

PRODUCTIVE PROFITS



Secrets to *Getting More Done & Making More Money* - In Less Time!



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Introduction

Ok first of all congratulations on your purchase!

Managing your time and being more productive is not a 'sexy' topic, I can't put a big spin on it about how you'll make tens of thousands of dollars from it, I can't put much 'hype' into it, yet it is a silent success system, the people who can produce the most work and make the most of their time can make MORE money in LESS time.

Spending all night sitting in front of the computer and actually only writing one article is depressing, it wastes valuable time, time you will NEVER be able to claw back - meanwhile the progress you make is equally as depressing.

You see all this effort you are putting in and the results just don't match up.

I've been there and I don't want to go back there ever again!

Instead think about making every minute be productive, sitting down and effortlessly getting through the tasks that will take you closer to your goals, that will push your business forward and make you money, imagine the satisfaction you get from seeing your dreams become a reality.

That is what I hope to help you achieve here, this is all the time management tips I use on a daily basis to help me churn out websites, reports, videos, whatever I need, no longer am I a slave to my computer, I make it work for me!

"Nothing is so fatiguing as the eternal hanging on of an uncompleted task."

William James

As you learn to manage your time and tasks better then you will start to move forward at a pace that will surprise you, now let's get stuck in and stop wasting time with an introduction ;)



Are You Full Time Yet?

I only ask as it will change the way you absorb this book, things are different when you are doing this alongside your job compared to when you are working on your business full time.

For instance when you still have a job then the amount of hours you can work is drastically reduced, this often leads you to be MORE productive during that time, trust me you will need this guide more than ever once you are full time!

Yet if you can only work in the evenings then you also have other things that need doing, you need to spend time with your family, you have a whole host of other little things life demands of you that will suck up your time like some cosmic vacuum cleaner, so you'll find that you need to adapt things in this book to suit how long you can work.

This guide is infinitely useful for both situations, use it to get yourself productive so you start earning enough money to go full time, then use it to supercharge your business!

When you start to work during the day then I find people drown with an abundance of time, yet still never have enough... I was never less productive than in the first few months of going full time, it is crazy how a late start and a few emails and an article can take up a full working day until 5pm!

That is a slippery slope, if you allow that to happen you might just find yourself back in a J.O.B, or you might get a rude awakening like I did when you realise how if you carry on at this rate your bills are going to start to eat you alive...

Now let's move onto motivation...



Motivation & Energy Levels

Have you ever done a task at work you didn't like? That you weren't *motivated* to finish?

How long did it take? If you are like most people then about 10 x longer than normal! We all drag our heels when we are not motivated, motivation is like the gasoline that drives our internal engine, without it then we just sort of drift along, so answer me this quick question, what are you working for? What are your personal goals?

If you can't list out what you are working for straightaway then you don't have the kind of motivation etched into your bones that will keep you going through the rough patches.

Ok so this is a little bit 'new age' and you might be a bit apprehensive, but this is an extremely powerful technique and I want you to follow through with it, first I want you to fill in 3 things that will really motivate you, that you will get as a result of increasing your productivity and therefore your income from your business.

One set for the short term (up to 6 months) so that could be that new car you've wanted for ages, as well as a holiday with your family, then medium term (up to a couple of years) like being able to take the school holidays off to spend with your kids each year, or buying a bigger house, doing something you've always dreamed of, then the long term (10 years+) like retiring early, emigrating, travelling the world, anything that motivates YOU.

Now think about these, they are important, they have to really motivate you, they have to be what you want, not what you think you should put, if you don't want that new car your partner is pushing for then don't put that down, if you would prefer to learn to scuba dive then put that down!

I want you to describe what your life will be like at that time, as if you have already achieved it and own or are doing the things you put down, have some fun with it! This helps you to imagine getting to those goals and helps reinforce it all.

Ok so you can put them on the next page:

My Motivation

What I am working for in the short term (6 months)

1. _____

2. _____

What my life will be like after this time:

What I am working for in the medium term (2 years)

1. _____

2. _____

What my life will be like after this time:

What I am working for in the long term (10 years)

1. _____

2. _____

What my life will be like after this time:



Then I want you to print the sheet out if you haven't already, and pin it up somewhere near where you work so you can see it every time you start to work. Finally get some pictures for each item you put down, print them out and put them next to the item or around the sheet - just to help you visualise your goals.

