How To Manage Your Time

12 Powerful Rules That EVERY Online Marketing Should Follow!

Presented by Michael Green and Peter Twist

Peter Twist interviews online marketer Michael Green about how to get more done – quicker.

Michael has produced 14 online toolkits, yet he only internet markets one day per week! So how's that done?

It's easy when you know the 12 powerful internet marketer rules that every online marketer should follow.

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Introduction

PT We have outlined 12 time management secrets that every online marketer should use, not only them, but also people who feel that they need more time, possibly those of you getting involved in other businesses but still have a full time job at the moment.

MG Yes for virtually anybody in any sphere at all, but of course the examples that we will talk about today are going to be based on the online world.

These principles will work for anybody no matter what they are doing.

PT The one thing that everyone on this planet has in common is that we all have 24 hours in a day and it's something you cannot escape from. When I ask myself how can I get things done and I look at people like you with your busy lifestyle and wonder how, when you also only have 24 hours too, do you get things done? I wonder what techniques you use to get more out of 24 hours than me?

MG That's a great statement and you know, people at business management courses ask 'what is your most valuable resource?' People answer by saying it's people, cash, capital, products, supply and so on. Well actually that's all rubbish, the most important resource that everyone has in every single circumstance is time.

PT I remember hearing a wealthy businessman saying that he would like to go bankrupt for a day! The reason for that was so that he could do what he wanted for 24 hours, watch football or go to the pub!

MG Yes, the key is to be wealthy and successful, but still have the time to do those kind of things, even spending time with your family. These techniques could even just help you to do that.

PT It seems to me that we either have money and no spare time or in the times when we have no money we have lots of time! So how do we get the money, but keep the time too? That is the Holy Grail!

MG Getting that balance is the key and people shouldn't underestimate how much money can be made in the online world, but you must do it right.

PT I find that when working for yourself, you must have that discipline. Someone once asked me what one of the keys to working for yourself was and I answered by saying 'Motivating yourself to get up on a Monday morning' That can be the first challenge because you don't have a boss, a 'job' to go to, so it's very easy to go off-track and get out of control.

Another key is to put your foot down and know what you want to do, or more importantly know the things that you don't want to do, because as a self-employed person it's very easy to be working 24 hours a day, especially when there is only one of you.

Time Management Secret #1

The Time Quadrant

MG This is the only complex theoretical point, which I am going to touch on and it's called the 'Time Quadrant'

Refer to diagram below.

	URGENT	NON-URGENT
IMPORTANT	**Quadrant 1** This is where you fight your daily fires. Everything in this box is urgent and important. These are your tasks that absolutely have to get done by 'yesterday'! Most people spend too much of their time hanging out in this quadrant.	**Quadrant 2** This is where you are when you are in planning mode. This is long-term thinking and strategy building. For online marketers where you build your products, set up joint-ventures and so on. This is where savvy people and ALL successful internet marketers live out most of their lives.
NOT-IMPORTANT	**Quadrant 3** Frequently this quadrant contains stuff that is urgent to someone else, but not important to you. The phone call that you must take now, but turns out to be a salesman that you didn't need to speak to. Picking up the phone to receive the call was URGENT, but the content of the call was absolutely NOT-IMPORTANT to you. A lot of people spend their time here, but believe they are in box 1.	**Quadrant 4** This is where you waste your time. A cigarette or coffee break for example. Of course arguably you need to take some breaks, so this could be considered a strategic move and that might be box 2 (and least in theory). An irrelevant conversation on the phone with a friend is box 2.

The point is that the box you're in depends on your point of view much of the time. The important thing is to recognize the way that you're spending your time.

The key to understanding how to best manage your time is to understand which of those four boxes every single activity you ever do falls into.

To give you an example, if you take Box #1 marked 'Urgent & Important' If someone who requires something to be finished by a deadline (which is also important to you) and the deadline is 4pm, it's now 3.50 and you haven't finished the work yet, that's obviously urgent and important, that's pretty obvious.

