



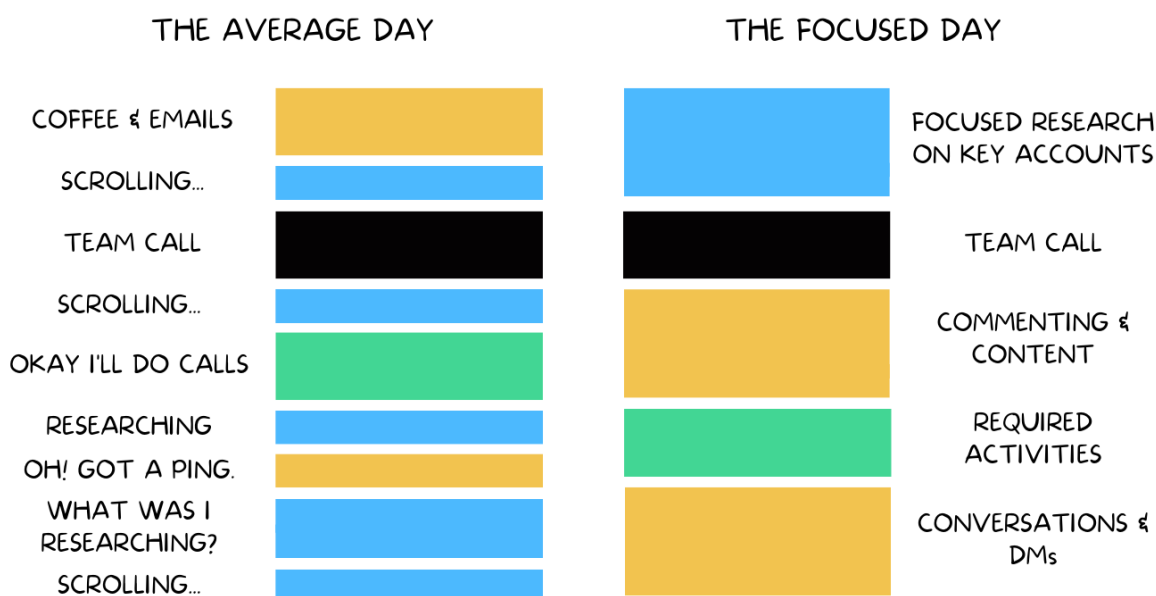
Module 28: Time-Blocking Engagement



Welcome to Daily Workflow. In these modules, we'll be covering how to structure your day and your workflow on social. It's important not to get lost just scrolling the feed, so these modules will help you structure your time!

1. Your Time is Precious

YOU NEED TO TIME BLOCK YOUR SOCIAL SELLING



Social media is designed to be addictive. Getting intentional about your time allows you to hit your objectives without getting distracted.

So how do you do it effectively? We're offering a couple options, depending on how you like to prospect or structure your day.

2. Option 1: Set Up Your Prospecting Power Hour

A prospecting power hour is actually 120 minutes, not 60 minutes. 🦉

Here's how it breaks down:

- Build, clean, and prioritize your list (30 minutes)
- Conduct prospecting on a single channel (60 minutes)
- Review, debrief, and admin work (30 minutes)

You shouldn't run power hours back-to-back either. Instead, do 2 or 3 per day, spread out. That should be enough to sustain momentum.

Building and cleaning your list allows you to only focus on prospecting during the 60 minutes. You should have all the relevant data (emails / phone numbers / social profiles) ready. You should know which order you're calling them or emailing them. Spending this upfront time makes your 60 minutes fly by.

During prospecting, spend the time making the outreach meaningful. Now this is a guide about LinkedIn prospecting, but this structure works for any channel. You might do one prospecting power hour per channel per day.

Don't switch channels though! Context-switching drains your brain and interrupts your workflow. Stick only to one channel per prospecting power hour.

Then once you're done — use those 30 minutes to review what worked and what didn't work. Do the admin slog, update the notes, update the CRM. And debrief on what you'll do differently next time.

3. Option 2: Create 30 Minute Blocks

The prospecting power hour works really well once you have a structure and system to your prospecting. You can identify:

- Which accounts and leads to target
- What influencers to engage with
- Which conversations to continue

When you're just getting started, it may be better to structure your day into 30 minute blocks.

1. 30 Minute Block in the morning (~8am or 9am)
2. 30 Minute Block midday (noon or 1pm)
3. 30 Minute Block at the end of the day (4pm or 5pm)

Here are the rules:

- Only run up to two plays per 30 minute block
- Set a timer. When it dings, exit LinkedIn.
- If you have active conversations, continue them later in the day instead of running over our 30 minute block.



For example, a morning block could be just Influencer Comment and Social Listening Comment Play. Followed by a midday block that is just more Influencer Comments. Then at the end of the day, a Spear & DM Play block.

Don't try to do too much during any one 30 minute block. Stick to a couple core plays. And as the conversations get going in the comments or in the DMs, let them carry throughout the day. **It will make you seem less pushy** by having normal conversations stretched over a few hours or days instead of all at once.

4. Nick's Preferred Schedule

We wanted to share what we do! Nick prefers the following schedule:

- Post content and run influencer comment play (30 minute block, morning)
- Prospecting Power Hour (noon)
- Respond to comments, send connections, and move to DMs (30 minute block, end of day)

"I add social listening when time permits to the end of the day."-
Nick

This is a modified schedule that blends the two options, but is tailored to our daily posting schedule (Content 301) and a smaller, focused prospecting motion.

5. Test What Works For You

In the beginning of our experiments, we spent ~30 minutes in the morning and then 1 hour in the afternoon. Over time, we figured out that 30 minutes, 3x per day worked really well for our schedules. But as we launched our consulting arm and had clients to work with, we've shifted to one Prospecting Power Hour per day and 30 minutes near the end of the day.

That's what works for us. What works for you? Test it out! See how much time you need each day to be successful. Test when that needs to be on your calendar. Don't let the pings distract you from other work.



BONUS. Turn off notifications on your phone. This helps you keep to your time blocks. When you want to engage, you can engage by opening the app or the website. Otherwise, keep those notifications off.

Next:

 [Module 29: Intent Data & Using Triggers](#)