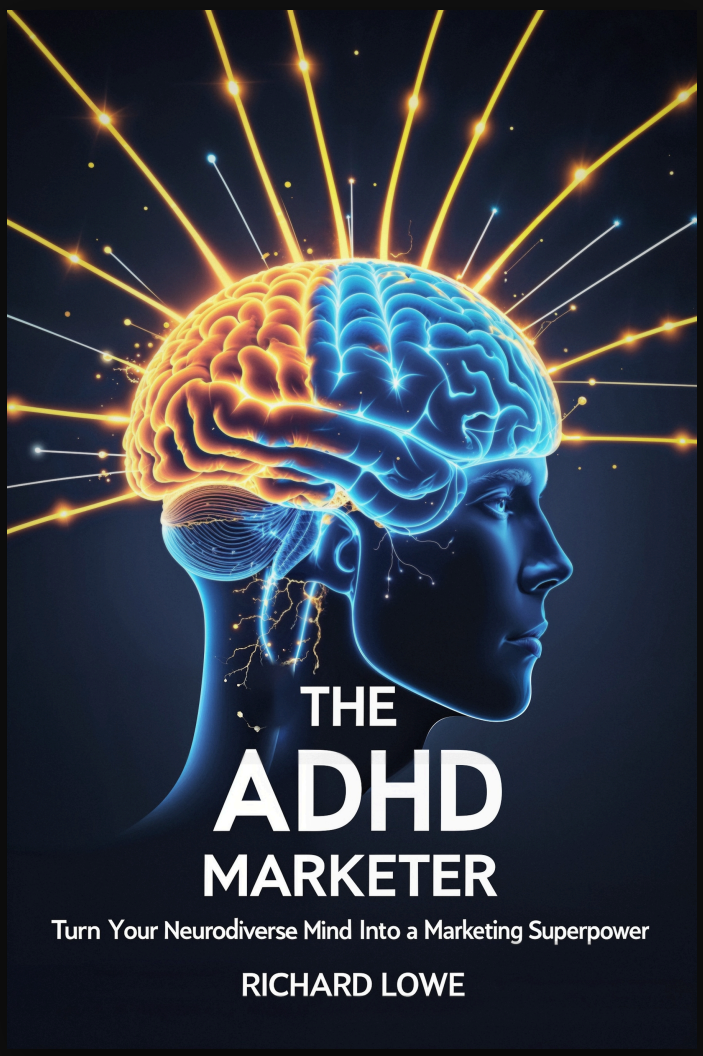
A FREE COMPANION TO THE ADHD MARKETER

Your Brain, Your System

A fill-in workbook for building a marketing system that runs on the brain you have.



RICHARD LOWE

How to Use This Workbook

Every system here is a starting point. The one that works is the one you build around your own brain.

The ADHD Marketer was written for freelancers, business owners, authors and employed marketers whose brains never matched the standard advice: keep consistent daily habits, network regularly, follow the content calendar. This workbook takes the book's most practical tools and gives you somewhere to write your own answers.

It has five parts:

1. **The two-week tracker**, to find your real focus and energy windows.
2. **The week planner**, built on time containers instead of time blocks.
3. **The one-page campaign**, with one metric and kill criteria set before launch.
4. **The networking sheet**, for people who would rather not work a room.
5. **Your minimum viable system**, plus the monthly review that keeps it honest.

> *The problem wasn't my brain. The problem was trying to use someone else's operating system.*

Part 1: The Two-Week Tracker

You can't schedule hyperfocus for Tuesday from 2 to 4 PM. You can learn when it tends to arrive and be ready.

The book asks you to track your hyperfocus for at least two weeks: what triggers deep focus, when it happens, how long it lasts and what breaks it. Watch for patterns around sleep, caffeine, physical activity and your surroundings. Note your energy too: what drains you and what gives energy back.

