

Day in the Life of a Market Researcher

With Kelley Styring, Consumer Strategist and Market Researcher, Principal of InsightFarm, Inc.

8:30PM

After dinner, it's time to relax. I might read a book or watch a favorite TV show, enjoying the simple pleasures that help me unwind and prepare for another productive day ahead.

6:30AM

I start my day by reading the headlines in the New York Times before getting out of bed. It's my way of staying informed and easing into the day. Afterward, I check my emails to see if any clients need urgent attention, but I don't respond until later.

7:30PM

I wind down by taking a walk with my dog around our vineyard. The serene environment of the vineyard is the perfect way to decompress after a busy day.

6:00PM

Even though it's evening, my workday isn't quite over. I often work until 7 or 8 PM, but in a more relaxed setting, perhaps in the family environment. This time is reserved for mundane tasks like invoicing or organizing files.

3:00PM

Back to "air traffic control." I tackle more of the smaller tasks, from bookkeeping to scheduling focus groups. It's essential to keep the business aspects of InsightFarm running smoothly.

1:00PM

I settle into another work session. This might be focused on deep analysis, creating reports, or any other major output. I protect this time from interruptions to ensure high productivity.

7:00AM

With my dog fed and breakfast done, I dive into my first major task of the day. I make sure to spend 30 to 60 minutes on something important, like a proposal or a report, before tackling any other tasks.

9:00AM

Time for what I call "air traffic control." This is when I handle the details, manage projects, and wrestle down the small tasks that keep everything running smoothly. It's all about keeping the day organized and productive.

12:00PM

Lunch is my time to recharge. I take an hour to either walk my dog or do some yoga. This self-care break helps me stay balanced and ready for the afternoon's work.



On days when I travel, my schedule shifts, but I make the most of my time in the air. I don't buy Wi-Fi on flights, allowing me to work without distractions and achieve a high level of focus and productivity.

“ I could have gone back to the reports and pulled some headlines for her in a few hours, but it would not have been as fast or as rich because I was able to attach a usable video. The AI also did a nice job of bulletizing the content, which fit what I remembered from the study. It was a pretty good summary and video, so I edited it slightly and put it in my format. ”

Kelley Styring, Principal at InsightFarm Inc.