However, if you move one quadrant to the right you end up in 'Non Urgent but Important'. Now, here is where you should be spending all your time, you won't, but you should try your best to. The tasks here are associated with long-term, strategic planning. For example, this could be a project where you build your own information product to sell on the net, it's where you plan your cash flow projections, where you invest time in research. It doesn't matter whether you do it now or next week because it isn't urgent, but it is very important. So, if you are not doing the things in this quadrant, you will never build your business.

Box #3 is 'Urgent, but not Important' - Typically these are tasks that are urgent, because somebody requires something of you, even though there's no advantage in it for you. An example of that is say, you're working from home as an internet marketer and all of a sudden your partner says there's somebody on the phone for you, that is urgent but not important as it turns out to be a salesperson trying to sell you something. They are waiting to speak to you, so it's urgent as you cannot do anything else until you have dealt with this call, you cannot get on with your own work until you have dealt with this. It's not at all important to you and it's a time-waster, so that sits in Box #3.

Box #4 is 'Non Urgent and Non Important' and that's pretty easy to define, something like a cigarette or coffee break, although as I will mention later, breaks are important. It could be chatting with a friend, rather than getting on with some of your work. This quadrant is where you don't want to be, the place you want to be all the time is Box #2 of this quadrant.

I use this quadrant in everything I do, whatever I am doing anytime I think 'Which box am I in right now?' For example right now you and I are definitely in Box #2 as we are doing something, which is not urgent, we could do this tomorrow or next week, but it is important. We are laying down the foundations of something which we may sell or give away, providing useful information to people and part of building our businesses, so it's important, but not urgent.

So, Box #2 is where we want to be all our lives.

PT Listening to this reminds me of many peoples' inability to step back and take an overview of their situation, because on a daily basis it's so easy to get sucked into so many different things and to constantly step back is difficult. I believe that many people are afraid to do so, because if they did see the big picture they would frighten themselves to death!

MG Yes, and one thing everyone reading this should do is, for half a day or a day, spend their time writing down which box the activity they are doing at any one time falls into. They will discover that most people live their lives in Box #1, which is 'Urgent and Important'. That is fighting fires, the deadline coming up at any moment, the crisis which has just blown up and erupted and needs to resolved, it's the busy, busy person who is always rushing around. You must have met some of these, the ones who are always busy?

PT 'Type A' people?

MG Yes, and 'Type A' people live in Box #1, so what we need to do is a little more planning and if you can do that you will spend most of your time in Box #2 and when a real crisis does erupt, because your life, work and environment is

planned, you will have the time to jump into Box #1 and fight two or three fires every day.

PT Plus, because your mind is not over-running all the time you will have the resources you need for the Box #1 eventualities.

MG So as this is at the core of time management, I beg of the readers and listeners to make sure you refer to the time quadrant diagram in the printed material.

Time Management Secret #2

Define Specific Work Periods

MG Very often people ask me how I have made a success of your 'How To' business when I only run it one day a week, especially when they are working in the internet business full time and they haven't made a dime.

I have become convinced that the answer is that I am ONLY working on it one day a week! I know that in that day I have to really focus my time and resources because come the next day, I will not be working on 'How To' anymore for the most part. So, having a specific defined work period is very important for your time management success, it's the old adage of 'work expands to fill the time available' and I'm sure everyone has experienced that at one time or another.

I have also noticed that even if I have a whole day to work on internet marketing, I notice that I might be productive, I might not, frankly it can be a bit hit and miss as I haven't really focused. I find it better to break the time down into small pieces, for example if my wife says that we are going out at six and it's now five o'clock, that gives me an hour. I notice that in that one hour of closely defined time where I know I am going to work on an internet marketing project is certainly more productive than any of the hours in an entire day where I had no plan or concept of the way I was going to spend that time.

So, for me, defining specific work periods is one of my success secrets.

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PT Yes, I agree, as I do a lot of recording, especially interviews, that focus my attention when I have to set up specific times for an hour or so, I will be doing this.

MG And you will have your cut off point before you have to do something else.

PT Invariably the people I talk to, like you are busy people too. So they sometimes only have a specific time available. It can also affect simple tasks too, If I decide to visit a number of forums, I try to set that time aside so I don't drift along, I say, '15 minutes to visit and answer questions etc.'

