



You are wasting hours in the day. (Time is your best asset)

We communicate with artists every single day. One common topic of conversation is the time they spend actually working on their project, whether it be networking, developing their brand or creating their music. Obviously, the objective of this article is not to be a motivational speaker and tell you to never sleep / work until you burn out, rather, how to utilise your time to ensure that you are putting yourself in the best position to achieve your goals.

This topic generally comes under a lot of fire, thanks largely to the 'hustlers' and the 'motivation gurus' because the messages they discuss / share can come across as condescending and have very little context attached to it. The work until you drop methodology has been adopted by many and can often lead to issues like burn out or people fall out of love with their processes & passions. On the complete other end of the spectrum, in the age of social media and ultimate convenience, the amount of distractions that are available to take up valuable time are everywhere. Establishing a healthy balance between your life and your work to maximise your happiness should be of key importance.

Ultimately, your passion project is as successful as the time that you put into it. If you are putting minimal time in and your expectation is to grow rapidly, then you are creating a situation where only frustration and anxiety can fester. Obviously, not everyone has the same time or routine and it is no one size fits all affair but let's break down a normal 24 hour 'working' day and aim to add context to this discussion.

1 full day day = 24 hours

-10 x hours (*Outside of your project*) are generally spent working at your day job / studying at school or university, or actions that come along with those activities. On average, a regular person working a full time job will work 8 x hours a day, 5 x days per week.

-6-8 x hours (*Outside of your project*) depending on your circumstances are spent sleeping / resting. Sleep and recovery are vital to ensuring you have the energy to sustain your lifestyle. There are three phases of non-REM sleep. Each stage can last from 5 to 15 minutes. You go through all three phases before reaching REM (Rapid eye movement) deep sleep.

Stage 1: Your eyes are closed, but it's easy to wake you up. This phase may last for 5 to 10 minutes.

Stage 2: You are in light sleep. Your heart rate slows and your body temperature drops. Your body is getting ready for deep sleep.

Stages 3: This is the deep sleep stage. It's harder to rouse you during this stage, and if someone woke you up, you would feel disoriented for a few minutes.

The majority of your recovery / dreaming happens during your REM sleep, which we all must have to maintain healthy lifestyles. For more on stages of sleep visit here:

<https://wb.md/2OsYtSg>

-2 x hours (*Outside of your project*) allowing to be generous for extra activities such as exercise, family, religious commitments etc.

-4 x hours (*Allocation time*) leaving this amount of time everyday for you to work on your goals. If this is the general set up for a 5 day working week, it allows 20 hours across the entire week for you to be working on developing your artist brand, business and skills not including the weekend.

Your Habits- The 4 x hour allocation time is the topic of many of our conversations with artists. Holding yourself completely accountable allows you to see whether you are wasting this time. In our often frank discussions with artists who plead that they have not got enough time in the day, we discover that they use this time for other hobbies such as Playstation, Netflix etc. as well as a good scroll through social media. Although the above is totally normal and not (always) a destructive use of their time, the simple fact that their project has not been taken into account at all is a concern.

This framework allows you quite broadly to spend an ample amount of time to develop AND have time for hobbies to sustain your work / life balance. Accountability falls directly on the shoulders of the individual. It is fine to spend that time on all activities.

Whether your passion project is something you want to turn into a full time career or it's something you just want to see grow, you must allow it the time to nurture. At the end of the day, your happiness is the main return on investment and if you are happy to spend the time on developing your brand then you will.