



Your 30-Day Maintenance Plan

This isn't homework; it's maintenance.

Use it when you feel the frazzle creeping back in—or before it does.

How This Works (2 minutes)

Don't overthink. Scribble. Circle. Cross out. One pass now. Another in 30 days. Tiny wins > grand plans.

Your promise to yourself (finish the sentence):

Over the next 30 days, I will protect my energy by _____.

Baseline Frazzle Score (today)

Rate each 0–3 (0 = never 1 = sometimes 2 = often 3 = always)

I answer messages immediately, even at night 0 1 2 3

I work past my cutoff “just to finish something.” 0 1 2 3

I skip meals / grab junk when stressed 0 1 2 3

I say yes before I've seen a brief or scope 0 1 2 3

I dread “quick chats” that turn into unpaid consults 0 1 2 3

I end most days with tension in my neck or shoulders 0 1 2 3

I feel guilty when I'm not working 0 1 2 3

Total (out of 21): _____ *Anchor thought: Awareness is the lever.*

Why now?

(two honest sentences)

Page 2 – Frazzle Audit 2.0 (Map Your Day)

Today's timeline (mark stress ✕ and focus ★): 6–8 _____ 8–10 _____ 10–12 _____ 12–2 _____

2–4 _____ 4–6 _____ 6–8 _____ 8–10 _____

Where did the ✕ cluster? Why?

Triggers I can control (meetings, notifications, clutter):

One lever for the next 7 days (pick one): ☐ Check messages at set times only (e.g., 11:30 & 4:30) ☐ Block a daily 90-minute deep-work window ☐ Eat a real lunch away from the screen ☐ 20-minute walk at the slump (time _____) ☐ End-of-day shutdown ritual (see p. 6)

If tomorrow repeated exactly, the weather would be: ☀ Clear ☁ Mild pressure 🌧 Stormy 🌩 Chaos **One tweak that changes the forecast:** _____

Page 3 – The Chaos Invoice (Cost It—Don't Just Feel It)

Money you didn't bill (last week)

Rework / avoidable changes _____ hrs × \$_____ = \$_____ Chasing payments / admin _____ hrs × \$_____ = \$_____ Unpaid "quick chats" _____ hrs × \$_____ = \$_____ **Subtotal: \$_____**

Time you lost (last week)

Interruptions / context-switching _____ min × 5 = _____ min Doomscroll recovery _____ min × 5 = _____ min

Total lost time: _____ minutes = _____ hours

Energy you burned

Three signs my body shows I'm over capacity:

_____ 2) _____ 3) _____ Circle the most frequent. What prevents it once a day? _____

If nothing changes for 12 months ... **Money leakage:** (weekly subtotal × 50) \$_____ **Time leakage:** (weekly hours × 50) _____ hours *Anchor thought: Rebuilding is cheaper than staying broken.*

One policy that erases the biggest line item:

Page 4 – Boundaries That Stick (Design → Script)

Non-negotiables (*write like policies, not wishes*)

Hours I respond: _____ Channels I use (and don't): _____ Turnaround I offer by default: _____

If / Then Boundaries

If a request arrives after _____, then I respond at _____. If a meeting has no agenda by _____, then I decline or reschedule. If a "quick chat" needs detail, then I offer a paid consult.

Magic Phrases (practice out loud)

Brain pick → “Happy to help. This is a consultation. My rate is \$____ per hour—shall we set it up?” Soft variant → “Do you have a budget for development or consultation?” Scope creep → “That’s beyond the agreed scope. I can add it as Phase 2 for \$.” **Rush** → “**I can meet that deadline with a rush fee of \$.** Would you like to proceed?” Not a fit → “Not my lane, but here are two great people who might be perfect.” Late payment → “Can I check on payment? I’m pausing new work until that’s cleared.”

Friday Office Hours (Pro Bono on Purpose)

One 20-minute slot per month → _____ (day/time) How to book:

Page 5 – Pricing Confidence + Walk-Away Fund

Rate Confidence Calculator

Income goal (annual, before tax): \$_____ Business overhead (annual): \$_____ Billable weeks (out of 50): _____ Billable hours per week (honest): _____

Base hourly rate = $(1 + 2) \div (3 \times 4) = \$$ _____

Adjusters (multipliers)

High value / rare expertise $\times (1.2\text{--}2.0)$: _____ High complexity / ambiguity $\times (1.2\text{--}1.6)$: _____ High demand / scarcity $\times (1.1\text{--}1.5)$: _____

Target hourly: \$_____ Day rate $\approx 6\text{--}7 \times$ hourly: \$_____

Options Proposal (template)

Lite (good) \$_____ — essentials + one revision. **Core (better)** \$_____ — deliverables + strategy + two revisions. **Prime (best)** \$_____ — everything above + training / hand-off.

Clients like choices. You like no haggling.

Walk-Away Fund = Power > Panic

Personal monthly nut \$_____ $\times$ _____ months = \$_____ (target) Start with \$_____ auto-transfer each _____ (day) Date I’ll hit one month of runway: _____

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