JEANNINE SHOEMAN
1% DAILY

THE FREE GUIDE

THE 20-HOUR RULE

The time management & scheduling system I use to run a national business, raise my son, and stop losing hours I can never get back.

20+
Hours a week
you already have

5
Days to find
your leaks

1%
Better every
single day

TRACKERS · TEMPLATES · REAL TIPS FROM A REAL SCHEDULE

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START HERE

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You don't need more time. You need your time back.

Let me tell you what nobody says out loud.

Everybody walking around saying they're busy is telling the truth. They *are* busy. But busy and productive are two completely different animals, and most people have never sat down and actually looked at where their day goes. They just feel it slipping and they blame the day.

I'm a single mom. I run a national insurance agency. I have a son who needs me present, not distracted. For a long stretch I was doing what everybody does — waking up already behind, reacting to whatever screamed the loudest, and going to bed with a list that got longer instead of shorter. I was working constantly and finishing nothing.

So I did something uncomfortable. I tracked myself. Not for a week of pretending. For five honest days, like a food journal, writing down what I was actually doing instead of what I meant to be doing.

> I found over 20 hours a week that I was already awake for and getting nothing out of. Twenty hours. That's half a work week I was handing away for free.
>
> AND ONCE I SAW IT, I COULD NOT UNSEE IT

That is what this guide is. Not theory. Not a productivity system somebody sold me. This is the exact thing I do — the hours I protect, the trackers I use, the schedule I run — laid out so you can copy it.

Here's my only rule for you: **don't try to fix your whole life this week.** That's why people quit. You're going to find your leaks first. Then you're going to plug one. Then another. One percent better, every single day, compounds into a person you don't recognize in twelve months.

How to use this guide

1. Read the seven rules. **2.** Run the Wasted Time Calculator once — it takes four minutes and it will sting. **3.** Track five days with the Daily Tracker. **4.** Find your pattern on the Pattern Page. **5.** Print the Daily Schedule template and run your week on it. Print five copies. Put them where you'll see them.

You already have the time. I'm just going to help you go find it.

Jeannine

The math that changed everything

Nobody gives you extra hours. You take them from the edges of your day — before everyone wakes up, and after everyone goes to sleep. The whole idea in one line: **add one hour to the front of your day and one to the back, five days a week.**

1 hr	+	1 hr	×	5	=	10 hrs
MORNING PREP		NIGHT PREP		DAYS		FOUND PER WEEK

Ten hours. That is more than a full work day, appearing out of nowhere, without you sleeping less than you actually need or taking a single minute from your kid. Then I went further — and this is the part people don't believe until they try it.

My actual schedule — the two blocks I protect like they're paid appointments

9:00 PM to midnight. My son goes to bed. That is not when my day ends, that is when my prep starts. Three hours of nobody needing me — the thinking work, the building work, the stuff that never survives a normal business day.

Before he wakes up. I work out. Not later. Not "if there's time." Before. Because if I don't do it before the world starts, the world will spend it for me.

Run that math out and it is **over 20 hours a week** that I was awake for and not using. Twenty hours spent scrolling, half-watching something, or lying there thinking about everything I hadn't done.

> You're not tired because you're working too much. You're tired from carrying the weight of unfinished things into every hour — including the ones you're supposed to be resting in.
>
> PREP IS WHAT PUTS THAT WEIGHT DOWN

And here's the part that matters most. When you prep the night before, you don't wake up and *decide*. You wake up and *execute*. The list is already made. The day is already built. You are not spending your sharpest hour figuring out what your day is.

Your version might not be 9 to midnight — that's fine

Maybe you're a 5 AM person. Maybe your quiet hour is a lunch break in your car. The block isn't the point. **The point is that you have one, it's the same time every day, and it's non-negotiable.** Pick yours before you turn the page.

The seven rules I actually live by

01 Train your algorithm to work for you

Your feed is not entertainment. It is an employee, and right now most people have hired a bad one. Every video you finish is a vote. Every account you follow is a job description.