Time Management Secret #3

Split Up Large Projects

MG If you have a big project this can be incredibly daunting, perhaps you had an idea for a product and you know this is going to be a monster, but the fact you know it's a monster stops you from really getting going with it. My advice is to split this large project up into tiny little achievable chunks and that is a great technique for getting through stuff.

PT As human beings I think we need to complete things so we see a result.

MG I'm sure that's a very base human physiological requirement, to finish stuff and if your large project is going to take you months to complete, you are never going to feel that satisfaction. If, for example you say 'Today I'm going to finish this one chapter' then that's it. In fact I have an ongoing project at the moment which falls into that category called 'How To Market A Product'. It's based upon the thirteen different toolkits that have previously released, I have been documenting how I always go about marketing each of the toolkits once released. It's every step along the way and it's now up to around twenty-six different items, but I realized that it's such a huge project as I do an awful lot of different things and documenting it all was taking up time. So what I decided to do was to write a chapter at a time and now when I sit down on a Friday I have in my schedule to complete one chapter of this project. At the end of that I get a little buzz as I have completed what I set out to do, but if I had sat down expecting to complete it I would never have done so in one day.

PT There is that sense of satisfaction when you complete something, so when you come to the next task you remember that you felt good, so you are encouraged, whereas if you create a bad feeling about something then it puts you off doing it a second time.

MG I think online marketers have many of the same problems that authors have, which is getting going, sitting down and writing. They must be in the right frame of mind, using the right pen or keyboard, in the right chair, in their holiday home and so on! So they have every reason under the sun as to why they are not in the right frame of mind to write and life as an online marketer is a lot like that, particularly if you are authoring your own products, but even if you are not, actually getting down to what you think you should be doing can be a problem, so splitting projects into smaller chunks is the key.

Being creative is such a frame of mind business that if you can find techniques that help you to get around these blocks then you are onto a winner.

Time Management Secret #4

Complex Tasks First, Or During Your <u>Best</u> Time Of Day

MG For many people the best time is first thing in the morning, when they wake up they have a clearer mind (perhaps not until after their first cup of coffee). So many people have a peak intellectual performance in the morning, however if your time is late at night or immediately after lunch, do it then. Whatever you do, do the complex tasks first; I say this because many people work in exactly the opposite way.

Let me explain, many people say that they have half a dozen very easy jobs that they need to finish off first before doing the complex stuff. That is a mistake because the small jobs, such as clearing your 'inbox' of email which could include responding to some very straightforward enquiries, removing someone from your autoresponder who couldn't do so themselves, all these tiny administrative things that you think won't take long. Well, an hour and a half later you didn't do the big, more complex task at all, to refer back to the quadrant, this was probably in Box #2 non-urgent but extremely important to the success of your business. Instead you have been messing around in Box #3 and #4 and maybe a little in Box #1, but if you manage your time well as we have already said, you'll have the time to deal with these.

PT When I have worked for employers in the past, I've found that they didn't want me to work like that. When I used to work at my local radio station writing and

producing radio spots, I would come in early at around 7am to have some quiet time to work before the sales team came in at 9 o'clock. Sometimes the work was completed by 3pm so I would leave. My boss called me into his office one day and said the Managing Director was not happy that I was leaving early. I tried to explain, but in the end my boss asked me to be there from 9 till 5 even if I wasn't as productive!

MG That is a classic corporate policy that is nonsense.

PT Now I am very sporadic in the way I work, but they are very intense periods.

MG But for an employer not to appreciate that they were getting more out of you by not letting you work those hours is crazy. I'm saying that as an employer too, that is just madness.

PT So my point is that if someone is going through that at the moment, they must get their thinking away from that because if you are working for yourself you have to do the work when you feel good about it.

MG When I think about this tip of doing the complex stuff first, I mean the important stuff first. The admin work has to be done, but don't do them in your prime when you are at your most capable to do the important, complex stuff.

