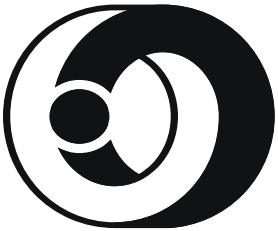
There's No More Room In My Day

Tips & Tricks for Taking Back Your Time



An Omada Story



There's No Room in My Day
Tips & Tricks for Taking Back Your Time
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Co-founder of Omada.ai

For every small business owner who's ever said "there's no room in my day."

After 18+ years of working with small businesses, I kept hearing the same struggle: "I just want to focus on what I'm good at." This story is for you—the business owner juggling social media, emails, ads, and websites when you'd rather be doing the work you actually love.

It doesn't have to be this way.

This story is about finding your way back to what matters:
your craft, your customers, and your life.

Maya ran a plant shop, the finest in town,
With ferns and succulents, and blooms all around.

She loved to re-pot and to water with care,
But something was wrong—she had no time to spare.




OPEN


"I must post on Instagram!"
She said with a sigh,
"Three posts every week,
or my reach will run dry!"
OPEN
So she snapped and she filtered
and captioned with flair,
But it took the whole morning—
there's no room in my day to spare!

MAYA'S TIP:

Don't start from scratch every time!



Batch your content

Spend 2 hours once a month taking photos



Use a content calendar

To plan themes in advance



Try scheduling tools

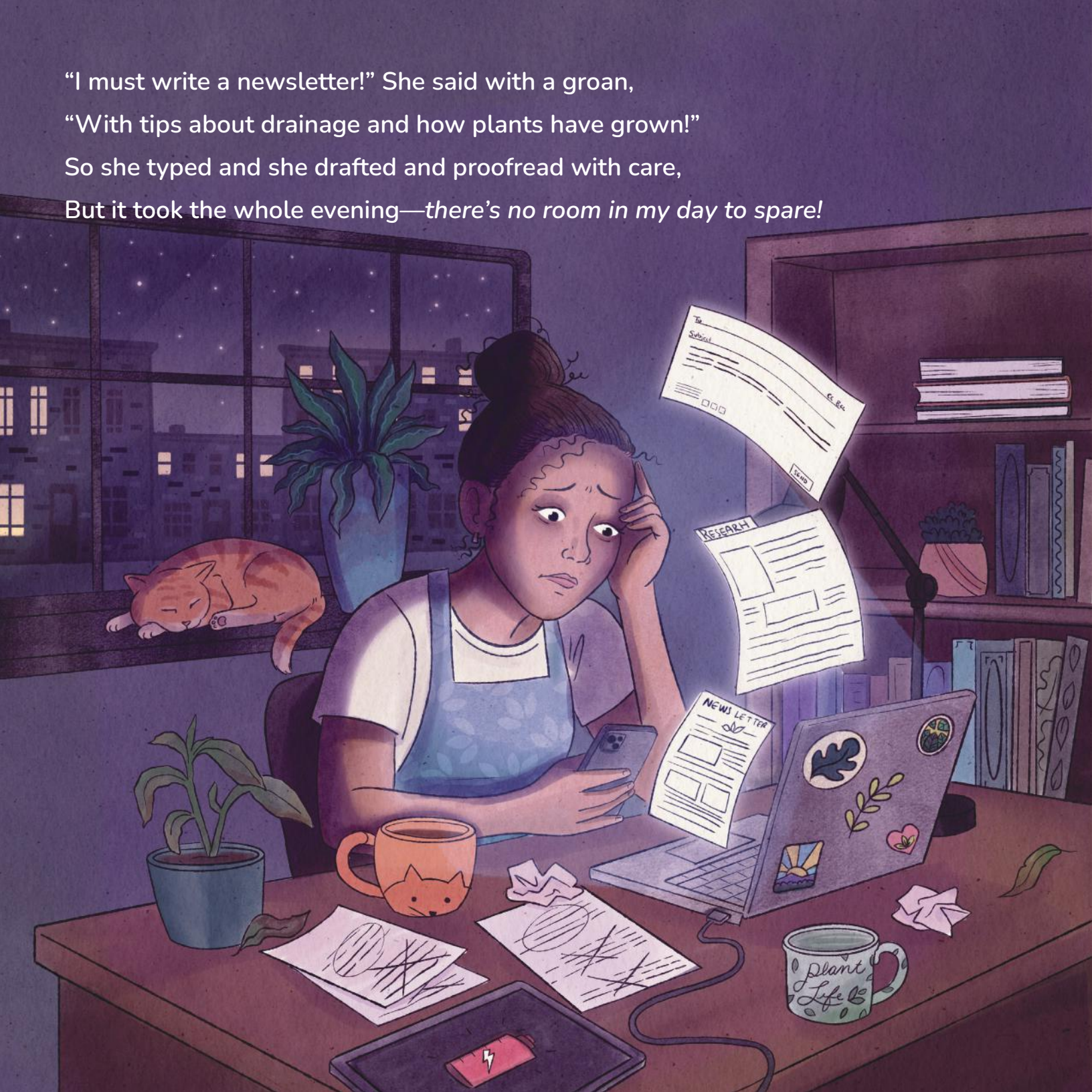
Like Later or Buffer to post automatically



