

# FINDING BALANCE FORMULA

THE ULTIMATE GUIDE TO ACTUALLY GETTING SH\*T DONE



*Burnout to Balance*





# HEY, I'M AMANDA

I help burned out moms find balance.

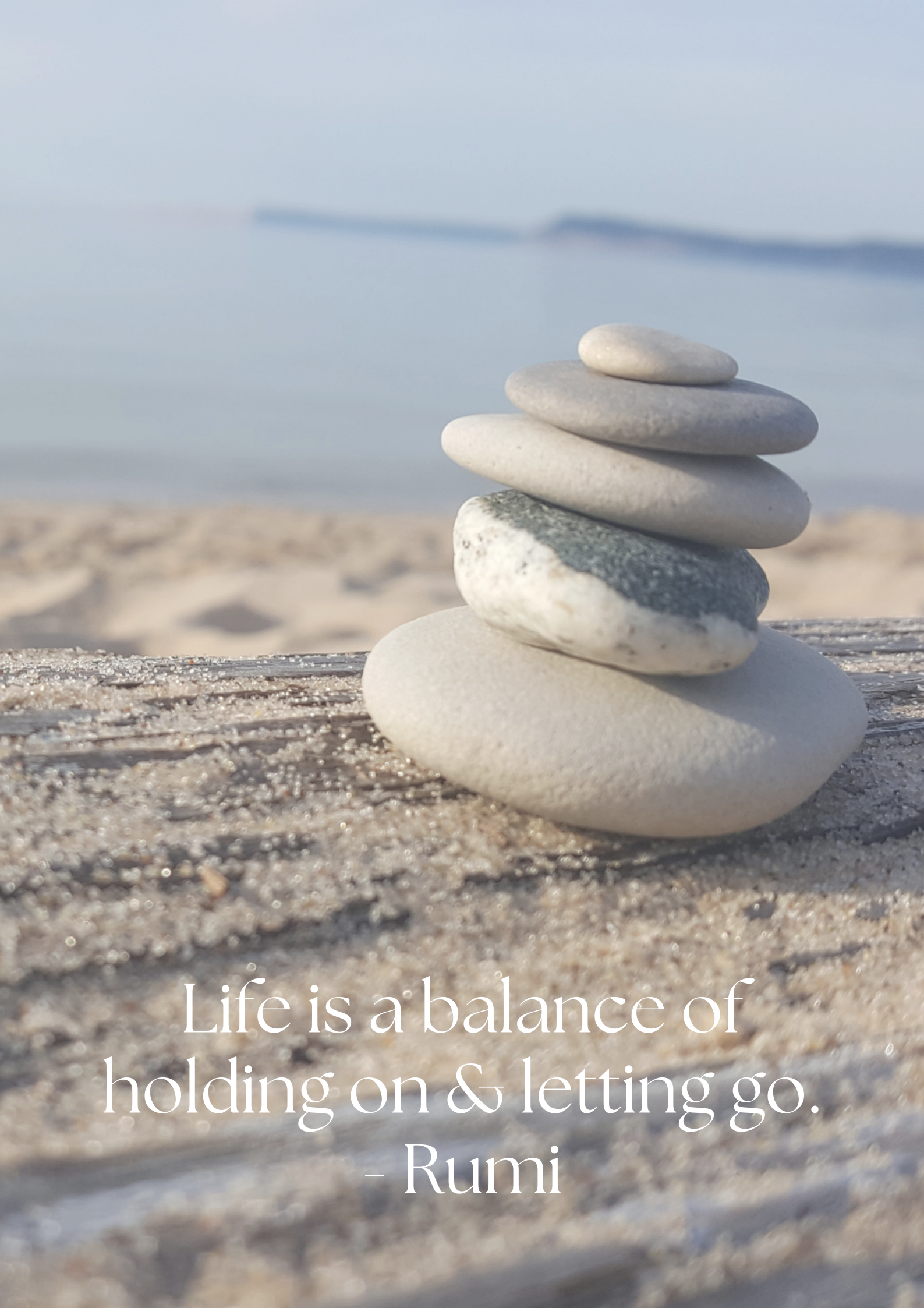
The Balance Formula is a tool I use weekly  
to tackle my To Do list.



*Amanda*

LET'S DO IT!





Life is a balance of  
holding on & letting go.  
- Rumi

# BALANCE FORMULA

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Like Coca-cola and cornflakes, the Balance Formula was created by accident.

It was 2015. My kids were two and five. I had just quit my overworking, underpaying agency job to start my own counseling practice.

Finally, no more rushing from daycare to work back to daycare and then home to cram in *all the things*. Our short evenings had been a blur of dinners, baths, and bedtime.

I could finally have a better work-life balance. The Mom Guilt was starting to fade.

Of course, it wasn't that simple! I knew nothing about owning a business and my two-year-old was distractingly cute. I ended each day overwhelmed with how much was still on my personal and business To Do Lists.

In the chaos of potty-training and building my practice, I needed a way to get things done without losing my shit.

So, I created a system for fitting in all the Must Dos, Have Tos, as well as the Want Tos.

That system is the Balance Formula. I've laid it out step-by-step to make it work for you.





# 01

## GRAB YOUR CALENDAR

I use the Formula every Sunday during my **weekly planning sessions** (WPS).

It's my sacred time with a cup of coffee before the kids wake up.

I plan meals, update my grocery list, and mentally prepare for the upcoming week.

By only looking at the next 5-6 days, I don't get as overwhelmed.