PT I have also noticed that when you exchange emails with some of the gurus on the internet, for example Yanik Silver, I know that if I send him an email, I will have a reply with 24 hours, normally around 3.30 in the afternoon which is morning in the States. So what he and many others do is just spend half an hour per day going through their email and clear it, rather than all day.

Time Management Secret #5

Prioritize 1..2..3

MG It is important that you decide which is the #1 most important project for you to complete at that particular time or day, then decide your 2nd and 3rd If you don't plan your time and you just briefly think about what you need to do, it's very tempting to think 'I have all of these different tasks and projects, I'm under pressure' so you just jump in half-hearted. So there you failed to prioritize which project it was that you really needed to get finished first, that's the problem.

What you must do and I do this if I have three or five projects is that I number them, then I start with #1 and work on it until it is complete. Now I know that 2,3,4 & 5 may never get done today and that may cause a few problems, but not nearly as many problems as choosing the least important priority and having done that first, often because it may also have been easier to complete.

PT I notice about successful people that it's as though they are in a bubble of calm while all the madness goes on around them and I think you should imagine yourself like this, not letting all the distractions of phone calls, people at the door or your employer asking you to do things. You must shut off from that and focus.

MG The reason why successful people appear to be so calm is because they have things straight in their minds and they are saying to themselves 'Ok I know that projects 2,3,4 & 5 are important, but it's project #1 that I am doing here and now at this moment and so if someone comes and asks me about project #3 I will be able to tell them that I have that on my list and planned to do at this time and I

will have it to you by then'. So because they have taken that time to prioritize what is the most important, they have things clear in their mind so they appear to be very cool, calm and collected together person as a direct result of that.

PT Sometimes though, others think you are not concerned about other things or not worried, but I think that something like 84% of what we worry about never happens. Most successful people are aware of the bills they have to pay, how much money they must find by the end of the week, but there's no point in panicking about it.

MG Another way to look at this is to spend 10 minutes at the beginning of the day prioritizing and planning what you are going to do and by doing that you have probably saved yourself an hour or two. You can be answerable to other people telling them when something will be done or if it's for yourself, you are not going to be sitting there thinking that you are doing one thing when you should be doing something else and you jump from one task to another. The worst possible thing you can do is to mix up your projects.

Time Management Secret #6

Finish One Project, Before Starting The Next

MG A massive mistake that many people make is to start too many projects simultaneously and the net result is disaster, you end up getting confused between projects, it's an immensely inefficient way to work, human beings do not multi-task particularly effectively.

When talking to an "expert" recently who said that it's impossible for the human brain to have two concurrent thoughts.

PT Yes, in the conscious mind.

MG Now many people will say that's nonsense 'I can do two things at the same time, like making a cup of coffee whilst I'm speaking to you'.

PT But that's the subconscious mind working.

MG Now there are very broad exceptions to this, those who are reading or listening to this and are sharp and awake are going to say 'Hold on, Michael has just been telling us how he's been working on a product for an extended period of time' but when I'm not working on it I'm not actually thinking about it, it is deliberately a long-term project that I can very comfortably slot into my other time

and doesn't in any way negate the fact that what you should do is finish one project before you start the next.

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Time Management Secret #7

Keep A Notepad Of Ideas For Future Development

MG I literally keep this in 'Windows Notepad' and keep it on my desktop, but it doesn't matter what kind of notepad you keep or how you do this. Every time an idea pops into your head, the key thing here is to make sure you get it down as many people find that they have ideas at unusual times of the day i.e. waking up at 2am with something burning your brain and if you don't write it down then you won't remember it.

There was an interesting program on TV here in the UK by Lord Winston who was looking at how the brain works and remembers things and how ideas are generated. He was saying that the best possible time for the brain to generate an idea is not when you are sitting down consciously thinking about that subject, instead he argued that it's when your brain is alert, yet relaxed. So that is why people have so many great ideas when they are in a relaxed state, e.g. in the shower an idea hits you, when that happens to me I have to make sure I write it down.

PT It's also good before you go to bed at night to go over thoughts or problems and ask your subconscious mind to give you the answers when you wake up. Your brain will work out the problems for you while you sleep, don't worry, hand them over to your mind.