Mine is trained on business advice, tax strategy, AI tools, sales, motivation — things I can use in my real life the same day. So when I do open my phone, I come away smarter instead of drained.

> **DO THIS TODAY:** Unfollow ten accounts that make you feel behind. Follow ten that make you dangerous. Scroll past the junk fast, watch the good stuff twice.

02 Put a timer on it — every screen, every time

I set app limits and I set physical timers. Not because I'm strict, because I'm honest. Nobody has ever opened an app for "just a second" and gotten out in a second.

The standard I hold myself to is simple: **my screen time should be profitable.** Either it made me money, taught me something, or fed a relationship that matters. If it did none of those three, it was a leak.

> **DO THIS TODAY:** Set a 20-minute daily limit on your worst app. When it locks, let it stay locked.

03 Bookend your day — one hour front, one hour back

Front hour is for you. Movement, quiet, whatever fills you. Back hour is for prep — tomorrow's list, tomorrow's calls, tomorrow's first three moves.

These are the two hours nobody is competing for. That is exactly why they work.

> **DO THIS TODAY:** Put both hours in your calendar as recurring appointments. Give them a title. Defend them like a client meeting.

04 Keep a list on your nightstand

I wake up at 2 AM with things in my head. I used to lie there and turn them over until the alarm went off. Now I write them down and go back to sleep.

Here's why it works: your brain will not let go of an open loop until it trusts it is written somewhere. Give it somewhere. In the morning that scrap of paper is already half your list, and you didn't have to think for it.

> **DO THIS TODAY:** Notepad and a pen by the bed. Not your phone — your phone will keep you up another forty minutes and you know it.

05 Live on your calendar, not in your head

I love calendars. Not in a cute way — in a survival way. At any minute of any day I know where I am and where I need to be next. That single thing removes more stress than anything else I do.

If it isn't on the calendar, it isn't real. Not the workout. Not the follow-up calls. Not dinner. Not the doctor appointment you keep meaning to make. **Thoughts are not commitments. Calendar entries are.**

> **DO THIS TODAY:** Put one thing on your calendar that has been living rent-free in your head for a month. Pick a time. Done thinking about it.

06 Run one big screen and one small paper

I have a Skylight calendar mounted above my desk. It is the command center — the whole family, the whole week, visible without me touching anything. And I carry a paper planner everywhere I go.

People think that's redundant. It isn't. The wall screen keeps me from forgetting. The paper keeps me from drifting. Writing something by hand makes your brain commit to it in a way typing never does.

> **DO THIS TODAY:** Get one shared display everyone in the house can see, and one notebook that never leaves your bag.

07 Start the day already prepped — never cold

My workday is built, scheduled, and ready before I sit down. I do not open my laptop and ask "what should I do." That question is the single most expensive one in business, because you'll answer it with whatever is easiest, not whatever matters.

Prepped means: list written, calls listed, first task chosen. Then I just start. The first ninety minutes of a prepped day beats an entire unprepped one.

> **DO THIS TODAY:** Before you close your laptop tonight, write tomorrow's first three moves on a sticky note and stick it to the screen.

You will not out-discipline a bad schedule. Build the schedule, and the discipline gets a whole lot easier.

NOW LET'S GO FIND YOUR LEAKS

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The Wasted Time Calculator

Be honest. Nobody is grading this and lying only costs you. Write down what a **normal** day looks like — not your best day, not your worst one.

WHERE THE TIME GOES	MIN / DAY	× 7 = WEEK	HRS / WEEK	HRS / YEAR
Scrolling social media				
TV / streaming / background shows				
Phone games / random apps				
Checking email that didn't need checking				
Deciding what to do next				
Looking for things you misplaced				
Conversations that go nowhere				
Driving / errands you could batch				
Rewatching, rereading, redoing				
Other:				
YOUR TOTAL LEAK				

How to do the math: Minutes per day × 7 = minutes per week. Divide by 60 for hours per week. Multiply hours per week × 52 for hours per year. Round up, not down — people always underestimate this by about 30%.

