



Choosing or Designing the Perfect Planner

A Practical Guide On What To Look For

Steve Morton 2017

The Perfect Planner?

- Does it exist?
- If it does where can I get one?
- How do I decide?

Does your planner need
to be a Tardis?

Bigger on the inside than it is
on the outside?



An Accordion Style Cover

It expands as required?

Trombone Style Rings

They expand as you fill your
organiser



The image shows several leather-bound planners or notebooks. A large blue planner is the central focus, lying flat. To its left, a black planner and an orange planner are partially visible. Below the blue one, a brown planner is also partially seen. The planners are resting on a textured, light brown leather surface. The text is overlaid in a clean, white, sans-serif font.

There is a huge variety of
planners on the market now

How do you decide?

What do you need to decide?

- What size - Big, Small, Somewhere in between
- Layout - Pockets, CC slots, Pen loops, Clasps
- Type - Ring bound, Disc-bound, Strings (TN), Bound - Stitched, Coil
- Material - Leather, Non-leather
- Colour(s)
- Price

Does your planner have to perform more than one function?

- Wallet and Planner
- Planner and Notebook
- Planner and Journal (Hybrid)



Internal Layouts



Design Rules For Custom Design

1. If it is a ring bound then the ring mechanism must be available
2. You must be prepared to pay extra for a custom design
3. There isn't a rule 3 go to rule 1!

Does good design have to cost a lot?



How Much Paper?

- Ring/Disc capacity
- Travellers Notebook capacity in terms of the number of inserts
- Size of a bound or coil bound planner

What paper?

- The paper you use has to work with your choice of pen/ink
- You might not have the choice of paper, so find a pen that works correctly
- Are you printing your own inserts or not

Where are you going to buy from?

- There are a huge number of brands out there covering all types
- Who makes custom designed planners?
- Could I make my own?
- Purchases from outside the EU will be subject to additional fees.

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Any Questions?