Repurpose your best content

One photo can become multiple posts

“I must write a newsletter!” She said with a groan,
“With tips about drainage and how plants have grown!”
So she typed and she drafted and proofread with care,
But it took the whole evening—*there’s no room in my day to spare!*



MAYA'S TIP:

Create a simple template you can reuse!



Pick 2-3 sections that repeat each time

Tip of the Month, New Arrivals, Customer Spotlight



Keep it short

3 paragraphs is plenty



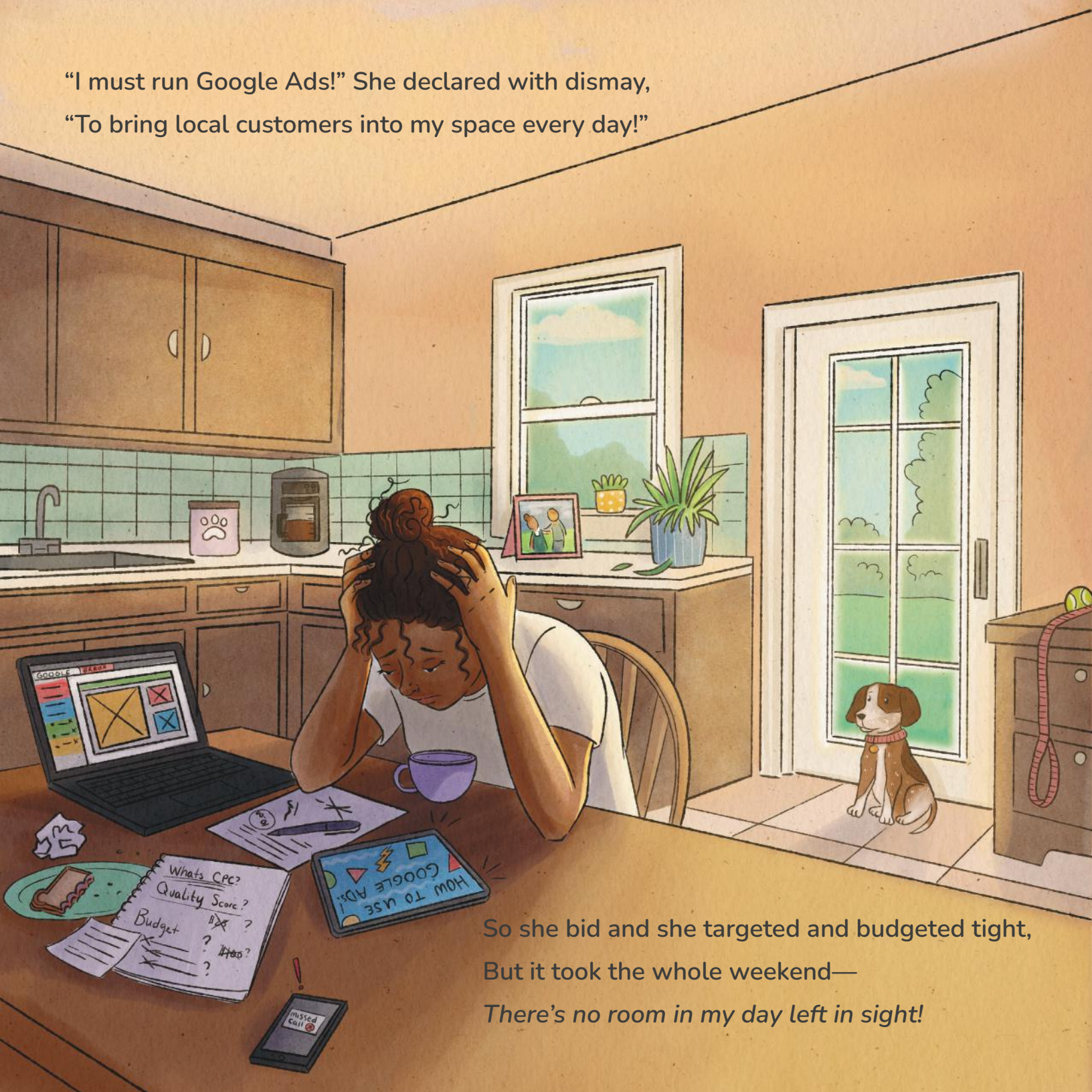
Write like you talk

Your customers want to hear from **YOU**



Send consistently

Even if it's just once a month



"I must run Google Ads!" She declared with dismay,

"To bring local customers into my space every day!"

So she bid and she targeted and budgeted tight,

But it took the whole weekend—

There's no room in my day left in sight!

MAYA'S TIP:

Start simple and test small!



Begin with just $10/day targeting your zip code



Focus on one clear offer
(like "Free plant care workshop")



Use Google's automated bidding to start



Track what works before spending more



“I must update my website!” She cried in despair,
“With new products and photos and loading times fair!”

So she clicked and she dragged and she troubleshot code,
And the week disappeared—there’s no room in my day, what a load!

MAYA'S TIP:

You don't need to be perfect!