We're going to talk about business goals soon, but I wanted to touch on personal goals first as they are the biggest motivator, I mean sure you want 10k a month from your business, but you really want the freedom it gives you, the nice things you can buy and the extra time you will have!

Ok so onto energy just briefly, these are intrinsically linked, without the energy to get things done then you will have a hard time motivating yourself for long at all! Motivation is the gasoline, energy is the engine!

So how do you increase your energy levels? Here are the top 7 ways:

1. **Exercise**, yes you knew this was coming didn't you! Some gentle or moderate exercise over a sustained period of time will do wonders for all areas of your health including your energy levels.
2. **Stretching**, this helps to relax you, releasing tension from the muscles, and helps maintain good blood flow to the brain. As an added bonus then you will make yourself more resistant to common muscle and joint injuries by keeping yourself flexible!
3. **Take some time off**, we all need a break sometimes, and getting away from our responsibilities even for a few hours can be a great way to recharge your batteries, ditch the work, drop the kids off at a friends and have a carefree night in with your partner, or of course try to get away for the night.
4. **Eat regular smaller meals**, this helps to keep your metabolism going, stops you snacking and makes sure your blood sugar stays consistent which is a big problem for most people, when your blood sugar dips then your energy will too.
5. **Cut out the caffeine**, this may sound like the opposite of what you should do, but a caffeine high is then followed by a low, if you switch to decaff you'll see a drastic improvement in the consistency of your energy levels.
6. **Get some sleep!** Yes this had to feature in here somewhere, getting a decent nights sleep is a top priority, take a half hour off before bed to read or do something leisurely to help your mind stop spinning through the days problems, that way when you lie down you can actually try and get some sleep.
7. **Breathe deeply**, our bodies need oxygen, and if you slump your body it compresses the chest and reduces the oxygen getting into your system, get up, have a walk around when you feel lethargic and pull your shoulders back and get some good deep breaths down.



The Power of Routine

Do you have a routine? Most people do, some things that you do at set times, watering the garden, eating dinner, going to bed, whatever it is, then you do it without really thinking about it, and if you don't do it then you will notice.

Now routine can be extremely beneficial to your business, if you can start a positive routine then you can effortlessly tap into the power of our subconscious that will help you not only to make sure you stick with the routine, but also get you mentally prepared for it so you are 'in the zone' when you sit down to get whatever it is done.

Now most people fail with this as they get all excited and plan all these things they are going to do, from 7 - 8 they are going to write two articles, from 8 - 9 they are going to build links etc and they crash and burn and give up after a few days, I've done it myself!

The key to this is to build it up slowly, first of all choose ONE thing, just one thing that you will do EVERY single day (or every day you work if you can't work every day).

Then make sure you get that done (use the next chapter to help you) like clockwork every day, if you miss a day then beat yourself up a little bit, but don't give up, just gloss over it and it will start to become a routine and will get easier and easier to do consistently.

Then once you have that down, you can add in another thing to do, just one again, if you keep that up then very soon not only will you have a solid routine but the progress you make will be unbelievable, Albert Einstein said that "The most powerful force in the universe is compound interest" - well that compound interest applies to compound action as well, the results start to build up exponentially.

You can use the next chapter to really help you build your routine, don't forget it is best to stick to a time that you will do something, but second best is to allocate something as the first thing you do, just make sure you stick to that and don't check email first or you'll get sucked in and forget all about what you were supposed to do! (used to happen to me all the time!)

Now onto business goals...



Planning, Goals & Lists

First of all let's discuss planning, then we'll get into a method that helps you follow that plan.

"Failures don't plan to fail, they fail to plan"

Harvey Mackay

Planning your work out for just a few minutes before you start a new project or even your day can really help you out. You need to think about the order things should be done in, will anything hold you up?

For instance when you are setting up a minisite for a product then getting the product done is top priority, but if you do that first then think 'right, next step' you'll find you need a design and a salesletter which could take weeks to come through (designs are pretty fast, but salesletters are not). Which means you need to order the salesletter before you start on the product and maybe the design 20 pages before the end, something like that.

This stops you reaching a point on the project where you have to twiddle your thumbs and wait, obviously you can be doing other things, but that project at least is stalled.

The same goes with your tasks for the day, if you have something that requires an answer to proceed, start the ball rolling, if you have to email someone then do that, this means while you get on with the rest of your work then hopefully in the background that person has responded to you so when you do start that task you will have the answer you need and can proceed.