The average person gives away 2 to 4 hours a day without ever choosing to. That is 700 to 1,400 hours a year. That's not a bad habit. That's a part-time job you're working for free.

YOU DON'T HAVE TO FIX ALL OF IT — TAKE HALF OF IT BACK

Now the number that hurts

Take your hours per year and multiply by what one hour of your work is worth. That's the dollar figure your leak costs. Write it big. Put it somewhere you'll see it.

MY LEAK IS COSTING ME

hours/year × $ per hour = the real number

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The 5-Day Time Audit

This works exactly like a food journal. You're not on a diet yet — you're just writing down what you eat, and the writing alone starts changing what you eat.

The rules

Log every 30–60 minutes. Not at the end of the day — you'll lie to yourself without meaning to.

Write what you actually did, not what you were supposed to be doing.

Don't fix anything yet. Five days of honest data first. Optimize on day one and you'll never see the real pattern.

Track a normal week. Not vacation, not your busiest week ever.

Code every block with one letter

P — Productive. Moved the needle. Money, growth, or health.

N — Necessary. Had to happen. Kids, meals, driving, sleep.

D — Drain. You'd take it back if you could.

R — Rest. Chosen, intentional recovery. Real rest is not a drain. Collapsing on the couch because you're fried is.

What you're actually looking for

Not "I wasted time" — everyone wastes time. You're looking for the **trigger**, the moment right before the drain starts. It's usually the same one every day, and for most people it's a transition: finishing a hard task, getting in the car, the kids finally going down. That gap between two things is where the hour disappears. **Find your gap and you've found your twenty hours.**

The longer you track, the more efficient you get. That's not motivation talk — it's what happens when you stop guessing and start measuring.

FIVE DAYS. THAT'S ALL I'M ASKING FOR

BEFORE YOU START — COMMIT

- ☐ My 5 days start on: _____
- ☐ My 3 log alarms are set
- ☐ Printed 5 copies of the tracker

MY PROTECTED BLOCK WILL BE

Same time. Every day. Non-negotiable.

THE ONE LEAK I'M PLUGGING FIRST

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Daily Time Tracker

DATE _____ DAY # _____

TIME	WHAT I ACTUALLY DID	P	N	D	R
5 – 6 AM					
6 – 7 AM					
7 – 8 AM					
8 – 9 AM					
9 – 10 AM					
10 – 11 AM					
11 – 12 PM					
12 – 1 PM					
1 – 2 PM					
2 – 3 PM					
3 – 4 PM					
4 – 5 PM					
5 – 6 PM					
6 – 7 PM					
7 – 8 PM					
8 – 9 PM					
9 – 10 PM					
10 – 11 PM					
11 – 12 AM					
DAY TOTALS	**Add up the hours in each column →**				

SCREEN TIME TODAY (CHECK YOUR PHONE)

Total: _____ Profitable: _____

BIGGEST LEAK TODAY

P = Productive N = Necessary D = Drain R = Rest

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The Pattern Page

Fill this out on day six. Lay your five trackers side by side — patterns show up fast when you stop looking at one day at a time.

FIVE-DAY ROLL-UP	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	TOTAL
Productive hours (P)						
Necessary hours (N)						
Drain hours (D)						
Rest hours (R)						
Total screen time						
PROFITABLE SCREEN TIME %						

1. WHAT TIME OF DAY DO I LOSE THE MOST?

2. WHAT HAPPENS RIGHT BEFORE A DRAIN STARTS?

3. WHAT IS MY MOST PRODUCTIVE HOUR?

4. WHAT AM I DOING IN THAT HOUR THAT I COULD PROTECT?

5. WHAT AM I DOING THAT SOMEBODY ELSE COULD DO?

6. WHAT DID I SAY YES TO THAT I SHOULD HAVE DECLINED?

Now do this — the only step that changes anything

Take your **single biggest drain** and your **single most productive hour.** Move the productive hour into a protected calendar slot right now. Then cut the drain in half. Not to zero — in half. Half is achievable, and achievable is what you'll actually keep doing. Run it a week, then cut it in half again. That's how twenty hours comes back: in pieces you can hold onto.