While you track, watch the three productivity killers

KILLER	THE BOOK'S FIX	WHERE IT HITS ME
Task switching	Batch similar work. Check email twice a day. Finish one piece before starting another.	
Decision fatigue	Templates for onboarding, proposals and content. Default responses. Stop evaluating new tools.	
Rejection sensitivity	Log everything as an experiment: “Test #47 had a 12% open rate,” not “my campaign failed.”	

Get ready for the next deep session

- [ ] Everything within reach and notifications off, so setup and interruptions don't kill the momentum
- [ ] An idea capture spot (voice memo, phone note, a synced text file) for thoughts that arrive mid-task

Part 1, continued: Fill It In Daily

One line a day. Thirty seconds. Patterns show up by the end of week two.

DAY	DEEP FOCUS (WHEN)	HOW LONG	WHAT TRIGGERED IT	WHAT BROKE IT	DRAINED ME / CHARGED ME
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					

What I learned

My peak windows: _____

My hyperfocus triggers: _____

What I'll protect those windows from: _____

Richard's own windows are 4 AM to 11 AM and 8 PM to midnight. Everyone he tells calls that unsustainable, and he ignores all of it. If you've found yours, stop apologizing for them.

Part 2: The Week Planner

Swap rigid time blocks for flexible containers, and plan fewer things than you think you can do.

Name a container for each part of the day (“admin morning,” “creative afternoon,” “client work block”) with no start and end times. Put hard work in your peak windows from Part 1 and email, filing and scheduling in your low ones. Plan 3 to 4 tasks a day. The book's author used to plan 8 to 10, finish 4 and feel like a failure.

DAY	PEAK CONTAINER	LOW-ENERGY CONTAINER	MY 3 TO 4 TASKS
Mon			
Tue			
Wed			
Thu			
Fri			
Weekend			

Build in the buffers

- [ ] A 30-minute call gets 45 minutes on the calendar
- [ ] Due Friday means my internal deadline is Thursday
- [ ] A 10-hour estimate gets 15 hours scheduled
- [ ] Meetings batched together, not scattered through the day
- [ ] 15 to 30 minutes to decompress after every meeting
- [ ] Email checked twice a day, morning and afternoon

When an emergency deadline lands

1. **Impossible or just uncomfortable?** If impossible, negotiate now and offer what you can deliver.
2. **Clear the deck.** Cancel what isn't essential, delegate, postpone.
3. **Break it into the smallest pieces** and work in 25 to 45 minute sprints with 5 to 10 minute breaks.
4. **Drop perfectionism for now.** Eat, drink water, sleep some.
5. **Plan the recovery** and note what would have warned you earlier.

Part 3: The One-Page Campaign

The plan can become the procrastination. Plan enough to launch. Launch. Learn. Adjust.

Campaign: _____ **Launch date:** _____

ANSWER THESE FIRST	MY ANSWER
Who exactly is this for? (A specific person with a specific problem I know how to solve, not a demographic)	
Where are they already paying attention?	
What do they need to see first to know I exist? (Awareness)	
What do they need to believe before they'll contact me? (Consideration)	
What objection sits between them and a decision? (Conversion)	
My one primary metric. Not five. One.	
No more than five supporting numbers for the report	

Kill criteria, decided before launch

If on _____ (**date**) the metric is below _____, I stop. Contingency reserve for tests and adjustments (15 to 20 percent of budget): _____

When it isn't working, ask the book's question

Don't ask "should I give it more time?" Ask "what would have to be true for this to work?"

It needs luck
The audience has to behave differently, or the market has to change. Kill it.

It needs one tweak
A specific change you can test in a week. Run one test.

The test failed
The number didn't move. Kill it, and write down what you learned.

Six-week sprint log

WHAT AUDIENCE RESPONDED?	WHAT MESSAGE LANDED?	WHAT CHANNEL PRODUCED LEADS?	NEXT SPRINT

Part 4: The Networking Sheet

Networking means building professional relationships. You can do that without pretending to enjoy cocktail parties.

