

THE
ease of
hustle

Full Episode Transcript



EPISODE 61

The Wrong Question:
How Should I Use
My 10 Hours?

Hey, you're listening to The Ease of Hustle, the podcast where limited time is the strategy and not the limitation. I'm your host Lauren Cash. In each episode, I'll guide you to effectively create your goals and intentions in life and business without burning yourself out or making yourself sick. Rather than doing things the way everyone else is, I'll encourage you to embody your Human Design and gene keys or whatever else resonates for you personally, for a much more easeful and magnetic experience. Are you ready to join the movement?

Hey, have you noticed how much your mind likes to default to thinking that there's something wrong with time that's keeping you from what you're wanting to create in your life and business? If you have decided that you have 10 hours to work on building your business around your full-time job. Or maybe you've decided that you only ever wanna work 10 hours in your business so that you can be full-time present with your kids or something else in your life.

Have you noticed that your mind thinks the problem is the hours within you're able to work on and in your business? Do you complain, wishing you could have more hours in a day or didn't have a full-time job so that you could work more hours in your business in order to get what you want from it. Maybe it's impact, maybe it's income.

Maybe it's some sort of traction with the business, but do you blame the hours for the lack of creation of what you want? We all tend to do this. The mind tends to do this. We like to blame things outside of us. We like to blame ourselves that there's something wrong with us when really that's not the problem.

The only problem is that we're thinking that it's a problem. I know that's really annoying to hear, but it's true. So in today's episode, we're going to address this issue by talking about the question, how should I use my 10 hours? We're going to assume you have 10 hours that you're using. To work your business or build your business or play in your business.

And I'm going to tackle this question in a similar way. I've done in others this season. I first will give you why I think it's, you know, a wrong question and what it reveals about the paradigm that you're in. And then I'm going to give you my actual answer, for how you can decide how you'll allocate your 10 hours in business.

This is just going to be like a first opening conversation, a rough draft conversation because I really feel like this is where one of my main programs is going, that I will actually give you frameworks for utilizing your. But what I do know is that even if there are external frameworks, you're going to need to tune into yourself and align your framework, develop your unique framework from your design.



So even if you're given options outside of you, which might be really helpful, depending on your view, you're still going to need to learn, to tune into you and adjust it accordingly as different business seasons arise and unfold. So let's get started. The issue with this question is that it already inherently sounds like the 10 hours is a problem.

Like I was talking about as we got started today, it's also a perfectionistic question it's really framed from this perfectionistic lens of there's a right and wrong way to utilize the hours. I agree. There are definitely ways that I would recommend optimizing them. I would definitely recommend that you align them with your design, that you align them with your energy and with what you intuitively know to be correct for you internally.

But the truth is just out there in the world. There is not one way that is going to be the way that you should in your type of business, work your business in order to get the result that you want. Sure. There may be ideas that those of us who have done what you want to create would recommend to. Or maybe there might be some like glaring issues that we would point out to you that may be problematic.

Like if you had little to no marketing time or something like that, but the allocation itself is much more nuanced. And based on your design, your intuitive knowing and what season of your business that you're in. So I could tell one person exactly what to do with their time. They execute it exactly. As I said, and their business doesn't make any money just because that wasn't meant for them, that didn't align with their energy.

That's not how they were designed. The energetics of everything just felt really off to the receiver, to the potential client, to them. So if it's going against their design against their nature and what they knew would be their jam, it's not gonna work. But for somebody else, it could be the exact way that they're meant to create much more money than the no money.

The person who tried it before them did. So that's why it's so important for us to be tuning into ourselves, to be listening to our inner voices or our authorities. In Human Design and also learning our designs and how we best work to know what to test, to see if that does flow more easefully. Maybe there's something in our design.

We hadn't even considered practicing embodying. And we hadn't even done up until this point in our careers that we actually are naturals at. The other thing that really is apparent to me in this question is the lack of trust, the lack of knowing that your knowing is the ultimate in how you, "should" use your 10 hours.

You're looking externally for the answer rather than tuning in to yourself and to your authority and to what you know about your own energy. Maybe even what you know about your design to realize the answers, the answers aren't outside of you, you know them.



There are probably just ways in which your mind are trying your mind is trying to keep you from doing what you know is the next step... the correct? I, I hate saying correct, because it makes it sound like there's wrong right or wrong, but it's like, what's meant for you the next way. Now that said, how might you decide to allocate your hours? What might you need to make decisions around? A lot of times, I find, especially with those of us that need something to respond to.

So especially my generators Manifesting Generators, or depending on the, your view, it can be challenging to even know where to start with the blank page of like, okay, I want to make, I don't know, 100k in my business this year, where do I even start? What are even the options to take through my authority?

So, this means that it might be helpful hearing from somebody else options. And I'll tell you in a bit, some areas to maybe address and allocate in those hours that you might want to consider if you have a business anywhere near mine. So one thing is, as you decide to allocate your hours, you want to note that it is in pencil.