So just take 5 minutes before starting a new project or beginning your day and think about things that might hold you up, once you start having a productive day then you don't want anything to derail you!

Now onto goals and lists, goals are what separate the huge successes from the huge failures, if you don't have a way to measure your productivity and don't have goals you have to reach, then how do you know how well you are doing from day to day? If you don't have goals for the day, week or month then what will push you to give just that bit more effort each week?

It is imperative that you start to set goals in your business so you can see where you are going, think of it like a race without a finish line - how do you know when you have finished? How do you know when to speed up to beat your competition or slow down to conserve your energy?

We'll be using the worksheet on the next page to get you going with this:

My Success Planner

Monday:		Done?
Hardest task:		
Medium task:		
Easy task:		

Tuesday:		Done?
Hardest task:		
Medium task:		
Easy task:		

Wednesday:		Done?
Hardest task:		
Medium task:		
Easy task:		

Thursday:		Done?
Hardest task:		
Medium task:		
Easy task:		

Friday:		Done?
Hardest task:		
Medium task:		
Easy task:		

Saturday:		Done?
Hardest task:		
Medium task:		
Easy task:		

Sunday:		Done?
Hardest task:		
Medium task:		
Easy task:		

Weekly goals:		Done?
Most important:		
Medium:		
Least:		

My Project Planner

Project Name:

Goal &
timeframe:

--

Steps to the goal:

Done?

1:		
2:		
3:		
4:		
5:		
6:		
7:		
8:		
9:		
10:		
11:		
12:		
13:		
14:		
15:		
16:		
17:		
18:		
19:		
20:		
21:		
22:		
23:		
24:		
25:		
26:		
27:		
28:		
29:		
30:		
31:		
32:		
33:		
34:		
38:		
39:		
40:		



You'll find separate copies of all these worksheets in your download so you can print them off easily, I always have a stack of these next to me.

The success planner helps you to prioritise your day and set small achievable goals for each day which lead to bigger goals for the week.

The project planner helps you create an achievable plan to follow to get the result you want from the project.

So first you need to use the project planners, have one for each project you are working on. Now think of one and choose a goal and a timeline, say you have an affiliate website up and running that doesn't really make you any money, then maybe the task is in 2 months to have it up to \$1000 a month. Now I want you to break down that goal into a series of smaller goals which you write below, so it might be 'write 25 pages of content', 'install pop up to collect names', 'drive traffic by writing 10 articles and submitting to directories'.

Make them specific and measurable, so not 'write more content' that is not measurable, actually give something you can check. Don't worry if you don't know everything you need to put in there yet, just put some steps down and you can add more later.

Once you have done that for all of them then you are ready for the success planner.

The success planner is a sheet I use every day, you put down three tasks to be completed for the day, and then you put them into order of difficulty - why? Because you are supposed to do the hardest first!

If you do the easiest first then it will sap your time and your energy and you might not find time to do the most difficult, if you do that first you'll often find the other tasks are a breeze in comparison and you get everything done as long as you successfully complete that first one.

(A good example is shown in 'one-way bullet proof glass', they have soft and hard glass, if the bullet hits the soft glass first that saps critical energy and it doesn't have the power to get through the hard glass, for somebody firing back at that person then when the bullet hits the hard glass first on their side then it still has the energy to carry on through the soft glass.)

The two best ways to get yourself to do the most difficult task are:

1. Promise yourself a reward for after, so maybe you can't listen to music until you get it done, or if you are full time then I like to use things like not having lunch until it is done if it seems like it will drag our past lunch, or allowing myself to watch one 30 minute episode of a show I have recorded once the task is complete. Whatever it takes to get you to do that first task!



2. Don't think about it, just do it, seriously if you think about how hard it will be and how you need to do loads of things then you will be 'frozen in the headlights' and you won't begin, yet if you jump straight in and start to take action and think things through as you get to them, then once you have started it is much easier to cope with.

Once you have done a task you tick it off which is very satisfying, then you move straight onto the next. If you don't complete a task then it goes onto the next day without fail, until it gets done! But if you only work on this part time then you should pick tasks you think you can do in the time you have, or just put in the most difficult and do that! That will require lots of self-discipline to do.

