

Welcome to Your Brain-Friendly Business Planner

Forget standard time management. Built for ADHD founders, freelancers, and creators.

The #1 Rule: There is No "Falling Behind"

- Ditched this planner for 3 weeks? Totally fine. Your business didn't break.
- Skipped a daily page? Who cares.
- Didn't finish your list? Pivot and adjust. You're running a business, not a perfection contest.

Pro-Tip: This planner is undated on purpose. Pick up right where you left off, write today's date, and keep building. No guilt attached.

Quick Start Guide



Park the Shiny Objects: Got a "million-dollar idea" mid-task? Park it in the Idea Parking Lot so it doesn't hijack your day.



One Main Win: Pick ONE non-negotiable task that actually moves the revenue needle today.



Micro-Steps Only: If an admin task feels overwhelming, break it down into a 15-minute micro-action.

✨ **You don't need more willpower. You need a system that works with your ADHD brain, not against it.**

Idea Parking Lot

Park your shiny new business ideas here so they don't hijack your focus today.

How to Park an Idea:

1. Write down the idea the second it pops into your head.
2. Rate its priority/excitement.
3. Freeze it until your scheduled Strategy/Review day!

Date: _____ Status: ☐ Build ☐ Pause ☐ Trash

The Shiny Idea: _____

Why it's Awesome: _____

Next Step if Pursued: _____

Date: _____ Status: ☐ Build ☐ Pause ☐ Trash

The Shiny Idea: _____

Why it's Awesome: _____

Next Step if Pursued: _____

Date: _____ Status: ☐ Build ☐ Pause ☐ Trash

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The Shiny Idea: _____

Why it's Awesome: _____

Next Step if Pursued: _____

Date: _____ Status: ☐ Build ☐ Pause ☐ Trash

The Shiny Idea: _____

Why it's Awesome: _____

Next Step if Pursued: _____



Not all great ideas need to be built today. Storing them is a superpower, not a waste.

Project Deconstructor

Break overwhelming projects into 15-minute micro-actions.

Project Overview

Project Name: _____

Why This Matters: _____

Definition of DONE: _____

Phase 1: Setup & Planning

☐  15 min: _____

☐  15 min: _____

☐  15 min: _____

Execution & Core Work

☐  15 min: _____

☐  15 min: _____

☐  15 min: _____

Launch & Review

☐  15 min: _____

☐  15 min: _____

☐  15 min: _____

Brain Blockers

What might distract/stop me? _____

My anti-procrastination fix: _____

 **If a step feels scary, it's still too big. Break it down again.**

Weekly Focus Spread

Week of: _____ (Undated — start any week!)

Days Of The Week

Monday: _____

Tuesday: _____

Wednesday: _____

Thursday: _____

Friday: _____

Saturday: _____

Sunday: _____

Top 3 Weekly Wins

☐ **Win 1:** _____

☐ **Win 2:** _____

☐ **Win 3:** _____

Admin Sprint

☐ _____

☐ _____

☐ _____

 **Focus on direction, not speed. 3 big wins beat 20 busy-work tasks.**

Daily Action Page

Date: _____ | Day: M T W Th F Sa Su

The #1 Non-Negotiable Win

- ☐ **TOP WIN:** _____
First 15-min step: _____

Secondary Priorities

- ☐ _____
☐ _____
☐ _____

Focus Sprints Tracker

(Color in a circle for each 25-min Pomodoro/Sprint completed)



Quick Notes & Idea Dump

Energy Check

Morning Energy:  Low  Medium  High

Evening Win (What went well?): _____



One completed task beats ten started ones.

Admin & Finance Dashboard

Get the boring business tasks out of your head and onto paper.

Recurring Admin Sprint

(Check these off weekly/monthly to keep your business running smoothly)

- ☐ **Invoicing:** Send invoices for completed work / follow up on unpaid
- ☐ **Taxes & Receipts:** Save receipts, log income/expenses
- ☐ **Inbox Zero:** Archive old emails, clear action items
- ☐ **Subscribed Tools:** Review software/tool subscriptions (Cancel unused!)
- ☐ **Backups:** Save crucial files / database backup

Pending Invoices / Payments

(Track money coming in & going out)

Client / Vendor	Amount	Type	Due Date	Status
_____	\$ _____	☐ In ☐ Out	_____	☐ Paid
_____	\$ _____	☐ In ☐ Out	_____	☐ Paid
_____	\$ _____	☐ In ☐ Out	_____	☐ Paid
_____	\$ _____	☐ In ☐ Out	_____	☐ Paid
_____	\$ _____	☐ In ☐ Out	_____	☐ Paid
_____	\$ _____	☐ In ☐ Out	_____	☐ Paid

Subscription Audit

(Stop bleeding money on software you don't use)

_____	\$ _____ / mo	☐ Keep ☐ Cancel
_____	\$ _____ / mo	☐ Keep ☐ Cancel
_____	\$ _____ / mo	☐ Keep ☐ Cancel
_____	\$ _____ / mo	☐ Keep ☐ Cancel



Admin tasks aren't hard, they're just boring. Do them in 15-minute bursts.

Wins Log & Emergency Protocol

Track your progress and break out of ADHD paralysis.

The Win Log

(ADHD brains forget wins instantly. Write down 5 recent wins — big or small!)



ADHD Paralysis Emergency Protocol

(When you feel completely stuck, overwhelmed, or unable to start — do this in order:)

Step 1: Stop & Reset (1 min) — Close all tabs. Drink a glass of water. Stand up and stretch.

Step 2: Micro-Action (5 min) — What is the smallest, stupidest 2-minute step you can take? Do ONLY that.

Step 3: Lower the Bar — Done is better than perfect. Give yourself permission to make a "bad" first draft.

My Go-To Dopamine Boosts

(What gives you quick energy when you're drained?)

 Music / Podcast: _____

 Physical reset: _____

 Reward / Treat: _____

 **You are not lazy. Your brain just needs the right stimulus.**