Who I want to know

Start with people who work with your target clients without competing with you. For a content marketing specialist, the book suggests web designers, marketing automation consultants, sales trainers and business coaches.

NAME OR ROLE	WHY THEY MATTER TO MY WORK	WHAT'S IN IT FOR THEM

My conversation framework

Royce Blake's script, as the book gives it: introduce yourself, add something personal, then lead with what's in it for the other person. Then have questions ready so you aren't improvising:

- [ ] How did you get into this work?
- [ ] What's the biggest challenge in your current role?
- [ ] What trends are you paying attention to?
- [ ] What resources do you recommend?

My rules

- [ ] Aim for three real conversations at an event, not fifty business cards
- [ ] Prefer one-on-one coffees and small, structured, time-limited groups over open mixers
- [ ] Spend 80 percent of networking energy on existing relationships, 20 percent on new ones
- [ ] Keep 20 to 30 key relationships deep instead of hundreds shallow
- [ ] Pick 2 or 3 conferences a year, book a quiet room, and plan breaks

Follow-up log

WHO	MET	WHAT I PROMISED OR SHARED	CHECK IN AGAIN

Part 5: Your Minimum Viable System

Build the simplest set of activities that keeps you visible. Run it for ninety days before you add anything.

Start with your business model, not best practices. How many clients do you need? How do they find you? You may not need a massive lead pipeline at all.

Clients I need: _____ How they find me: _____

The book's example engine (adjust to fit you)

HOW OFTEN	THE BOOK'S VERSION	MINE
Each morning	Comment on a dozen LinkedIn and Facebook posts; reply to comments; send a few direct messages	
Three times a week	Write a post: text with a graphic, no video	
Once a week	Run a poll	
Always	Website first; build an email list alongside everything else	

Monthly review (once a month, not daily)

MONTH	WHAT PRODUCED RESULTS?	WHAT WASTED TIME?	ONE OR TWO CHANGES
1			
2			
3			

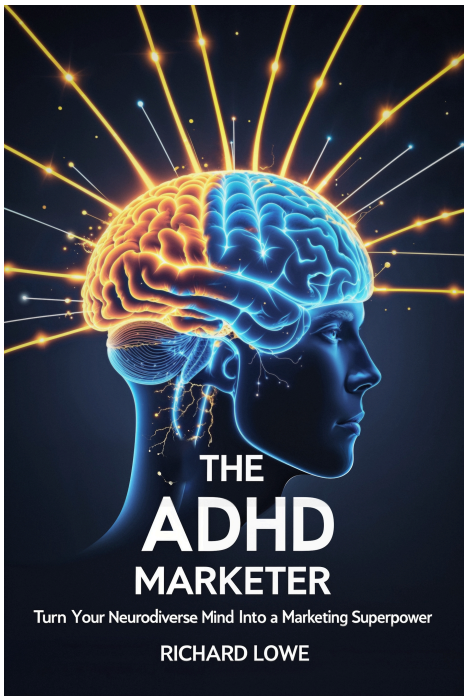
Before you buy the next course

- ☐ Learn it cheaply first, such as a ten-dollar course in a Udemy sale
- ☐ Test it small and cheap with your own audience before spending real money
- ☐ Treat other people's results as stories and your own results as evidence
- ☐ Skip the webinar that is a sales funnel dressed up as education

> *Build it around your brain. Run it consistently. Kill what doesn't work. That's the whole system.*

The Whole Story

This workbook gets your system on paper. The ADHD Marketer explains why each piece works and how to use your own traits on purpose: ADHD, autism, introversion and anxiety, plus workspace, time, projects, AI, content, analytics, social media, client boundaries, freelancing and agency life.



The ADHD Marketer:
Turn Your Neurodiverse Mind into a Marketing Superpower
The ADHD Series

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