Then at the bottom of the sheet you have three weekly goals, these should be from your project sheets, pick some steps you need to do to make progress on the project or project you want to work on and stick them down the bottom. The tasks you do each day should then be linked to them so that by the end of the week you can tick off those goals as complete, anything that doesn't get completed moves to the most important goal for the next week.

I couldn't live without this system now, you get a great feeling of achievement as you tick things off, and you get an invisible kick up the butt when you don't and have to move it to the next day! Plus you are never stuck for things to do as you always have your daily and weekly goals to guide you with your larger project goals to work towards.

Of course when you hit a project goal then get a blank project planner and make a new goal for that project!

This section is also supposed to be about lists and hopefully you can see how using a few lists like this can be a great help in keeping you moving forward and keeping you organised, but I'd also like to suggest that you buy an A4 writing pad for each major project you are working on.

Then when you get an idea for it or something you need to remember to do, you can jot it down in there, this stops the idea spinning round in your head and taking up more time than it should as you mull it over, get it out of your head and onto a list in your pad, either an idea list, a 'to do' list or some other list, then when you come to work on that project you can quickly flick through and be reminded of everything, and you can cross things off when you don't need them anymore.

Now let's talk more about keeping your focus at all times.



Focus, Batching & Being Busy

Now you have ways to organise your time and make sure you are being productive, then now let's dive into how to increase your productivity massively:

Being busy

We love to be busy! We feel good when we are busy, but that is not the same as being productive. I can be busy sorting my collection of PLR content into folders and deleting old emails - but will that make me any money? Probably not.

People use being busy as an excuse for never finishing things so then they can't 'fail' - they can say, 'Well I would have made my website a success but I've been so *busy* I just haven't had time to work on it'.

Stop it!

You have to learn to get all the things done that need doing and leave the useless time wasting stuff until you have some genuine spare time after completing your daily goals, or even better - just ignore it completely!

The way you do this is with tight deadlines, there is a law known as Parkinson's Law which stems from the first sentence in an essay published by Cyril Northcote Parkinson in The Economist in 1955, it says:

"Work expands so as to fill the time available for its completion"

People have now taken that phrase and realized how true it is, if you have a long time to complete a project then it will take you that long to complete it, yet if something comes up and you find your time is cut short by an emergency etc then you will get it done in the new shorter deadline.

The shorter deadline forces you to focus more, to cut out any superfluous activities and get the job done. This is what you should aim for to stop you being 'busy'.

When you have to get your tasks done for the day but you told your partner you'd be down to spend some time with them at 9pm then it forces you to focus more and get it done in the time available. If you work full time you could schedule some golf lessons with an instructor in the afternoon, arrange meetings you have to go to, anything to give you a real deadline you have to meet.

Just saying, 'I give myself an hour to do this' will not spur most people into action, you need a deadline that preferably has someone else involved so you will be letting someone else down if



you do not meet it, or something that will be a punishment to you if you miss it like setting the time of your favorite TV show to the deadline and making sure you don't record it, then if you don't get your work done you miss your show!

Of course that still all requires self-discipline, but over time you will get better and better at it and find the deadlines invigorating and definitely more productive.

Focus

How much do you really focus on what you have to do? I mean what is the longest you've focused on your work without actually getting distracted? Not long for most people.

There are two types of interruptions that will affect your focus, internal and external. External is obvious, internal interruptions are where you either get distracted by random thoughts, or where you decide to check your email etc for 'just a second'. You need to cut out both!

Some people think that being distracted is not that much bother, they like to give attention to their family etc as they work and don't think it causes much harm... well it causes more harm than you can imagine. It is not just the interruption time that you lose, it is the focus, focus is precious and most people have a hard time with it, so when you are focusing then you don't want that to be broken as it will take you much longer to get back to that state afterwards, to get your head 'back in gear' as it were.

Let's look at external distractions first as they are easier to deal with, so first off, phone calls, a huge time waster, remember you DO NOT have any obligation to pick that phone up, yes it could be an emergency, but it could also be a salescall, you don't know, have voicemail on and listen to the messages after you finish the task you are working on.

If you are working at home and your partner picks the phone up while you are working then make sure they know to say you are not in and take a message, no matter what the other person on the phone says.

Also avoid phone calls wherever possible, they WASTE time, sure some people say that sending emails wastes time as you can communicate quicker on a phone, but it forces people to get to the point. I remember a time a client was bugging me to talk to them on the phone about a project, we had almost all the details down but he just wanted to tell me some things over the phone to make sure it was right.

