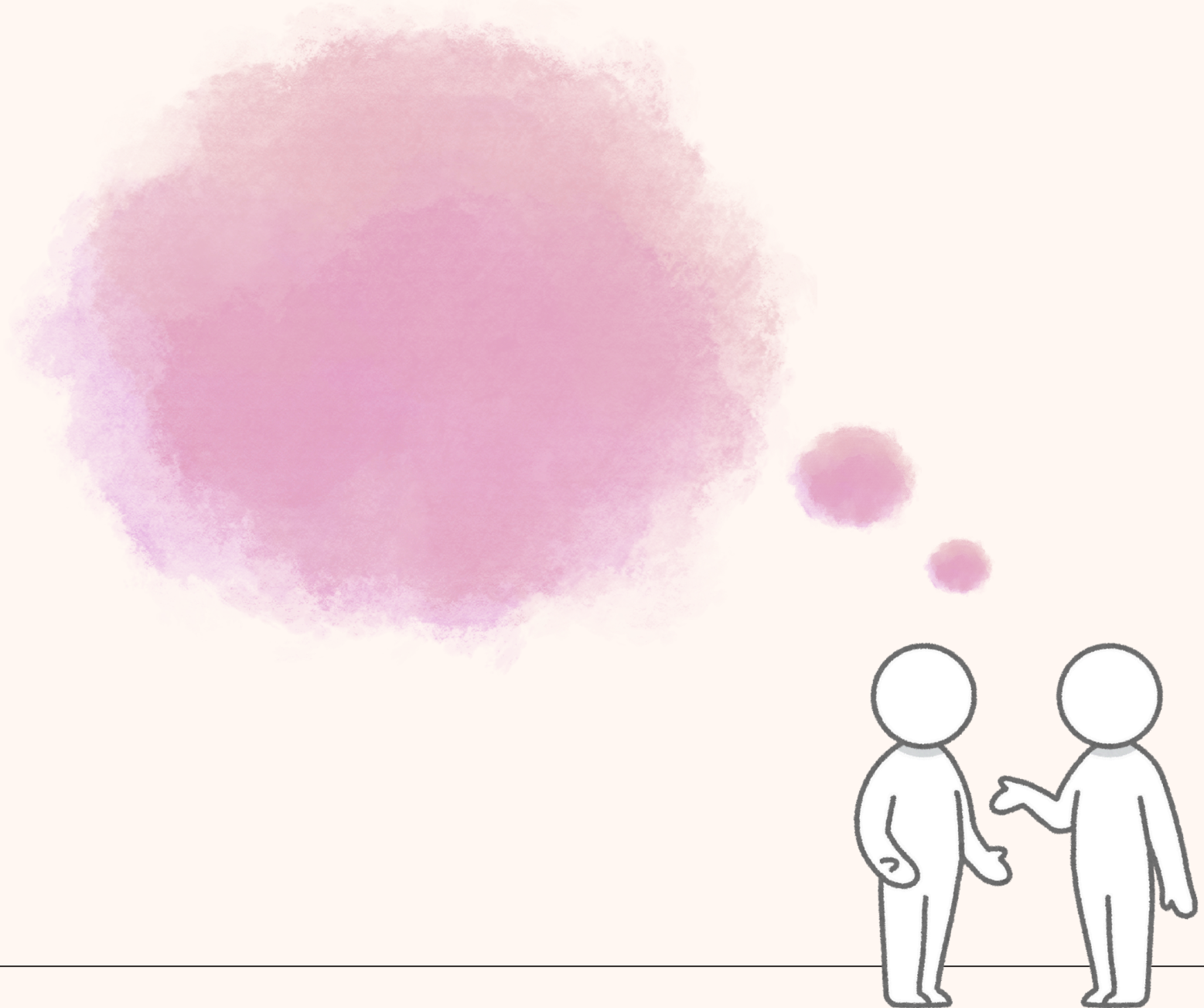


EBBS &
FLOWS



Getting it all done. Free guide for mums who mean business.





Hello & Welcome

It's so lovely to have you here 🐰

I'm Bethanie, mum to three, business owner and big dreamer.

I have been juggling the world of motherhood while trying to build some kind of career, for twelve years now. I know first hand, it isn't easy. There are so many plates we have to spin, some days we don't even know where to start. More than ever, it feels like us mums have endless 'to-do' lists and chasing those big dreams can feel impossible..