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MG If you write a piece of copy or sales letter, an ezine ad or whatever, don't send it out that night, just go to sleep and read it again in the morning and I guarantee that you will look at it and find that you can make improvements.

PT Sometimes if you are frustrated with something and you think it's no good, sometimes when you look again the following morning you may think it's better.

MG Sleep is a great way to readjust the balance; problems can look awful at midnight, but better in the morning.

PT I have seen many successful people deal with problems by going off to the gym or play golf or tennis and people around them cannot believe that with so many problems they do this, but they answer by saying that they can't solve the problem there and then, they let it stew for a while, so why worry?

MG If the brain is going to come up with a solution, it will happen when it's in a relaxed state, it's unlikely to happen when you are intensely sitting there worrying about it. You do have to put in some worry time.

I find that while driving is a great time to come up with ideas.

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PT Yes, get yourself a Dictaphone too.

MG I have noticed that my brain is far less productive when driving if I have the radio on, it's almost like it blocks the brain's activity. So every now and then I deliberately switch it off and just allow my brain to wander and that's when I come up with many good ideas. So it's very important to keep a list of those ideas or you'll forget them.

So whether you use a computer, Dictaphone or paper notepad, remember that as quickly as an idea has popped into your head, it will disappear too!

Time Management Secret #8

Be Project Specific Before You Sit Down At Your PC

MG You have all these great ideas, you have written them down on your notepad, two or three may be brilliant ideas and all you want to do is get them started, however, before you know it, you have got nowhere during that session sitting at the PC.

Be project specific before you sit down to work at your computer, think. When you go into your office think 'I am going to work on Project A' You have probably already prioritized that on your notepad list, this project is where you are going to write an email to your subscribers that describes your new project or product that you are involved with or affiliated to. So by the time you stand up in half an hour's time, that is what you will have achieved and you are going to walk out of your office and ask somebody to proof it for you. This could be a member of the family or email it to someone who you trust. Just on that point, always get someone to proof your work, we all know the disasters that can happen!

PT That's also another reason for not sending stuff out straight away, you know, you press the 'send' button and then you go 'Doh' when you spot the mistake.

MG So choose one objective for the session.

Time Management Secret #9

Use Email Filtering Software and other automization

MG If you are going to be efficient with your time it's extremely important that you are not handling tasks that could be automated in a manual way, that probably sounds familiar to many internet marketers, but I guess that many are still not doing it. Email filtering software is a very obvious example of this due to the amount of spam flying around. I know there is talk about the different laws in Europe and in the States, but I just have a hunch that it's not going to work! It's easy to set up a server in Outer Mongolia and keep the spam coming.

So this is a problem for everybody who uses a computer, but it's particularly acute for internet marketers. Many people end up with a lot of different email addresses, especially if you have many domains and many products, so I get the same piece of spam up to thirteen times frequently. The answer is to automate and use some email filtering software to deal with 90% of the spam. I set up different filters or rules and that works pretty well for me and every time a new piece of spam comes in I add a new keyword. I use Outlook Express for my 'How To' mail and I use something called 'Spam Inspector'. I would imagine that many people will be using Outlook, for that I would suggest you use Outlook Spam Filter. I find both of those filters pretty effective in dealing with the spam.

PT I personally use 'Mailwasher' which doesn't even download the emails, it scans the server first and you can choose to delete or 'bounce' emails, which gives the impression that your email address doesn't exist.

MG Plus it's very satisfying too!

PT Another technique that I use with Outlook came about after someone looked over my shoulder and saw that I had 3000 unread emails in my inbox! I set up many different folders with the rules set so that emails from certain people or certain subject lines are filtered into different folders, and now my inbox is relatively clear.

MG Yes, I think it's very bad practice to have a big inbox, it's better to open and deal with an email rather than leave it unread.

The other thing that I do is to use color coding on all my emails to delineate what they are before I have opened them. For example, all sales, no matter where they come from, [Clickbank](), one of my products or an affiliate sale comes into my email inbox in red, so red emails are sales. All posts to my forum come in blue and so on.

