

THE CHAPLIN METHOD



SIMPLIFYING SUCCESS FOR SMALL BUSINESSES

THE NOTEBOOK

A while back, I attended a seminar on managing multiple tasks and priorities. There were several helpful tips, but the one that truly stuck with me is something I now call *The Notebook*.

I've always liked lists—writing them and checking things off. But let's be honest, those lists often end up on scraps of paper, napkins, or the back of a flyer from the parking lot. We've all been there—scrambling to write something down just to get it out of our heads. It's not efficient.

The Notebook is.

Every year, I buy a simple lined notebook—no time slots, just clean pages. [Here's the one I use](#). It's not for appointments; it's a space for thoughts, ideas, and to-dos. I carry it with me everywhere. You might choose to have separate notebooks for work, personal life, or board meetings—but I use one for everything.

If the phone rings, I make sure my notebook is open and a pen is in hand before I answer. I've even asked my team to hold me accountable: if they're telling me something important and I'm not writing it down, they remind me to get my notebook. I usually keep each notebook for about three years.

Since you'll be using *The Notebook* for everything, here are a few tips to stay organized:

- **Taking notes?** Just write them down—no need to overthink it.
- **Have a task?** Draw a small box in the left margin. Check it off when it's done.
- **Captured contact info?** Highlight it if you're unsure whether to add it to your contacts.
- **Future task?** Write it on the day you need to do it. When that day comes, it will be right there.
- **Weekly check-in:** Every Friday morning, flip through the past week to make sure nothing got missed.

This simple system has helped me stay focused, organized, and less overwhelmed. Hopefully it will do the same for you. Interested in more personalized recommendations for your business? Call or text me at 530-415-5284 or email me at jennifer@thechaplinmethod.org and we can set up a free consultation.