What a built day looks like

This is roughly my Tuesday. Yours will look different — copy the **shape**, not the hours.

TIME	BLOCK	WHY IT'S THERE
5:30 – 6:30	Workout — before anyone is up	Front bookend. Non-negotiable.
6:30 – 7:30	Review last night's list · first 3 moves	I execute, I don't decide.
7:30 – 9:00	Son — breakfast, out the door	Phone down. Fully present.
9:00 – 11:00	DEEP WORK — highest value task only	My sharpest hours. Protected.
11:00 – 12:00	Calls · follow-ups · team	Batched, not scattered.
12:00 – 12:30	Lunch — away from the desk	Real break or the afternoon dies.
12:30 – 2:30	Appointments · client work	The revenue block.
2:30 – 3:00	Admin · email · inbox to zero	Once a day, not all day.
3:00 – 4:00	Content · recruiting · growth	The thing that compounds.
4:00 – 5:00	Buffer — overflow & fires	Every plan needs slack built in.
5:00 – 9:00	SON. Dinner, homework, bedtime.	Notifications off. This is sacred.
9:00 – 12:00	PREP BLOCK — build tomorrow	Where the business gets built.
Before bed	Tomorrow's list written · notepad out	So I sleep instead of spin.

Notice what's actually happening here

There is a **buffer hour** built in, because something always goes sideways and a schedule without slack breaks by 10 AM. Similar work is **batched** instead of sprinkled across the day. Email happens once. The highest-value work sits in the sharpest hours instead of whatever's left over. And the block with my son has a hard fence around it — that is not the block that gets sacrificed when work runs long, ever.

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My Day, Built

DATE _____ DAY _____

TOP 3 — IF ONLY THESE GET DONE, TODAY WINS

- ☐
- ☐
- ☐

CALLS & FOLLOW-UPS

- ☐
- ☐
- ☐

PERSONAL & FAMILY

- ☐
- ☐
- ☐

TIME	BLOCK / TASK	DONE	NOTES
MORNING HR			
6 – 7 AM			
7 – 8 AM			
8 – 9 AM			
9 – 10 AM			
10 – 11 AM			
11 – 12 PM			
12 – 1 PM			
1 – 2 PM			
2 – 3 PM			
3 – 4 PM			
4 – 5 PM			
5 – 6 PM			
6 – 7 PM			
7 – 9 PM			
PREP BLOCK			

TOMORROW'S FIRST 3 MOVES — WRITE BEFORE BED

- ☐
- ☐
- ☐

NIGHTSTAND LIST — BRAIN DUMP, NO JUDGMENT

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My Week, Blocked

Fill this out every Sunday. Twenty minutes now saves five hours later.

WEEK OF _____

TIME	MON	TUE	WED	THU	FRI	SAT	SUN
AM HOUR							
7 – 9							
9 – 11							
11 – 1							
1 – 3							
3 – 5							
5 – 7							
7 – 9							
PREP BLOCK							

THE SUNDAY RESET — 20 MINUTES

- ☐ Look at last week honestly
- ☐ Block the non-negotiables first
- ☐ Batch like with like
- ☐ Leave one buffer block open
- ☐ Put the family stuff in as appointments
- ☐ Decide what I'm saying no to

NON-NEGOTIABLES THIS WEEK

- ☐
- ☐
- ☐
- ☐

THIS WEEK'S ONE PERCENT

WHAT I AM SAYING NO TO

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ONE LAST THING

You already have the time.

I'm not a naturally organized person. I built a system because I had to. Single mom, national business, a son who deserves a mother who is present and not just physically in the room.

The system is what makes both possible. Not more hustle. Not less sleep. A schedule I actually built on purpose instead of one that happened to me.

Start with five days of tracking. That's it. Everything else follows.

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COME TELL ME HOW IT GOES

Instagram **@jeannineshoeman**

Web **jeannine-shoeman.com**

DM me the word **SCHEDULE** and tell me your biggest leak. I read them. And if this helped you, send it to the person you thought about while you were reading it.