time cube can actually be tremendously helpful. I'll link that down below in the show notes as well so that you can see what I use. It's from Amazon, it's super affordable, but it's very helpful. And I like that I don't have to be on my phone in order to keep track of the time.

Another great way to come up with what should be inside of your Power Hour and what marketing activities you should have on your list is to make a list of all the platforms that you want your business to be present on and make sure that they are represented in that list. So if you have a Facebook page, probably checking the comments posting something there. And checking the DMS for your Facebook page should be in your marketing Power Hour. Again, same thing could be applied to Pinterest or Tik Tok. If you're on Tik Tok, that kind of thing. Grouping all of these activities together is gonna save you so much time. But I think the other thing that's really important to mention here is that you want to go into this power hour with intention. So you'll see at the top of the checklist, if you grab that, that I have a set of steps that I go through every single time and I think the biggest one that you don't want to skip out on is put your phone on Do Not Disturb. If you can do all of these activities on your computer, I strongly recommend that you do create bookmarks for everything that you can in your business so that you do as little searching, navigating and feed scrolling as possible, and link everything in your power hour that you possibly can. So there's one in front of me here it says reply to YouTube comments, I put how much time I'm going to spend on it. And there's a link that literally I'll click and it takes me straight to the YouTube comment page within the backend of my YouTube channel.

So this is going to save you a tremendous amount of time. The setup of this is going to take a little bit of effort for you to sit down and think about what are the activities that are really going to help you show up and get visibility and market yourself well. But then you have this amazing list to pull from where everything's already linked. You have a time cube in front of you. It's gonna take one hour it's gonna be the most productive hour you ever spent in marketing activity. in your business, how frequently you use a power hour checklist in your business is totally up to you. I personally like to do this every week or every other week. But you could set this up so that it's something that you do at the beginning of every month or at the end of every month, it's completely up to you. I think once you create this checklist for yourself, and you really think through what marketing activities you want to commit to, for your marketing Power Hour, you're going to find that this template could be applied to so many other things. You could have an admin power hour for example, and or even like an admin 30 power, power, 30 minutes. And just I like this for so many reasons, but I think that you guys are going to like this too. If this helped you. If you enjoyed it, be sure to hit subscribe to this podcast, go ahead and leave me a rating wherever it is that you're listening. It really helps me to get the word out about this podcast. And I really appreciate you listening. Don't forget to check the show notes. You can get a copy of my exact business marketing Power Hour and copy it over into notion and apply it to your business. Thank you so much for listening to the show. If you enjoyed this episode, please help me get the word out about the call to both podcasts by taking a screenshot of this episode right now and sharing it on your social media. I would also appreciate it if you would subscribe and leave me a five star review. Thanks again and I'll see you in the next episode.