Update one section at a time

start with your homepage



Use templates

Squarespace, Wix, and Shopify do the heavy lifting



Add new products as you get them, not all at once



Good enough today beats perfect someday



Maya tried all these tips - they helped quite a lot!
She was better, more focused, less stressed and less fraught.
But still every evening as she locked up her door,
She wished she had time to do just a bit more.

“These tools are all helpful,” she said with a sigh,
“But I’m still piecing together a dozen things I must try.
I just want to grow things and help people find
The perfect plant match - that’s what lights up my mind!”





Then in came a customer with a knowing smile,
"I was juggling like you, overwhelmed all the while.
But here's what I learned after trying each tool—
Having help for it ALL is the real golden rule!"

“Those tips work great if you DIY,
But imagine a team handling it all - my oh my!
Instead of you learning each platform and skill,
What if experts just did it, with strategy and will?”



“I found a marketing team, but here’s the neat part—
They’re AI-powered agents, affordable and smart!
One handles my Instagram with strategy and flair,
One writes my emails with thought and with care.
One runs all my ads, adjusting each day,
And one keeps my website running the right way!”





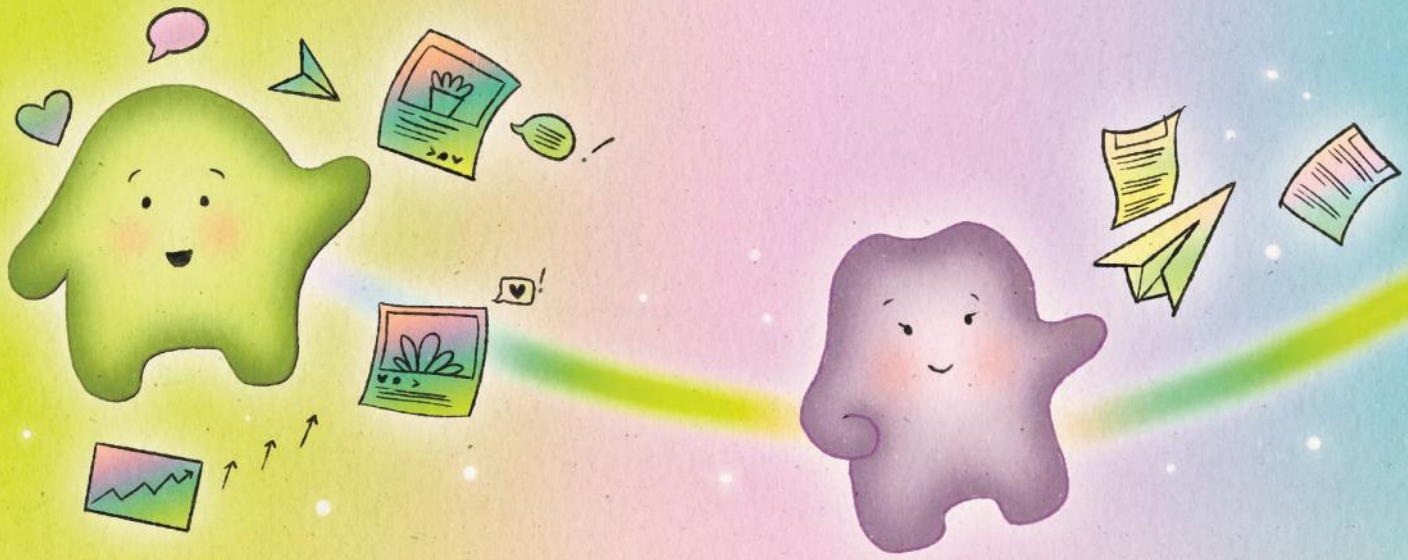
THE FULL PICTURE:

- Social media posted consistently (3-5x/week)
- Email campaigns sent automatically
- Ads optimized daily for best performance
- Website updated with fresh content
- All working together as one coordinated team
- Costs less than hiring one part-time marketer

“They work while I work on the things that I love,
The strategy’s smart - like a hand in a glove.
They cost less than the time I was wasting before,
And my business is growing - I’ve opened one more!”



SECOND LOCATION
NOW OPEN!
Cafe
MAIN STREET
Cafe
OPEN
MAIN STREET

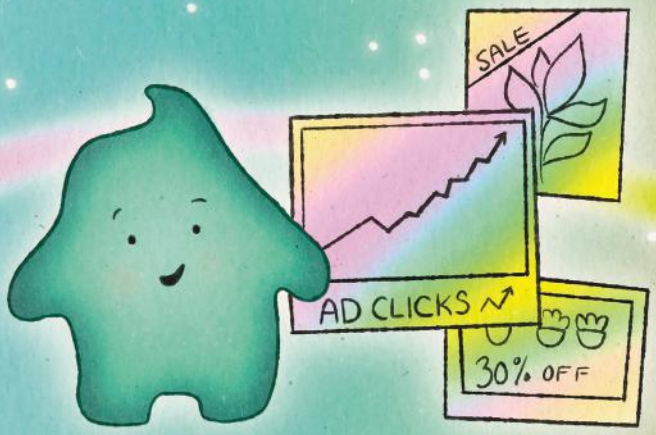


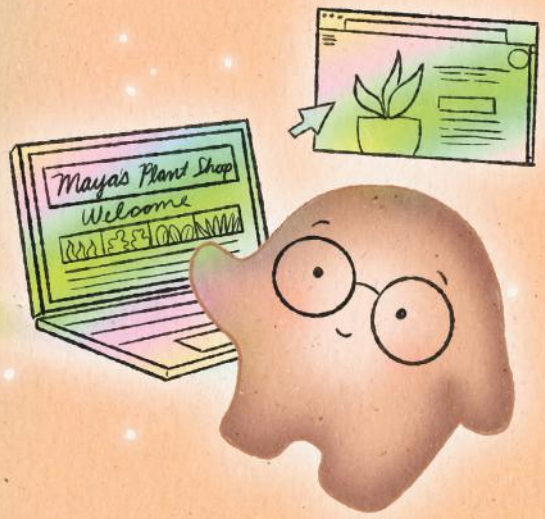
So Maya signed up and here's what she found—

Her marketing got better, her stress went way down.









The agents worked seamlessly, day after day,

While Maya did what she was born to do - help plants grow her way.





She watered her ferns in the morning's bright light,

She helped customers choose the plants that were right.



She taught workshops on Saturdays (her favorite thing!),
And had dinner with family each evening.









No more patching together tools one by one,
No more staying up late till the work was all done.
Just a team in the background, handling it all,
While Maya grew her business from summer to fall.

“There IS room in my day!” Maya said with delight,
“For the work that I love and for family at night!
Those tips were great places to start my journey,
But a coordinated team? That’s what really freed me!”




OPEN
Maya's
PLANT SHOP