PT I think there's a great sense of satisfaction when you logon in the morning and everything is going off into different folders or being highlighted in different colors, you feel really organized.

MG Yes, so set up your own system and the colors that will work for you.

PT Some other marketers I know have actually programmed their software to play a specific piece of music like a fanfare when they make a sale.

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MG There are many other things which come under the same category of automation; macros are a great way to automate things. I have a macro for everything, I use something called 'Type Pilot' It helps me produce very quick responses to emails where the information that's required and will typically tend to fall into specific categories, for example, a question I get asked most days is 'What is the difference between my "How To Write A Newsletter" toolkit and my "Easy Ezine" toolkit'. I could sit down and write that difference down a thousand times, but it's much easier to have a macro available in something like TypePilot (it's free) so that all I have to do is write 'toolkit difference' into the email and it immediately produces a three or four paragraph detailed explanation of the difference. I always make sure that I personalize it, but people have said in amazement that I must have typed it out so quickly!

PT I have my membership area of my site and I prefer to help the paying members first as they have committed themselves to me and internet marketing, this helps me separate the serious people from the timewasters. One technique I use is an automated reply, which says to the non-members that I would really like to help them, but I would also like them to join my membership site as the members are the ones I help the most to show that they are serious.

MG As soon as you begin to be successful on the internet as a marketer, people will naturally come and ask you questions, which at first you don't mind, but then you realize it's Box #3; Urgent but not important, at least not to you, but it would be impolite not to reply. So to have a mechanism to deal with that, ideally an automated one like a standard signature-like reply like that is important and I use my forum in that way. There people ask me questions which to be honest, not only because I don't want to spend all my time answering questions for free, but also, they'll get a better, more detailed, more considered, more rounded with more people involved answer by posting that question on the forum. So I have a

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standard signature line, which says ask the folks on the forum as you will get a better answer.

PT I remember someone asking Tony Robbins why he charged so much for what he does as he surely now has enough money and he replied that more often than not, the sad fact is that if you give things to people for free they do not value them, whereas if someone has spent some money on a product or service, they are more likely to take notice of the information.

MG So the message here is to automate as much as you can, there are dozens and dozens of examples; another practical example is if you use ClickBank, have a shortcut on your desktop which takes you to 'today's' figures or to the current period, you don't need to login, just copy the URL you get to once you have logged in and make it a shortcut on your desktop.

Time Management Secret #10

Set Up A Separate File Or System For Reading Material

MG This material will come into you in all directions; great ezines, a product sent to you to be reviewed or that you purchased. The concept here is that you put that stuff to one side and when you go off on vacation or a journey or you have some dead time, perhaps you're waiting for an appointment and so on. By doing this you are not wasting primetime by reading material which is of secondary importance and not urgent.

PT People spend a lot of time listening to music in the car or reading newspapers at other times which are great pastimes where you can sometimes learn, but sometimes spend that time on other material.

MG As an example, I love the full-length versions of your radio shows, so whenever there's a new one out, I always download the file and burn it off onto a CD, which I then listen to in the car. The reason I do that is because it's dead time where apart from thinking up great ideas, I might otherwise be listening to music or the news but I should be using that time in a semi-constructive way, but I don't have to be doing it in prime, internet marketing time which is when I am in front of the computer.

PT That also goes for listening to Tony Robbins or Brian Tracy etc.

MG So, put the material into a separate folder so that when you are traveling or have that dead time, you can easily refer to it and choose what you fancy.

Time Management Secret #11

Use A Work And Reward System

MG It's so important to say 'when I have completed this little section or project I am going to have the reward of 'x'. For example make yourself a cup of coffee, the rewards will be different for different people, some will go off for a cigarette break or go and watch a movie. The key is to have in mind a reward for yourself, again this is very different from when you are 'employed' where the reward system is normally set up by your employer. When you work for yourself you can sometimes lose that discipline.

PT Or you end up working and working.

MG I got this idea from Adrian Ling, the creator of '[easyClickmate](#)' In his manuals for all his products he always says 'installation is easy, just follow this 12-part installation' etc…etc. and lastly he says ' Well done, go and make yourself a cup of coffee to reward yourself' So if you can just put a carrot at the end of the work process, then that is something that will help to shape your day and your time management.