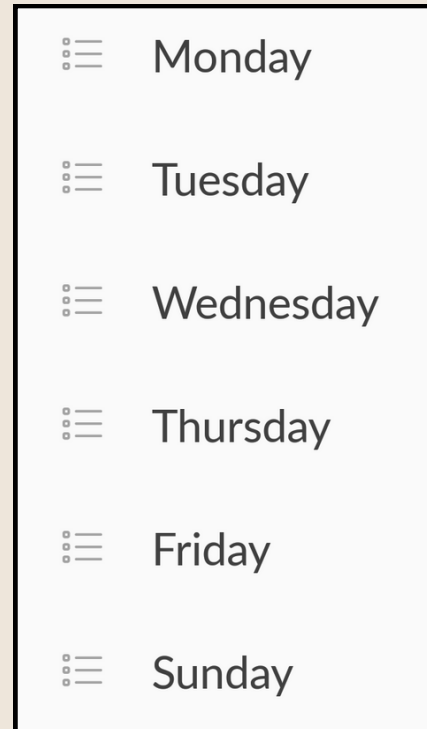
Whatever tools you use for a calendar, To Do list, planning meals, etc., have them in front of you now.

The tools I use in my own organization system are broken down on the next page.

# MY BALANCE SYSTEM

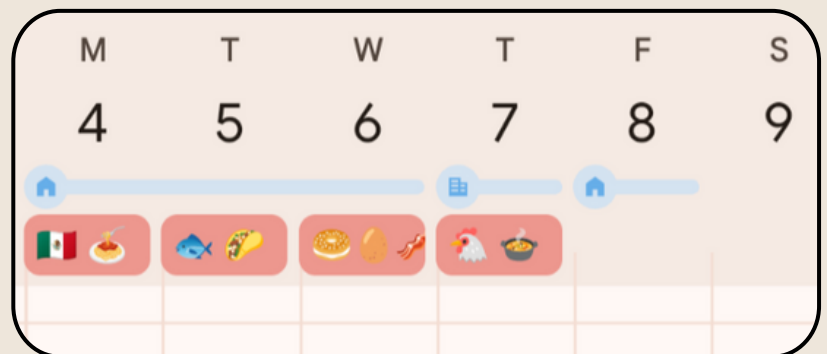
- ✦ To keep track of all my To Dos, I use the Microsoft To Do app. I created a list for each day of the week.

I “schedule” them on the days of the week that I plan to do them.



- ✦ I use Google calendar to keep track of EVERYTHING.

I also put our meals on there as an “all day” event. I like to use emojis when I can.  
#tacotuesday





# 02

## CALCULATE TIME

Before tackling your To Do list, you need to know **how much time** you have to work with.

**Start by setting your wake and sleep times.**

Wake Time = Latest you can sleep in and not rush around losing your shit

Sleep Time = Earliest you *should* go to bed so you don't need that mid-afternoon caffeine boost

I will spare you a lecture on sleep, but we all know it's something moms tend to sacrifice first.

Just remember, it's hard to focus when you're tired and cranky.

# 03

## MUST DOS

Now, that we've calculated your time each day, we first subtract the **Must Dos**.

These are things **only you** can do, like your job and the dentist. Unlike Have Tos, which we'll discuss next, Must Dos cannot be outsourced.

First, block out the Must Dos **with set times**, like the dentist.

Next, look for openings and block out Must Dos **without set times**, like going to the gym.

Double-check your To Do list for anything else that you must do this week and block it out.

I "schedule" these in my To Do app on that day's list and set a reminder.





# 04

## HAVE TOS

Next, we subtract the Have Tos. These are things **anyone** can do, like laundry and grocery shopping.

An important part of reducing overwhelm and finding balance is to **outsource** or **delegate** as many Have Tos as possible.

No guilt in using a laundry service or hiring a babysitter to entertain the kids so you can get shit done.

During my WPS, I add Have Tos to my daily To Do lists just like the Must Dos.

TIP: For recurring Have Tos, like laundry or paying bills, set a day to *always* do them. For example, my WPS is every Sunday morning and I pay bills on Friday mornings after I drop the kids off.



# 05

## WANT TOS

Even though they are listed last, the Want Tos are the **most important** part of the Balance Formula.

To balance out all the Must Dos and Have Tos that weigh us down throughout the week, we *have* to **make time** for fun, creativity, and our BFFs.

Just like the other To Dos, any Want Tos with set times, like a concert or girls' night out, should be on your calendar.

Similar to sleep, Want Tos are often the first to go when life is busy or if we feel guilty. So, I'm also granting you permission to **prioritize yourself**.

# I GOT YOU

If you're feeling even more overwhelmed right now, I get it.

There's a lot on your plate and it's hard to know where to start.

Pick a time for your Weekly Planning Session (WPS) and put it on your calendar *now*.

Set yourself up for success by equipping your Organization System with the proper tools.



- ✦ Buy a planner or personalize the calendar on your phone.
- ✦ Download a To Do list app or buy a notebook just for keeping track of Must Dos and Have Tos.



# YOU GOT THIS

The Balance Formula is the first step to controlling the chaos.

It's the foundation of my personal organization system and a time management tool I can't live without.

Ok, I could live without it.

But, I remember life before the Formula and I really don't want to go back there. #losemyshit



# YOUR NOTES:

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## BRAIN DUMP

I don't know about you, but when I learn something new like the Balance Formula, my head fills with ideas. I feel a distracting rush of motivation to get started *now*.

I've learned that if I slow down and take notes, I can clear my head. I'm less likely to abandon the learning process and miss important steps.

*enjoy the process*

# THERE'S MORE

Head over to the Burnout to Balance website  
for more balanced goodness.

Follow me on social media.

[WWW.BURNOUTTOBALANCECOACHING.COM](http://WWW.BURNOUTTOBALANCECOACHING.COM)



AMANDA CAMPBELL  
*LICENSED THERAPIST + COACH*

