Paige.

The PlayBook

MEMBERSHIP

X

SOCIALLY BRI MEDIA

Guest Expert Lesson

@SOCIALLYYBRI

Creating a work-from-home routine that actually works *for you*, not *against you*.

WHY WORKING FROM HOME CAN FEEL OVERWHELMING

STOP CHASING PRODUCTIVITY—BUILD A ROUTINE YOU LOVE

TIME BLOCKING & CREATING A CLEAR WORKDAY VISION

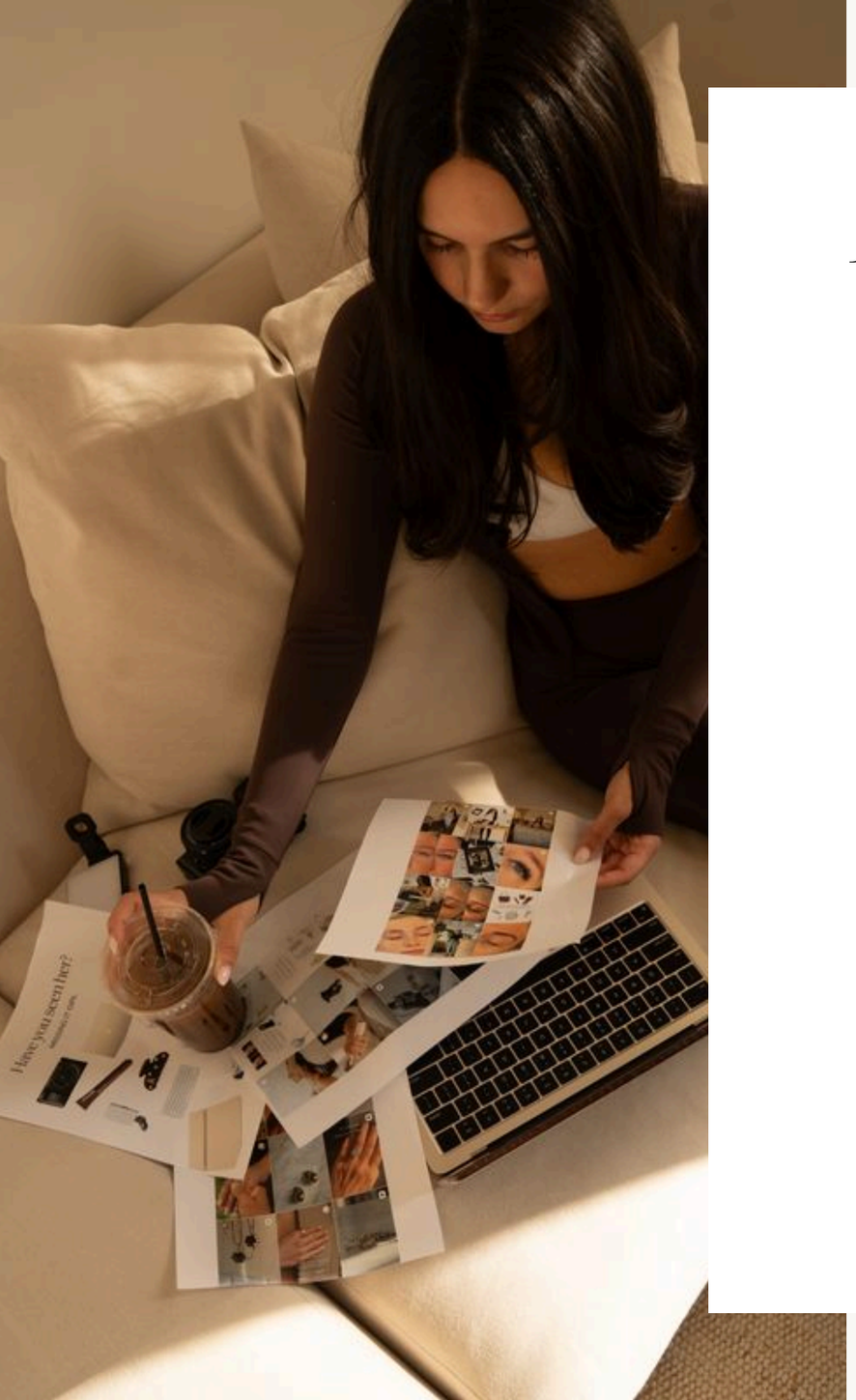
WHY BREAKS ACTUALLY MAKE YOU MORE PRODUCTIVE

