

Two Block Boundary.

Protecting time for an agency's next opportunity.

SELECTED LESSONS + PRACTICAL TOOLS

A short look inside a digital product.
Read the lesson. Put an idea to work.

Concept sample by Campaign Enterprise.
Illustrative work, not a client case study.

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03

1. Reserve Selling Blocks Before Clients Take the Week

"Selling fitted around delivery stays optional. Selling reserved before delivery becomes operational."

The error is not failing to find spare time for selling. It is allowing the diary to fill before selling has a fixed address. At the start of the week, client work will expand into any unclaimed hour, especially on Monday morning.

**"Selling fitted around delivery stays optional.
Selling reserved before delivery becomes
operational."**

The Two Block Boundary works when both blocks are placed in the calendar before delivery is arranged. Use 90 minutes for each block, with the first on Monday at 08:30 and the second on Thursday at 14:00. Treat them as operating commitments, not personal preferences.

PLACE THE BOUNDARY FIRST

- **Monday, 08:30** **First selling block**
PROTECTED
Reserve 90 minutes for outreach, proposals, or warm introductions before opening client delivery tasks.
- **Monday, 10:00** **Delivery planning**
SEQUENCE
Fit meetings and production work around the two fixed blocks, rather than placing selling in the remaining gaps.

- **Thursday, 14:00** **Second selling block**

CONTINUITY

Keep another 90 minute period available for active conversations and decisions that cannot wait until next week.
- **Friday, 15:30** **Diary review**

RENEW

Check that both blocks happened and reserve the same times before the following week fills.

A block needs a visible boundary in the tool the business already uses, whether that is Google Calendar, Outlook, or a shared agency diary. Give it a plain name such as Selling Block, not Focus Time, so its commercial purpose remains clear. Add a 15 minute buffer on either side when handovers or travel make overruns likely.

The right question is not whether a client request could use the time. It is whether moving the block protects a real deadline or merely rewards poor planning. If there is no confirmed consequence within 48 hours, keep the block and move the request around it. Revenue work should not depend on an empty diary.

An agency owner who previously left selling for Friday afternoon reserves 90 minutes on Monday and Thursday before booking delivery work. The diary shows both blocks as fixed appointments. Proposals receive attention earlier in the week.

WEEKLY CHECK

Weekly check before Monday delivery planning: reserve two 90 minute blocks, name them Selling Block, add a 15 minute buffer, and review them on Friday.

CLOSE THE SELLING BLOCK

Which outreach sequence was completed?

Name the channel, offer, and final step

What is the next action, and who owns it?

Write one verb, one person, and one due date

When will follow up happen?

Book a calendar slot before reopening client work

A simple decision rule keeps this practical. If the next action can be completed in 10 minutes, do it before leaving the block. If it needs a proposal, review, or client input, record it in the CRM and book the follow up in the calendar. Do not trust a starred email, an open browser tab, or memory after a demanding delivery afternoon.

The Two Block Boundary protects more than the appointment itself. It protects the handover from attention to action. Returning to client delivery is safe only when the selling thread has a named owner, a visible next step, and a date.