I grudgingly gave him my phone number, then the 2 minute call he promised turned into a 30 minute phonecall, was it necessary? Absolutely not, he could just as easily have typed out a short email to tell me what he took 30 minutes to go back and forth over and um and ah about on the phone. In fact after that I had calls almost every day which I promptly let go to voicemail



(like you will now!) and guess what, he was trying to get in contact about a change he wanted and asked me to phone him.

I politely told him a phonecall was not suitable right now but if he would email me the change I'd look at it. It took just one or two lines on an email, 1 or 2! Yet I know that phonecall would have lasted 15 minutes or so if I had picked up - can you see how these things drag out?

People phone you up then do their thinking while you are on waiting the phone, email forces them to think before they send the email so you only get the result of that. Force people to email wherever possible, and set strict time limits on people when they call, tell them you have a meeting in 10 minutes or the bath is running or the mailman just ran past being chased by an angry dog and you want to make sure you get a good place to watch from - whatever it takes to force them to get to the point!

Then there is the next biggest time waster, people in the same house as you who call on you just to 'see how you're doing' or ask you to do stuff. People can be trained, you have to first of all sit down with them and explain to them how much this business means to you and what effect it will have on all of you when you get more done and make more money, then ask them to give you some 'quiet time' with no interruptions for the next 2 hours, 5 hours, whatever, just give them a time limit and make sure you stick to it, lock your study door, tell anyone off who breaks the rules, you have to train people usually as they are not used to it.

A great way to increase the success rate of this is to spend time with those people before you have your quiet time, otherwise they might miss you and want to spend time with you which causes them to seek you out. So if you are working in the evenings then after dinner sit down and spend some time with your partner and the kids or the dog etc and then after that go up for your quiet time, they are happy they have seen you already, and you stand more chance of getting more done!

Of course if you really struggle to get this to work then if they can't find you they can't bug you... consider taking a laptop to the library or go round a friend's house, rent some office space, whatever it takes.

If you work from home then make sure you stamp out the old, 'well you're at home all day so can you nip out and get a new bowl for the dog' etc - I find people don't respect your time when you work from home as they don't see it as 'work'. Again you have to train people, tell them you are too busy at the moment to take that kind of time off, show them you are busy and actually working, force them to respect your work time.

Also don't forget once you give in once it will be expected of you again, even if you just promised for 'this one time'.



Email - oh email, that is a huge distraction! But the solution to all of this is to work in small batches of time, let's talk about batching.

Batching

Batching is a brilliant way to increase focus and productivity, both with time and activities, I recommend batches of one hour as you need to take some time away from the screen or writing after that, so go for batches of one hour where you can.

All this means is that for one hour you will concentrate solely on the task at hand, no interruptions, no checking email, no checking forums, nothing but working on the task you have chosen from your daily list. You'll find this will make your hour incredibly productive - more than you can imagine.

Then after that hour take a break from the screen, get up and stretch your legs, read any emails if you have to (I prefer waiting 3 batches before I do that) and get ready to start your next batch, then choose what you are going to do, and put in another solid hour again.

I have found this to be the best way to ensure that I remain productive, blocking out your time like that forces you to be 'blinkered' and to give absolute focus to the task at hand.

Now batching your tasks is another great way to increase your productivity, so anything that can be batched together will help you to get them done quickly. Say you are writing articles, then you might prefer to write one in the morning and one in the evening, but if you batch them together then you have all the programs open, you are in that state of mind, you have all your research sites open etc - you can see it is much more productive to batch them together.

I batch everything, I wait 2 - 3 days to open my mail, I batch it into one session rather than having three. I do it with my emails, get them out of the way first thing in the morning then wait until 3 - 4 hours later before I touch them again, even sometimes waiting for the end of a full working day before I look again.

So write down the tasks you do regularly, business and personal, and think about how you can batch them better. Especially things like going out, if you can batch together a meeting with some shopping you have to do then you save yourself a trip out - than can save you 30 minutes, 1 hour? You need to start thinking like that, your time is precious so don't waste it unnecessarily!



Information overload

I was going to put this into the focus or the batching section, but I thought it deserved a section all by itself, this guide is mainly for people trying to make a living online - and I'm sure you'll agree if you are in that situation that the amount of information you are offered every day is just huge!