ROMANTICIZE YOUR LIFE WITH HOBBIES & ROUTINES

MY DAILY SCHEDULE

MY GOOGLE CALENDAR SYSTEM

KEY TAKEAWAYS



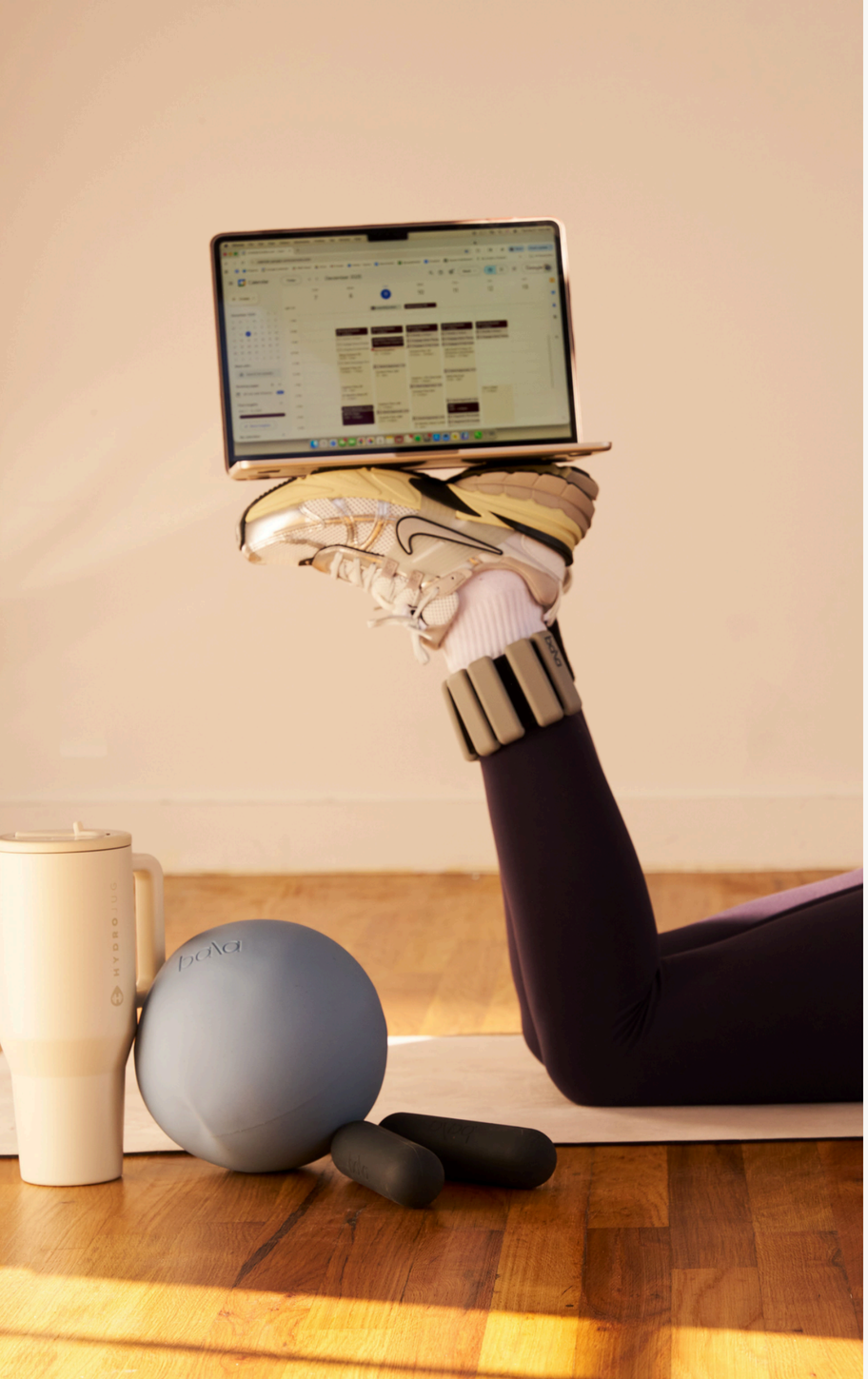
Hi, I'm Bri

MEET YOUR PRODUCTIVITY-OBSESSED SMM

- I built my social media business while balancing college, clients, workouts, relationships + an actual life outside of work
- Now I run a fully booked social media business from home, which means creating my own structure, schedule + boundaries every single day
- I am a big believer that being productive doesn't mean being busy 24/7 — some of my best work happens because I know when to step away
- I structure my days around time blocking, focused work clusters + intentional breaks so I can get more done without spending my entire day at my desk
- My routine leaves room for slow mornings, workouts, walks, reading + hobbies because I don't want work to be the only thing I look forward to

Why working from home can feel overwhelming

THE REALITY OF WORKING FROM HOME



THE REALITY OF WORKING FROM HOME

Working from home sounds like *freedom...*

Until you realize you're responsible for creating your own structure. Without a routine, it's easy to:

- Feel like you're always working
- Constantly switch between tasks
- Procrastinate on important projects
- Lose motivation halfway through the day
- Finish work feeling mentally exhausted

You don’t need to *work more hours* to be productive, you need to protect your energy so you can do your *best work*.

Stop chasing *productivity*

BUILD A ROUTINE YOU LOVE

BUILD A ROUTINE YOU ACTUALLY LOVE

The secret isn't actually *discipline* (even though it helps).

It's creating a routine you're excited to wake up for. If you hate every part of your schedule... you're going to procrastinate. Instead, ask yourself:

+ What makes my mornings enjoyable?
+ When do I naturally have the most energy?
+ What activities make me feel refreshed?

