THE 4-4-4 RULE

A simple operating rhythm that scales to the time you actually have.

THREE JOBS. ONE BUSINESS.

4	4	4
SELL	**CREATE**	**IMPROVE**
Revenue / customers	Attention / assets	Feedback / product

Change the unit. Keep the balance.

The rule is not twelve hours. Whatever time you can give the business, deliberately make room for selling, creating and improving.

12 MINUTES

When life is packed.

SELL	4 min
CREATE	4 min
IMPROVE	4 min

2 HOURS

A practical side-hustle block.

SELL	40 min
CREATE	40 min
IMPROVE	40 min

12 HOURS

A full-time founder day.

SELL	4 hrs
CREATE	4 hrs
IMPROVE	4 hrs

THE NUMBER ISN'T THE RULE. THE BALANCE IS.

You do not need a perfect schedule. You need a repeatable rhythm that keeps the business connected to the market.

THE 12-0-0 BUILDER TRAP

Working on a product all day can feel productive - while the business stays invisible.

WHERE DID THE TIME GO?

"I worked on my business for 12 hours."

Maybe. But if nobody saw it, nobody was offered it, nobody bought it and no real customer helped you improve it, you may have spent twelve hours building a product - not building a business.

SELL	>	CREATE	>	IMPROVE
Put the offer in front of people.		Turn the work into attention and assets.		Use evidence to make the next version better.

BUILDING IS NECESSARY. BUILDING ALONE IS NOT THE BUSINESS.

The market completes the loop: sell, create, improve, repeat.