You know when you reach that time of the day where you are cooking the tea, there's possibly a small child clinging onto your leg and another asking every question under the sun? That time of day, where you have already put in all the hours but there's still so much to do. Your mind is half on the tea that's simmering away, half on that email you haven't got round to replying to yet. And then, suddenly, you remember tomorrow is world book day and your child has no costume. You either want to scream or curl up in a ball. It feels impossible to stay on top of everything. There's just so much to do. Perhaps, the business you are trying to build should be put on hold. We can't do it all right?

No! There is absolutely no reason why we can't do it all! We just need to have the right tools and support to help us along the way. It's okay to delegate and ask for help. We need to do it more. That is why I have put together this free guide for you, to help **get it all done**. Life admin, school admin and business admin. I really hope it helps clear your head a little bit and gives you some clarity on which things to prioritise, and what you can be outsourcing. Once you've worked out what needs outsourcing, feel free to send me an email and see how I can help. Alternatively, join the [accountability support group](#) over on Substack. I want to see you succeed!

Love Bethanie x

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Essentials for a busy day

Before we delve into your weekly and monthly tasks, let's think about what you are going to need to survive those super busy days and not feel burnt out by bedtime.

Your past self, is your future self's best friend.

A bit of forward planning and preparation can help ease the load when you know you are going to have a busy day ahead. Sorting the kids packed lunch the night before, making sure childcare arrangements have been finalised and everyone knows where they are meant to be. Write these plans on the family calendar so everyone knows what's happening, not just you. I know you're so tired at the end of the day but if you can do this, it will make the following morning go a little smoother - yay!

Clear your emails the night before if you can, so you are starting a fresh.

Have a lot on your mind? Keep a notebook and pen beside your bed so when you wake up in the middle of the night, thinking about everything that needs doing, you can write it all down. Clear your head of those thoughts.

But here are some other essentials I find helpful when I have a lot on:

- My **diary** with an hour to hour plan of what needs to be done and when. Being self employed there is no-one to micro manage me, so I need to be fairly strict with what tasks get completed first. I like to allocate at least one hour to each task and if it gets done quicker then that's a bonus! I leave some time in between tasks just in case they over run.
- Keep a **glass of water** next to you at all times. I can always tell by lunchtime if I haven't been drinking enough. I feel sluggish and start to get a headache, especially if I've been looking at a screen all morning.
- A **lunchtime walk**. I use my lunchbreak to get some fresh air and stretch my legs. You will know yourself, that finding time to exercise whilst working and looking after a family is hard, but it is something that I think we should prioritise. You will feel so much better for it and therefore more inclined to show up as your best self. I go for a thirty minute brisk walk to move my body but also clear my head. Stuck on an idea or wording for an email? Go for a walk. I promise it will make a difference.
- And if we are thinking about business tasks, **helpful apps** that can make our lives a little easier and will aid the smooth running of your business: Canva, scheduling tools, Quickbooks for accounts, Google Drive, Splice or CapCut etc.
- **Hire a virtual assistant** - they are there to take on the tasks you just don't have time for. I can help with social media management, invoicing, newsletters and managing emails campaigns etc. All those niggly jobs that come with running a business. Get in touch if you would like to know more about how I can help - bethaniewardell@hotmail.com



QUICK EXERCISE - Mind Cleanse

Before you start your work day, grab a piece of paper and some colourful pens or crayons.

Write down everything on the piece of paper that is on your mind. Spend 10 minutes on this task. Perhaps colour block your thoughts. For example, red thoughts are work, blue is family related, green is school etc. This will help clear everything you are worrying about from your mind, and hopefully give some clarity on where to start and what you can be prioritising. Feel free to cross out anything throughout the day that gets done. It's very satisfying.



Monthly Tasks

This will look different from person to person, but here are a few things you could be doing at the start of each month to stay on top of your business and family life:

- ✓ Accounts from previous month.
- ✓ Check calendar for what birthdays are coming up. Write birthday cards and stamp ready to post.
- ✓ Check school calendar for holidays, teacher training days and school events. Add these to your diary.
- ✓ Book appointments - hair, nails, kids clubs etc.
- ✓ If you have your food shops delivered, go through the month and book out the slots at your preferred time.
- ✓ Check oil level/read electric meter.
- ✓ Check budget for days out/food etc.
- ✓ Chase any invoices.
- ✓ Deep clean one room of the house.
- ✓ Clear paperwork from countertops (and file away).
- ✓ Top up school dinner money.
- ✓ Check insights from previous month - social media, mailing list, open rates, downloads etc.
- ✓ Look at your monthly bills - have any sneaked up without you noticing?