Create a routine around you instead of trying to force yourself into someone else's.

TIME BLOCKING CHANGED EVERYTHING

Give every *hour* a job.

Instead of waking up wondering: "What should I work on today?" I already know.

Time blocking removes decision fatigue because every task has a home. Benefits:

+ Less procrastination
+ Clear priorities
+ Easier transitions
+ More focused work sessions
+ Better work-life boundaries

When I know exactly what I'm working on, I spend less time thinking about work—and more time actually doing it.

Stop Trying to Power Through

BREAKS ARE PRODUCTIVE

STOP TRYING TO POWER THROUGH

Breaks are productive.

Breaks are productive. One of the biggest mindset shifts I've had: Taking breaks doesn't slow you down. It helps you speed up. When we sit at our desk for six hours straight... we're usually:

- staring at the screen
- checking our phone
- rereading the same email
- losing creativity
- avoiding the next task

We're technically "working"... but we're not producing our best work. Sometimes your brain simply needs a reset.

Work in clusters.

YOUR CALENDAR JUST GOT SIMPLIFIED.

I WORK IN CLUSTERS

Instead of one long workday...

I split my day into focused work blocks. Between those blocks I intentionally recharge. That might look like:

- Going for a walk
- Eating lunch away from my desk
- Showering
- Reading a few chapters
- Simply getting outside

When I come back... I'm refreshed instead of burnt out. Think of your brain like a phone battery. You can't expect it to run at 100% all day without plugging it back in.

My Daily Routine

GET INSPO BY MY TIME BLOCKING.

MY DAILY ROUTINE

7am

Wake up & slowly start my morning

7:15am

Breakfast + supplements + read my book

8am

Workout

8:45am

Get ready for the day

9am

Work Block #1

This is when I tackle my biggest projects because it's when my energy is highest.

12pm

Walk outside or at the gym

Getting out of the house gives my brain a complete reset.

