

# Stage 1: The SPARK

## **THE 3-2-1 FRAMEWORK**

Build a Business in the Hours You Actually Have

Most side hustlers don't fail from a lack of effort; they fail from a lack of structure. The 3-2-1 Framework is a lightweight plan for consistent, meaningful progress. It's built for people with full-time jobs, family responsibilities, and a dream to build something real on the side. You don't need 40 hours a week. You need focus, rhythm, and a system that respects your time.



# The Breakdown

## 3 Hours/Week = STRATEGY

Choose 3 blocks of focused time

(e.g., Monday, Wednesday, Saturday – 6:30 to 7:30am)

### Use these blocks for:

Learning and training

Planning your content or offers

Reviewing progress and adjusting course

## 2 Tasks/Day = EXECUTION

Consistent action is the heartbeat of your business.

### Keep it simple and sustainable:

Write 1 email

Record a short video

Update 1 funnel step

Post 1 piece of value content

You can do this during lunch breaks, evenings, or in 25-minute power blocks.

## 1 Hour/Week = REVIEW

Take one hour each week to reflect:

What did you accomplish?

What slowed you down?

What will you improve next week?

Use this time to reset your weekly goals and celebrate your progress.



# Sample Weekly Schedule

**Monday:** 6:30–7:30am (Strategy block)

**Tuesday:** Post to LinkedIn + schedule lead magnet email

**Wednesday:** 6:30–7:30am (Record video or build funnel page)

**Thursday:** Follow-up on DMs + tweak landing page

**Friday:** Draft nurture email + post a quote graphic

**Saturday:** 6:30–7:30am (Weekly Review & next week's setup)

## 3 Tips to Succeed with 3-2-1

**Protect your time blocks** – Treat them like client meetings.

**Celebrate small wins** – Progress matters more than perfection.

**Share your progress** – Stay motivated by engaging with the community.

## What's Next?

Download your Weekly Planner Template and fill it in

Join the 3-2-1 Builder Thread in the community

Book a coaching call if you'd like help personalizing your schedule

You're not behind. You're not too late.  
Start where you are and keep showing up.