Weekly Tasks

As with the monthly tasks, these will look different from person to person, so feel free to cross off or add as appropriate. Hopefully, this list will give you some things to focus on and help break down those tasks which feel huge. I recommend starting with the ones you least enjoy - eat the frog as they say...

- ✓ Start by writing down your plan for the week - check diary for meetings, deadlines and other commitments. Block your time around these.
- ✓ Do your meal plan (see below) and write shopping list. If you don't do your food shop until the end of the week, keep the notepad handy to add things as the week goes on.
- ✓ Content plan and schedule social media posts. It is nice to "post in the moment" sometimes, but mostly you can plan ahead and get some posts scheduled to help your business grow. This also helps with staying consistent and showing up regularly. Even on the days you don't feel like it.
- ✓ Leave time somewhere in your busy schedule to exercise this week. This is easier in the summer months I find, when you can go for a walk once the kids are in bed. I know it is more appealing to flop on the sofa, but after a busy day, exercising will clear your mind and calm your nervous system down by reducing stress hormones and increasing mood-boosting endorphins. Likewise, a good stretch in the morning feels great too. There's loads of fab yoga workouts online.
- ✓ Remember bin day!

If you find messages on the WhatsApp group chats overwhelming, you can mute notifications while you are busy working and turn back on when you are ready to catch up.





Content Plans

If you're running a business you will know that social media and having a mailing list is an important part of getting your work out there.

But it's probably the last thing you want to be doing? I know so many people who dislike social media, but know that they need to be posting frequently to reach their audience.

Having a content plan, will make this task seem less daunting while making sure posting to your Instagram page doesn't become such a chore.

You don't need to be posting daily if you don't want to.

I think a good balance is to schedule a post every other day, the key is to be consistent.

Content plan for social media

Your plan may look a little like this:

Monday - Share what you are working on this week, anything exciting that is coming up/projects/new product - send people to your website.

Wednesday - A behind the scenes post (eg. a day in the life, story telling about how you've reached where you are) your audience will want to know the human behind the business.

Friday - Let people know about your mailing list. Encourage sign ups.

Either a Saturday or a Sunday post - A post that will help your audience with a problem. Add your call to action.

Content plan for mailing lists

Feel free to adapt this plan to your needs. For example, you may feel it appropriate to send more or less emails. The key is to set a plan and stick to it. Your audience will then learn when to expect to hear from you.

Monday evening - a "what's happening" with your business/behind the scenes or dates for people's diaries.

Thursday evening - A check in email. Perhaps something you are promoting or wanting people to look at on your website.



Meal planning – top tips

I have been meal planning even before my kids were born. I'm a mess if I go to the supermarket without a list and idea of what I'm cooking that week. With no list, all sorts of random ingredients get chucked into the trolley and then when I'm back home I have forgotten the things we actually needed.

If you are like me, then you will be meal planning too. But it gets pretty dull doesn't it?

Having to think of inspiring meals that everyone is going to eat without complaints. Tricky!

So, here are my top tips for meal planning, because it is something I think will really aid how organised you feel....



Get everyone in the family involved. Meal planning shouldn't be left for us to do, when everyone in the house eats. Right? Ask each family member to pick their favourite meal for the week ahead. Maybe look through recipes together to try something new.



Pick meals that fit in with your week. If one night of the week is particularly busy, or everyone is going to be eating at different times, it is great to use this evening as the slow cooker meal, for example.



This might seem obvious but I often get caught out with it: check your cupboards to see what's left from the week before and use up these ingredients for a meal.



Keep the freezer well stocked. Your freezer runs more efficiently if it's full. Pizzas, chips, frozen fruit, ice cream are all good things to keep "in stock" for those evenings when you just don't feel inspired to cook. Bonus - by having the freezer full will save money off your energy bill.



Use a nice notebook to keep your shopping lists and meal plans in. If I'm struggling to think of meal ideas for the week, I look back through previous lists and re-use meals. (A good notebook will last you a couple of years - now that's a lot of meal inspiration!)





What happens next?

I really hope you have found this helpful. But I feel like we have only just scratched the surface right? Whose going to keep you accountable with those weekly and monthly tasks?

Perhaps you need some further inspiration for content plans for your business or meal ideas for the family.

Maybe you still have questions about running your business alongside the family home?

Then I would love to invite you to join me over at [Ebbs & Flows on Substack.](#)

I offer a monthly membership where we keep each other accountable, you will receive a weekly check in email that includes content ideas for your business as well as marketing support and the opportunity to have website and social media feedback.

Have any further questions? Email me bethaniewardell@hotmail.com and we can chat about what you are needing support with.