Now most people read everything they can get their hands on, that is admirable but wastes so much time! You need to practice selective focus, you should only be purchasing or reading material you can use NOW on your current projects.

The work of Hermann Ebbinghaus a German psychologist from the 19th century highlighted the fact that we quickly forget what we learn unless it is reinforced regularly. He claims that after one hour you forget 50% of it, after 9 hours you've forgotten 60% and after one month you have forgotten 80% of what you learnt.

So if you are not going to use something for 3 months then why do you buy and read it now? I have folders setup on my computer for all my major projects, and if I like something enough to read it or buy it then I will put it into the appropriate folder ready for when I move onto that project, this saves me reading it twice as inevitably if I read it before I use it I will forget everything by the time I need it!

Learn to be very selective about what you buy and what you read, think about it this way, if you are in the IM market then new products come out all the time, so say you want to get into CPA in 6 months time, then you could buy the course that is out now and keep it until you need it. But more than likely a new course will be out with new techniques in by then anyway! So maybe you should just wait for the new course instead?

Not only will you save loads of time by not reading stuff you are going to forget, but you will save a ton of money by not rushing into buying lots of products you don't need!



Procrastination

Procrastination is, I think, normal, even the best of us procrastinate at some point or another, either out of laziness, fear of failure, or just lack of motivation!

So don't kick yourself too much if you do procrastinate, but let's look now at the best ways to conquer your procrastination:

1. **Dive straight in:** We spoke before about diving into the task at hand without thinking too much about it - this is one of the best methods I have found, thinking too much about how bad it is going to be makes it ten times worse, often when you start it you realise the task isn't that bad.

"To think too long about doing a thing often becomes its undoing."

Eva Young

2. **Make sure you are batching your time:** If you are batching your time then you should not be procrastinating as that hour/half hour slot you are focussing on should be all action - make sure as soon as you start the session you use that momentum to start a task straightaway.
3. **Make sure you are setting deadlines:** We have discussed these before too, deadlines force you to concentrate and take action, use tight deadlines to cut out procrastination and force action.
4. **Time yourself:** This is for thinking time, often we use 'thinking about something' as an excuse to procrastinate, after all thinking about how best to do something is also kind of working on the task. Too much thinking is as bad as too little and often causes you to put off making a decision for longer as you have time to reconsider. Be abrupt, set a tight deadline on how much time you will think about the problem for. If it is a big decision like a purchase then you might want to leave it overnight to make sure the next day you feel the same, but for tasks then think it over and make a decision, if you make the wrong one then hell it was probably only a 50/50 chance anyway and you can correct course as you go along.

Those tips should help you kick procrastination in the butt, but what you can also do is when you catch yourself procrastinating then write down what you were delaying and what you were doing to delay it. Awareness is powerful and if you can make yourself aware of the methods you use to procrastinate you can spot them easier when you are doing them.

You can also use the list to find the best tasks to outsource to others so you concentrate on tasks that you won't procrastinate about ;)



Using Pareto Power

You've probably heard of the pareto principle before right? The old 80/20 rule where 80% of your results will come from 20% of your actions?

How often do you use it?

I bet never! I used to be the same!

But if you start to apply it to your life then you will be amazed at the speed with which you can transform things. For instance first of all use it in your personal life, which 20% of your bills cost 80% of your expenditure? Can you cut them down? There is no point looking at the other 80% of the bills yet as they are such a small proportion!

And you can apply it to almost every area of your business, which 20% of your clients account for 80% of your revenue? Then which 20% of your clients account for 80% of your wasted time and stress, if any of that 20% are not on your 20% of the clients that make you the most money then get rid of them!

Which 20% of your websites make you 80% of your revenue? Because if you can figure that out then isn't your time much better spent on working on those 20% of your websites? Rather than the others which just suck up your time and give you nothing back!

You might be quite shocked how you find that you have 'pet' projects and clients who are friends but they just don't make you any money and sap all your time! I know I had two websites that barely made me a dime, yet I persisted in allocating time to them as they were live projects and I wanted to 'try and make them work'.

Sure if you have enough money already then allocate time to them, and if the 20% of websites you have that make you all your money are nicely tweaked then give the others some time, but I was allocating time evenly across all projects - how stupid is that!?

It is a fact of life that some projects will make more than others, some projects will suck up more time than others, you can achieve exponential growth in your business if you can concentrate on the projects that make the most money with the least time!