1:30pm

Lunch + shower

2:30pm

Work Block #2

Finish remaining tasks, meetings, approvals and wrap everything up.

5pm

Clock out. Dinner. Reading. Hobbies. No work.

(I prep overnight oats the night before so breakfast requires zero thinking.)

My Google Calendar System

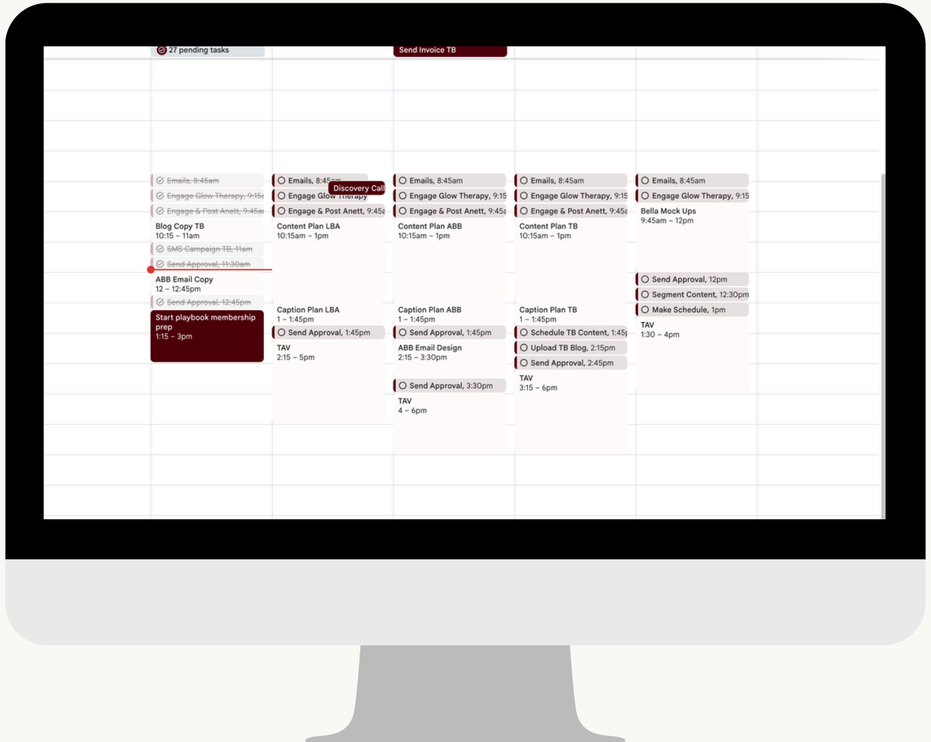
I TREAT MY CALENDAR LIKE MY PERSONAL ASSISTANT.

I treat my calendar like my personal assistant.

I organize my day using:

Large Time Blocks. For deep work:

- Content creation
- Strategy
- Editing
- Client work



Small Task Blocks. Quick things like:

- Sending approvals
- Meetings
- Emails
- Admin work
- Follow-ups

Give Yourself Something to Look Forward To

YOUR HOBBIES MATTER MORE THAN YOU THINK

YOUR HOBBIES MATTER MORE THAN YOU THINK.

When all you do is work... work becomes your entire identity.

Having hobbies creates excitement throughout the day.

For me that looks like:

+ Reading
+ Playing Scrabble with my husband
+ Coloring

These activities help me disconnect from screens and actually recharge. Ironically... having something to look forward to after work helps me stay more focused while I'm working.

Key Takeaways:

PRODUCTIVITY SHOULD CREATE FREEDOM NOT BURNOUT. REMEMBER:

+ Your routine should support your lifestyle.

+ Breaks make you more productive.

+ Time blocking removes decision fatigue.

+ Your highest-energy hours deserve your biggest tasks.

+ Hobbies aren't distractions—they're fuel.

+ The best schedule is one you'll actually enjoy sticking to.

Paige.

A Paige Turned by Socially Bri

ANOTHER PLAY UNLOCKED

Guest Expert Lesson

@SOCIALLYYBRI