

Your Calendar Is Your Chart

A four-week check-in for nursepreneurs with limited hours

In nursing we say, if it wasn't charted, it wasn't done. A chart doesn't hold what you meant to do or what you planned to get to once the shift calmed down. It holds what happened.

Your calendar works the same way. It will tell you, without any drama, where your business hours actually went. That can be a little uncomfortable, so I'd like you to treat this as a chart review and not a report card. There are no grades here. You're gathering information so you can make one or two changes that matter.

I wrote this for nursepreneurs who are fitting a business around shifts, family, and everything else life asks of you. A few hours a week can bring you clients. They just have to land in the right places.

Step 1: Chart the last four weeks

About 15 minutes

Open your calendar and look back four weeks. Add up the hours you actually spent on your business, not the hours you planned. Then sort each block of time into one of these four buckets.

Conversations	Talking with real people who could become clients, refer clients, or open a door: colleagues, past clients, people you meet. Replies and follow-ups count.
Visibility	Creating and sharing your ideas where people can find them: a newsletter, a post, an article, a talk.
Invitations	Any time you clearly offered someone a next step, like a call, a session, or a workshop.
Behind the scenes	Everything else. Website tweaks, design, learning something new, planning, admin.

Fill in your chart:

	Total business hours	Conversations	Visibility	Invitations	Behind the scenes
Week 1					
Week 2					
Week 3					
Week 4					
Total					

Step 2: Read your chart

About 10 minutes

Look at your totals and answer these honestly. Nobody else is going to see them.

- Where did most of my hours go?
- How many of those hours put me in front of a real person, or in front of an audience?
- How many times in these four weeks did I clearly invite someone to a next step?
- What did I spend time on because it felt safe?

Behind-the-scenes work isn't the enemy. Your business needs a website that works and a message that's clear. The trouble starts when that one bucket quietly takes every hour and the other three go hungry. When your hours are limited, the balance matters even more.

Step 3: Choose a starting rhythm

Pick the row that matches the hours you really have

Treat these as something to test for four weeks and adjust, not as rules. Your life, your shifts, and your energy are part of the equation.

Hours per week	Conversations	Visibility	Invitations	Follow-up and tracking
2 hours	60 min	30 min	15 min	15 min
4 hours	2 hours	60 min	30 min	30 min
6 hours	3 hours	90 min	45 min	45 min

You'll notice there's no behind-the-scenes column. When a task in that bucket truly needs doing, trade it for one visibility block, not for conversation time.

If conversations make you want to head for the couch, start smaller. A message to a former colleague, a voice note, a coffee with someone you already trust. Warm and curious counts. You don't have to become a different person to do this well.

Step 4: Put it on the schedule

Block the hours the way you'd block a shift

Pick actual days and times, not "sometime this week." And plan a backup, because shifts get cancelled. If Tuesday falls apart, you pick up a shift on Thursday. You don't skip the week.

My real weekly business hours	
My blocks (days and times)	
My conversation goal for the week	
The one thing I'll share this week	
The invitation I'll make this week	
My backup block if a shift gets cancelled	

Step 5: Chart it again in four weeks

After four weeks, fill in a fresh chart and ask yourself:

- What moved someone closer to a conversation?
- What did I avoid, and what was I protecting when I avoided it?
- What needs to change for the next four weeks?

Come back to this every quarter or so. Your hours will change, and the chart will show you when.

Getting clients with limited hours is mostly about noticing where the hours go and being willing to move them. It's easier to see with someone looking at the chart alongside you.

If you'd like that company, I offer a complimentary clarity session for nursepreneurs who already have a service in place and want clients to come more consistently. If you're still shaping your offer, this check-in may be all you need right now, and that's completely fine.

[Book your Clarity Session](#)