To identify them then sit down and make a list and apply the 80/20 rule to every area of your business you can, you'll soon see which projects are holding you back and which you should put into overdrive!

Don't forget to take it to the next level though, grab those profitable projects and dissect them with the 80/20 rule, so what 20% of your traffic sources result in 80% of the sales? What 20% of



pages on the website account for 80% of the traffic? Or what 20% of affiliates account for 80% of the sales etc?

You can keep going down and keep finding out little golden nuggets that will help you to pull ahead of the competition and really grow your business.



Burning Out

If you have been working on your business for long then you have either encountered burn out before or you are experiencing it now which is why you bought this book to be more productive!

Burning out can creep up on you insidiously, you start to find you have less energy, you get less done, you might have sleep problems, muscle tension, even start to hate what you do and wonder if it is all worth it.

One of these three things happens; you burn out fast which is where you throw your computer out of the window, don't do anything for 2 weeks then come back and wonder what all the fuss was about. Or like I suffered with then you are so dedicated to your business and so motivated to make it work that you don't really notice or care, you just slog on from day to day getting worse and worse but still dragging yourself along until you either crash like in the first option, or have an epiphany like below.

Then the third option is you reach an 'aha' moment when you realise what is going on and stop the burn out before it stops you.

So first of all, have a good long think - are you burning out? Have you lost your enthusiasm? Do you get much less done now than before? Have you run out of ideas and momentum? Do you hate getting up and starting to work on your business? Then you are probably burning out!

We all have peaks and troughs of motivation and energy, it is natural and something you should not fight, but if we do fight it and we don't take enough time off then it can cause more damage than good.

Most people's mindset when they are building their business is that they must get lots done in order to be a success, and getting lots done means they can't take a night or weekend off as that would cut down the hours they are putting in.

Let me tell you if you are burning out then yes you might be sat in front of your computer, but you are not putting hours in, you are wasting them, they are overflowing from you like a bath with the tap left on. What might normally take you a few hours to do takes you a few DAYS to do, but you are happy because you worked hard and didn't take a break so it is ok...

Can you see how damaging this can be? If you just took a short break you could come back revitalised and ready to jump in and get lots more work done. You'd have fresh ideas, you'd be a lot happier and a lot more able to cope with any obstacles that get in the way.



In essence not talking time off is wasting working time! This is one of the hardest things in this whole guide to grasp, I still suffer from this myself, but when I find myself starting to burn out, when I see I am not getting as much done in the time as I should, then I know now to take a break.

You need to take a break, preferably weekly, to do something totally different to your business, something to engage your mind and body and give it a reprieve. So say at the weekend you could take your partner to the coast for the day, or go rock climbing, learn to paraglide, go geo-caching, anything! Just make it different (watching TV does not constitute a break) and preferably active and exciting.

Preventing burn out in the first place

To stop burn out rearing its ugly head then you need to use these four methods:

1. **Take time off every week.** This is what we just spoke about, instead of taking time off when you realise you are burning out, have a 'family day' or 'fun day' every week to stop yourself getting to that point.
2. **Get some sleep.** Sleep is incredibly important, both to your physical as well as mental wellbeing. Make sure you don't work for that extra hour just to get the project done and end up staying up till 1am. The next day you will be less productive so you will probably waste more than the hour you would have finishing that project the next day, and it will build up and start to affect your health and your state of mind, I don't think anything can accelerate burn out faster than not getting enough sleep!
3. **Look after yourself.** Again this is the same mindset of not wanting to take time away from working to look after yourself, and again this has the same consequences, I used to think the same until it caught up with me and ill health forced me to take better care of myself! Take some time out every day to go for a walk, or take time out just twice a week to go to the gym - your body will thank you for it and your energy levels will increase so you will get more done and be more resistant to burn out.
4. **Be selective about your projects.** We spoke about the power of the Pareto principle earlier, you need to apply this to your projects and find out which you can ditch. If 20% of your projects make 80% of your money then that means you are working 80% too hard! Go through and ditch any projects that sap your time and effort but don't make that much money, AND be selective about what you start and/or accept as future projects.

Don't get scared that if you pass on a project your business will crumble and you will never recover, think about the possible profits compared to the effort, and think about how much you have on your plate at the moment. If you have too much on then you



won't be able to do as good a job as you should, and you will burn out that much quicker. If it doesn't look like a good use of your time for the money it could make then pass on it again and find more profitable projects, otherwise when the more profitable projects come along you may find you don't have the time to grab them...

