*Client required six 800-1000-word research articles geared to women struggling with motivation and life satisfaction. Each article was to be completed monthly for the duration of a half year. Client was pleased with the product and time frame with which each article was submitted for use. Contract extended.*

**Sample excerpt:**

The Trouble with Time

There’s always something: dishes, kids, laundry, work, appointments, homework, sweep, make lunches, meet the teacher, hubby time (what’s that again?), never mind the ever elusive “me time” people are always advocating for. Most women feel pressed for time on a good day, let alone when celebrations and other events start to build up at intervals throughout the year. This leads to some big questions for the motivated but overwhelmed women out there: How in the world can anything extra get done? How do I move forward when I feel like I’ve been treading water for so long? Where do I find the time? The energy? I barely sleep as it is! ...

Pause time!

It’s important to take a moment to acknowledge the fact that this is all real; the overwhelm, the hussle, and definitely the lack of sleep, but it doesn't have to be. As Einstein very aptly put it, “time is relative” and how we perceive time effects our fulfillment of it. That’s the trouble with time, you have more of it than you think but habits and impulse make it seem otherwise. What gets prioritized and why puts lenses on the perception of the passage of time and makes it seem like there’s more or less of it depending on the mental stance of the viewer.

Priorities, for instance, play a big role in how time is spent. It is very helpful to understand the musts, shoulds, and coulds of priorities so that time can be allocated accordingly. In Laura Vanderkram’s book I know how she does it, ‘busy’ individuals are encouraged to document the way their time is spent (actually, not ideally) in half hour intervals for a week so that a better understanding of how priorities function in day-to-day settings. The author indicates that there are 168 hours in a week and that approximately 56 are spent sleeping. Assuming a full-time work schedule of approximately 40 hours each week, that leaves about 72 hours of time each week to devote to priorities of varying rankings. How important a priority is should be directly associated with the time (a commodity) spent on each.

Does it take time to do this? Yes, but not much or for long! Will it allow for a better understanding of priorities and the time spent on each? Yes, and the great thing is that it’s not set in stone so once a priority is found to consume too much precious time than it can be changed! Will this short exercise free up more time in the long run? Yes! Most definitely, yes!