Because it's going to continue to shift and flow based on your season as a human and also seasons in the business. There are different phases and seasons of business. In the beginning, it's gonna be probably very visibility, discoverability, and marketing heavy. But then as you continue in your business, that part doesn't go away and we have to be careful to not have it go away.

I've had seasons where I just completely drop and don't have space for marketing because I'm so focused on delivering. And then I end up creating a season of less coming in because I totally dropped the marketing aspect. So I definitely wouldn't recommend completely getting rid of it, but the allocation is going to correct a little bit from the beginning and be less all marketing and sales and it will become more delivery-focused at a certain point as well. One thing I notice when we are asking this question as well is it's a weekly question. So you're saying like I have 10 hours a week. How do I plan for those hours weekly?

And I think we get too narrow-minded in the weekly planning of hours. So what would happen if you played with zooming out? Zooming out and looking at the month, because I would guess that you don't actually have the hours, like the 10 hours a week, every single week of the 52 weeks of the year. So I would play with seeing, like, what are the actual hours?

What is the actual container of time in the year or in the month or in the quarter? You're gonna have holidays. You're gonna have vacations. You're gonna get sick sometimes. You're gonna be, you know, things will be out of alignment one day and you just need to do like more admin things and less marketing or whatever. You are going to need to adjust.



So what if you zoom out and look at, okay, what is this on average a week? But what if I looked at it more in a monthly or quarterly view, how would I assign the assets of my time and energy in that way, rather than weekly? And then it all ends up getting divvied out weekly, but it comes from this larger, bigger vision view than like the zoomed-in weekly.

I think that's where we make a lot of errors and mistakes in our planning is when we only look at it weekly. So I really like to plan my time. Breaking down that larger timeframe into what are the mini results that I need to create for that larger timeframe. And then when I'm planning my week, I'm grabbing those things from my project management system, Click Up.

We'll have, you know, if you wanna sign up for Click Up, I'll have that affiliate link in the show notes, but I grab all of those then for the week and integrate them into my calendar. So I'm not getting caught in the every week, like, okay. This week. Okay. This week I have a bigger vision than I'm implementing in the weekly.

So I, I think this is especially important for those of us that have limited hours, which we all do actually, but it's especially important if we don't wanna be as careless, less intentional with our time. If for somebody that has 10 hours a week, I would think that we especially wouldn't want to be careless with our time unintentional with our time.

It's also way easier to take on more than what we have the capacity for. So planning on the larger skills going to help us with that. And also being honest about really, it's not on average 10 hours a week. It's more like on average, I don't know, seven or eight hours a week or whatever it is, like, do the math to figure out what that true container is.

And then you're really gonna wanna use your strategy in authority and Human Design to know what you're able to take on or not within that view, whatever that view is. And knowing that it's gonna shift and change and unfold. As the now moment changes, like checking in right now for something, I don't know, six months from now probably isn't going to stay true.

Like, I feel like we can't really time travel when it comes to knowing what's correct for us too much. We can do it a little bit in terms of like, okay, I am going to take on this program that starts soon. Am I to launch right now? Or not tuning in with that. And then the next step of like, okay, and then what is the length of this program?

That sort of thing. But like we can sketch out in pencil what our plan is for the year, even the next couple years, but I wouldn't even do the next couple years because we are gonna see what unfolds like so many of us, like we're co-creating with the universe and having aspects of.



Responding and waiting and not getting ahead of ourselves in the mind. Hey, I'm going to interrupt your listening of today's episode to invite you to Redefine Your Time preview week. So do you want a sneak peek into my brand new group coaching program? It's called Redefine Your Time and preview week is going to be that little taste test that maybe you've been wanting out of a coaching program before you actually join it.

And even if you're not interested in Redefine Your Time and you just wanna learn your Human Design authority. So your decision-making strategy, that's body based, not mind-based that will lead you to your aligned decisions. We're gonna cover it all inside of preview week. So either way, if you're curious about Redefine Your Time, or you wanna learn all about your Human Design authority, that decision-making strategy preview week is for you.

So we're gonna cover the most important skill you can learn to save yourself countless hours of time, how to avoid over-committing yourself. Your unique way of making aligned decisions. And we're gonna go even a little bit deeper, a little bit advanced for those of you who already know your Human Design authority.

So there will be something a little bit for everyone, no matter where you are in your deconditioning journey. So you'll get a sample of the program. There will be a private podcast and curriculum there for you. You're gonna get a sample of the playbook co-creation and you'll even get a seat to be coached live by me on Friday, August 26th at 9:00 AM Pacific Time. And you'll get that replay as well. So if you're interested, make sure you join us ASAP so that you can get in before that live coaching call. And also if you choose to join Redefine Your Time after doing preview week, the investment for preview week, which is \$55, will automatically be applied to your first payment for the group coaching program.