If you follow those tips you should be able to fly straight past burn out and wave out of your expensive car at all the burnt out entrepreneurs crawling along the side of the freeway desperately trying to crawl just one more metre along the road to success...



Cutting Your Hours Down While Increasing Your Profits

Now for those of you who groaned at the thought of taking time off work then good news! You can take more time off and make more money!

How?

With outsourcing!

You've seen that term bounced around a lot - but have you ever really stopped to think about implementing it in your business? All of the most successful people apply unbelievable leverage by outsourcing, that is how they are able to make so much money and achieve so much!

Most people brush over outsourcing as something they 'should do' and it is always on the horizon but of course they never get to it. I know it costs money, but it can really help to take stress away from your life, help you to get more done - not just because they are doing it, but because you can palm off what you don't like on them and then you'll have more motivation to do all the things that you do like doing!

Remember that list of things that make you procrastinate? Well take that now and add anything to it you just don't like doing, this is your pick list for outsourcing. You'll start to see certain sets of activities you could give to a person, like writing tasks to someone with strong English skills, and then link building to people who maybe have weaker English skills, or site design etc.

If you can't find anything to put on that list then you are not trying hard enough!

So where do you go to get people? That depends on what you need. For articles then I prefer quality over quantity so I go to Elance and find people there for what I need, Rentacoder is also good for getting articles written funnily enough. The warriorforum can be good for finding people who write articles, and you can get a better insight into who they are and what they work like before you work with them based on their posts and any feedback they have on a WSO etc.

For social bookmarking then I tend to use WLMarketing.com - they are great to just get some quick bookmarks to your site, you can get 30 for \$4 at the time of writing and they give you status reports and a list of the bookmarks they did - can't fault them there!

But for link building, article submission, website design etc then it is often better (and cheaper) to have full time people working for you, it saves retraining people each time to work within your guidelines, and they don't work for you when they are free, they work all the time.



The latest trend is now to hire people from the Philippines who are cheap to hire but skilled and enthusiastic, you can hire people for as little as \$200 - 300 a month full time! Don't think of that as exploitation, that is a good salary over there and people are more than happy to work for it.

Now do you think you can't afford to outsource? If you are doing things like submitting articles to multiple directories and commenting on blogs etc then you are wasting valuable time and money. You should be concentrating on directing your business where you want it and working out new projects and strategies to move to in that direction, not commenting on blogs!

As soon as you start to take on some good people then you can expect to see your business explode. Of course don't expect everything to be smooth sailing, finding good people may take a few tries, and there may be mistakes along the way, but that is all part of the process and a mistake is a learning experience which means hopefully they won't do it again!

To train them then one of the best ways is to video yourself doing the task, no doubt you have done all those tasks sometime in the past, so just video yourself with jing or camtasia as you do it and explain the steps, then give that video to an outsourcer and tell them to learn from that, it will be much more powerful than just giving written instructions which can be misinterpreted.

So start planning now how you can outsource some of your business and how that will allow you to take some time off each week - don't just think of it as a way to get more done as they are doing some of your work and you still work as hard as ever on other stuff!

You need to capitalise on this by taking a well earned break each week safe in the knowledge that your outsourcers made up for any time you took off. 😊



Final Thoughts

So there you have it - lots of ways to be way more productive, get more done, make more money and if you follow all the tips in this guide you can also find you will be taking more time off too!

All of these pieces slot together to make a deadly combination, you can pick and choose parts to add to systems you already have in place, but the idea is to make sure you have good energy levels, make sure you have daily and longer-term goals and ways of measuring both when they are finished and how much progress you are making (measurable steps to use as daily goals).

Then you need to make sure you are concentrating on the most profitable projects first and where possible cutting out the least profitable projects, or at least putting them on the backburner to come back to later once you have reached a suitable level on the top projects.

Then you need to make sure you are squeezing as much out of every work day as possible by giving yourself tight deadlines, batching your work, cutting out interruptions and stamping out procrastination.

But with all that extra productivity you need to make sure you don't burn yourself out!

Start off slow, first print out all the worksheets and start to get your goals ready, then begin to work on increasing your productivity and don't beat yourself up too much if you struggle, it takes time to change your habits like this - but in the end it is well worth it!

Now stop slacking off reading and get some work done!