

THE WEEKLY RHYTHM CARD

Stop Starting Over on Business Development

Stop rebuilding your pipeline every time you get busy.



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Creator, The Three-Hour BD Week

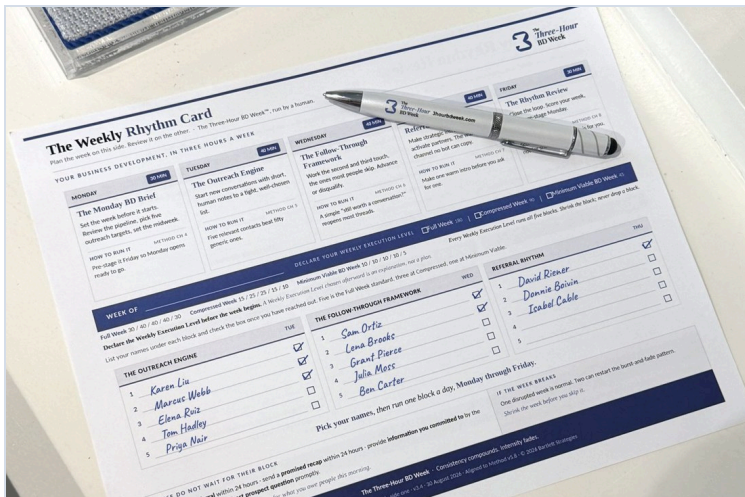
A strong month of client work pushes business development aside. The pipeline goes quiet. Then comes the scramble, and the cycle starts again.

Every restart begins closer to zero. The effort was real. The rhythm was missing.

I built The Three-Hour BD Week from the business development I run for professional services firms: a few protected hours a week that keep relationships, and the pipeline, moving.



Consistency compounds. Intensity fades.



One card. Five short blocks.
One week at a time.

Print it, or fill it in online.

Built for owners of professional services firms who win on trust, not volume.

Shrink the Block. Never Drop the Block.

When a week gets tight, you do not skip it. On Monday you choose a smaller week and run all five blocks at that size. **The time changes. The rhythm stays.**

EXAMPLE WEEK

Dana’s Compressed Week

Dana runs a small accounting firm. It is deadline week, and three hours will not happen. She does not skip the week. She shrinks it to 90 minutes.

- 1 **Declared on Monday**, before the week began, not on Friday as an excuse.
- 2 **Three new contacts, not five.** Fewer names, chosen with care.
- 3 **Only the highest-priority threads.** The open proposal gets its second touch on time.
- 4 **One warm introduction**, made before asking for one.
- 5 **Ten minutes on Friday.** An honest score, and next week is already set up.

The deadline passes. Next Monday Dana declares a Full Week, and her pipeline does not need to restart. **It never stopped.**

WEEK OF <i>October 12</i>					
COMPRESSED WEEK 90 1					
BLOCKS COMPLETED	Mon 15	Tue 25	Wed 25	Thu 15	Fri 10
THE OUTREACH ENGINE TUE • 3 CONTACTS 2					
1 Maria Okafor, owner, Okafor Family Dental (opened a 2nd office)					
2 Ray Delgado, CEO, Delgado Fleet Services					
3 Priya Shah, founder, Northline Design Studio					
THE FOLLOW-THROUGH FRAMEWORK WED • HIGHEST PRIORITY 3					
1 Sam Ortiz: second touch on the Oct 2 proposal					
2 Lena Brooks: “Still worth a conversation?”					
REFERRAL RHYTHM THU • 1 ACTION 4					
1 Introduce estate attorney Greg Hall to client Ann Marsh					
THE RHYTHM REVIEW FRI • SCORE 5					
5 of 5 blocks run. Two replies, one meeting set. Monday pre-staged.					

Choose the size of your week on Monday, before it begins. A choice made on Friday is an explanation, not a plan.

YOUR BUSINESS DEVELOPMENT, IN THREE HOURS A WEEK

MONDAY30 MIN

The Monday BD Brief

Set the week before it starts. Review the pipeline, pick five outreach targets, set the midweek.

HOW TO RUN IT

Pre-stage it Friday so Monday opens ready to go.

TUESDAY40 MIN

The Outreach Engine

Start new conversations with short, human notes to a tight, well-chosen list.

HOW TO RUN IT

Five relevant contacts beat fifty generic ones.

WEDNESDAY40 MIN

The Follow-Through Framework

Work the second and third touch, the ones most people skip. Advance or disqualify.

HOW TO RUN IT

A simple “still worth a conversation?” reopens most threads.

THURSDAY40 MIN

Referral Rhythm

Make strategic introductions and activate partners. The warm channel no bot can copy.

HOW TO RUN IT

Make one warm intro before you ask for one.

FRIDAY30 MIN

The Rhythm Review

Close the loop. Score your week, then pre-stage Monday.

HOW TO RUN IT

Score honestly. The number is for you, not for show.

WEEK OF

WEEKLY EXECUTION LEVEL

☐ Full Week 180

☐ Compressed Week 90

☐ Minimum Viable BD Week 45

Full Week 30 / 40 / 40 / 40 / 30

Compressed Week 15 / 25 / 25 / 15 / 10

Minimum Viable BD Week 10 / 10 / 10 / 10 / 5

Every Weekly Execution Level runs all five blocks. Shrink the block; never drop a block.

BLOCKS COMPLETED

☐ Mon

☐ Tue

☐ Wed

☐ Thu

☐ Fri

Declare the Weekly Execution Level before the week begins. A Weekly Execution Level chosen afterward is an explanation, not a plan.

WHO YOU'RE WORKING THIS WEEK

List your names under each block and check the box once you have acted. Need an example? See Dana's week on page two.
By Full / Compressed / Minimum Viable: Tuesday 5 / 3 / 1 contacts, Wednesday your full priority list / highest priority only / 1, Thursday 1 to 2 / 1 / 1 relationship actions.

THE OUTREACH ENGINE	TUE	THE FOLLOW-THROUGH FRAMEWORK	WED	REFERRAL RHYTHM	THU
1	☐	1	☐	1	☐
2	☐	2	☐	2	☐
3	☐	3	☐	3	☐
4	☐	4	☐	4	☐
5	☐	5	☐	5	☐

Pick your names, then run one block a day, Monday through Friday.