



THE SOLOPRENEUR TO CEO: *The Upgrade Workbook*

BROUGHT TO YOU BY: THE DESK AND EASEL & MAY MEDIA



A resource for auditing your workspace, calculating your true costs, and planning your next level of growth!



“HIDDEN COST” CALCULATOR

We often think working from home is “free”. But when you factor in distractions, tech limits, and image, the costs add up. Use this worksheet to compare your current setup against a professional office.

The Expense	Home Office / Coffee Shop	Commercial Lease (Brick & Mortar)	The Desk and Easel
Rent/Mortgage %	\$_____ (A portion of your home)	\$2,000+ (Avg. small office)	Included
High-Speed Fiber	\$_____ (Personal Plan)	\$150+ (Business Plan)	Included (Blue Peak Fiber)
Utilities (Electric/Water)	\$_____ (Variable)	\$250+	Included
Cleaning/Janitorial	Your Time (2-3 hrs/mo)	\$150+	Included
Mail Management	P.O. Box Fee	N/A	Included (White Glove Service)
Furniture & Maintenance	Your Cost	\$500+ (Upfront)	Included
Coffee & Snacks	Grocery Bill	Grocery Bill	Included
Networking Events	Ticket Prices (\$20-\$50)	Ticket Prices	Free In-house Education
TOTAL MONTHLY COST	\$_____	\$2,500+	\$200+ (24/7) Part-time access available

The "Heavy Lifting" Factor: At The Desk and Easel, you get the prestige of the address without the cost of maintaining the brick and mortar. We do the heavy lifting so you can focus on billing clients.



“CEO DAY” BLOCK SCHEDULE

You can't run a 6-figure business in 15-minute increments between laundry loads. Here is how to structure a high-performance day at your new office.

The “CEO Day” Block Schedule

9:00 AM – 10:00 AM: The Power Hour

- Arrive, grab coffee, settle into your private office.
- **Focus:** Deep Work (No emails, no calls). Use the quiet focus of the space.

10:00 AM – 10:15 AM: The Mail Check

- Pick up packages/letters from our White Glove management system.
- **Task:** Sort and file immediately.

10:15 AM – 12:00 PM: Client Meetings

- Move to the Conference Room.
- **Focus:** Client calls or in-person strategy sessions. (Use the high-speed fiber for lag-free Zoom calls).

12:00 PM – 1:00 PM: Community Lunch

- Step out to Downtown Denison or join a "Lunch and Learn" in the common area.
- **Goal:** Make one new connection.

1:00 PM – 3:00 PM: Execution Mode

- Head back to your desk.
- **Focus:** Processing orders, deep work, or projects.

3:00 PM – 3:15 PM: The Afternoon Breather

- Step away from your screens. Grab fresh coffee or walk around the block in Downtown Denison.
- **Goal:** You need a mental reset before your final administrative sprint.

3:15 PM – 5:00 PM: The Executive Wrap-up

- Return the non-urgent emails and phone calls you batched during your "Deep Work" blocks.
- Audit your daily task list. Celebrate what you completed and move any unfinished items to a new list.
- Identify tomorrow's #1 priority so you know exactly what to do the moment you walk in.
- Tidy your desk and file away any paperwork. Shut down and head home without bringing work.



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Use this blank version to plan.

READY TO STEP *into your CEO Era?*

You've used this workbook to audit your workspace, calculate your true costs, and plan your next level of growth. Remember, you can't run a 6-figure business in 15-minute increments between laundry loads. Achieving that next level requires both the right environment and the right strategy.

Elevate Your Workspace with The Desk & Easel

When you factor in distractions, tech limits, and image, the hidden costs of working from home quickly add up. It is time to secure a professional space where we do the heavy lifting so you can focus on billing clients.

- Contact Wendy to explore memberships, private offices, and all Desk & Easel services.
- Website: www.deskandeasel.com

Elevate Your Strategy with May Media

Mastering your block schedule is just the beginning. Whether you want to dive deeper into time-blocking through group coaching or need a full-service, woman-owned marketing agency to help scale your brand, May Media provides the education and tools you need to grow.

- Contact Amy for all coaching, time management strategies, and comprehensive marketing services.
- Website: www.maymedia.com