Pretty sweet. . All right. So go to thelaurencash.com/pod-pw so that's like podcast, but just shortened P O D dash P W. And I can't wait to see you in there, now back to the show.

So using your strategy and authority, not getting too far ahead of yourself. having a larger vision that then you're checking in with more weekly daily, and in that weekly daily, making sure you're checking in with your strategy and authority and when you're planning like the bigger vision, making sure you're not planning things that aren't coming from just your mind and not your strategy and authority.

So then you also want to make sure when you're planning and allocating your hours, that you're doing what you like doing, what you enjoy, what feels like you. And hopefully all of that is coming from utilizing your strategy and authority and embodying your Human Design naturally. But the you things, doing your business, not just doing what you see, everybody else.



Only joining programs with coaches that are using philosophies and strategies that align with the type of business you're wanting to create the type of life you are wanting to create. It's so important rather than trying to fit yourself into, well, they're doing this thing and it, I must, I have to make that work for me because that's what works.

No, there's so many other methods that work. That can be more aligned for you. Like, for example, for me, I right now, even though I'm super tempted mentally to do paid ads, and maybe at some point I will be drawn in an alignment to do paid ads. I really just wanna kill it at organic right now.

I wanna really dial it in, dial in my messaging, my positioning niche down further, probably and get my messaging down. I want to really harness organic marketing. So I'm gonna find only find programs that really are into that and teaching that right now. And I'm not going to do those that are teaching paid ads right now.

That's just for me though. You might want something completely different. You might want to start with paid ads now and feel like that's an alignment for you in your design. So regardless the areas you probably have to allocate are admin and communication. There's probably some sort of admin going on, some communication going on that you'll need to account for in those 10 hours, there's going to be marketing in sales.

There's going to be client delivery, both being in session on a call and prep. So creating curriculum, most likely, depending on what your business model is right now, the, these percentages are going to vary and what season you're in, it's going to vary. And then there's going to be CEO time. That includes to me like managing and anything.

You as the CEO only can do like calling business insurance and updating that or whatever. And then there's project management and planning. Some of that can be like CEO, big vision planning and stuff, but then there's project management and some of this is going to be delegated as you go to other team members, but you're still gonna have the managing then increasing and the leading and the developing the team and being a leader aspects to it.

So that's where I want us to start thinking about allocating our 10 hours. There's no, I want you to know there's no exact framework for the 10 hours that are going to be your 10 hours. I could probably come up with, especially if I know more about your particular design and if I knew your particular business, I could sketch out what I maybe would guess it could be, and you could adjust it from there.



I feel like that would be a really fun thing to do in a program in the future. But right now, what I want you to consider is that there's no, should there's no one way. There's only the way that's meant for you. That's going to come through following your strategy and authority tuning into you, not getting too much in the mind, not getting too far ahead of ourselves in the planning. Recognizing there are all these different buckets in business that we don't necessarily want to completely ignore in any season a hundred percent, unless we're really called to do so.

And then play with the views in which you're viewing those 10 hours. What if you could view it in more of a quarterly basis and then respond to the things every week or even every day of what you're meant to follow that week, that day through your strategy and authority. So it's going to take some experimenting and openness to learning and changing and discovering how you want to play with your time and your energy.

That you devote to your business, the more open and playful you are with it, the more fun it'll be. And no matter how many hours you're allocating to your business, that number, isn't the problem.

I'd really recommend going through the time inventory lab and the time and energy audit. If you haven't already. To begin to become more aware of where you are placing your energetic resources right now and adjusting them to be more effective than they might be right now. You might have to say no to a lot and struggle to say no to it, but often saying no is a part of the process in creating space for more.

We have to create the space by saying no to let what we actually want in. So we'll also be diving way deeper into this work with the actual curriculum coaching and community inside of my new group coaching program called Redefine Your Time. So if this is something you're feeling intuitively drawn into, I'd highly recommend that you check out the program.

And if you want a sneak peek before joining, hop into preview. We have a live coaching call inside of preview week. Coming this Friday, August 26th at 9:00 AM. Pacific Daylight Time. It'll also be recorded and you'll have a chance to ask me questions and get coaching, even if you can't make the live call.

So join us at thelaurencash.com/pod-pw. That's P O D dash P W. You can also do that through the show notes at thelaurencash.com/61, the number six one, and you'll find it there. And I will see you next week for the last and final episode in this season of The Ease of Hustle. Thanks for joining me.



Thank you so much as always for joining me on The Ease of Hustle. If you liked this episode. Please share it with somebody who you think needs to hear it. And it would also be so amazing if you rated the show and left a review so that others, like you can enjoy it too. I'd love to connect with you on Instagram, you can find me @thelaurencash.

That's T H E L A U R E N C A S H. Shoot me a DM there. I'd love to chat until next time.

lauren

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