PT Just like making those important phone calls, after every 3 give yourself a jellybean or something.

MG There's an associated point to this, if I sit down and work twelve hours straight, which I know I am capable of doing, then I will become less and less productive. Anybody who knows anything about staring at computer screens

knows that you become goggle-eyed after a period of time, you have to take a break, every 20 minutes or half an hour is good. Get up, walk around and get some exercise, but don't try to work for long periods without any kind of break.

PT The point that is coming out here is that you do not work 9-5 and this probably goes against most things that people have been taught in that it's about being productive, not spending 8 hours a day.

MG I can imagine someone reading or listening to this thinking that it sounds a little contradictory as one of the other points we have been trying to get across is to give yourself some structure and as you said we don't work 9-5. Personally I find that late at night is a great time for me to answer email problems, at around ten o'clock at night for about an hour and a half I can clear my inbox. The important point is not that you work conventional 9-5 hours, but that you have some kind of structure to your working time, the reason 'How To' works for me is because I know that's what I do on Fridays.

PT Applying the structure will enable you to take those breaks and work in those concentrated ways. We are not saying work on something and then stop halfway through, just plan to work in bite-size chunks.

Time Management Secret #12

Set Aside Specific Research And Study Time When You Browse The Net

MG For many people this is all the time and that's their problem, they jump online and set out to do one thing, but then get caught up in browsing forums or they look at some new product, or get involved in some email conversation etc In the end they have done nothing, except I suppose you could say 'some research'. I am saying to turn all of that on its head, set aside specific research and study time when you have said to yourself 'what I will do is browse the net' or it maybe something else; I subscribe to an internet magazine called Chips and Tricks on the internet. It comes out every two weeks but I don't read it as soon as it arrives, instead I put it to one side but then set aside time where for twenty minutes I catch up on the last two editions of the magazine. So I will scan through and see what is interesting and browse some of the websites it mentions and every now and then I find something terrific.

I do the same when researching for a new product or whatever, set aside a specific window during which that is all I will do.

PT When you are in that frame of mind I think you are far more receptive too.

MG Also you don't sit there feeling guilty that you are wasting time as you have set aside this period for study and if you don't put this time in, you will begin to

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begrudge the fact that you are working so hard on other projects and not doing what you are probably doing at the moment which is browsing!

The Don'ts #1

Don't set up competing systems i.e. reminders that you will never use, examples like the diary system in Outlook. I was over at a friend's house the other week and up popped 1,200 reminders on his screen! He said that he had set them up but doesn't always get around to deleting them, so, he's using the system, but not using it.

Many people write emails to themselves as reminders and flag them etc which is fine, others use the 'task' feature too. Others use the paper system, a list or diary on their desk as they prefer physical reminders. All of these are fine, what I am saying is do not set up competing systems as that is the most inefficient way to manage yourself.

PT In the past I have had Psion organizers, Palm Pilots and all kinds of things, but now what I use is an 'online schedule' which is just a cgi script online at my server, I go in and make the changes, this is helpful for when I am setting up interviews with other people I tell them to go to the schedule page to see when I am free, that way when they decide to look they can see an up to date schedule and choose a time which is good for them. Then I print it out regularly and carry it around.

I just use a reporter's notepad, a Dictaphone and my piece of paper diary; otherwise I would just end up playing around with all the new technology and toys.

MG I use a hand-held system which has Windows on it and synchronizes with my laptop. I have used it for years and it's not competing with other systems.

The Don'ts #2

MG Don't get too many people involved or too many opinions. I have noticed with unsuccessful time management-type people that they have a very strong tendency to get too many people involved in any one project, or more likely, to get too many of their opinions. It becomes decision by committee as everyone comes up with their own theory or views and nothing ends up working as a result.

PT Even when discussing ideas with top marketers about new ideas or products can be difficult as many have differing opinions to each other, so I take the comments on board, but if I changed every single thing as they suggested I would end up with a watered-down product that looks like everybody else's so you must have that faith in yourself to put your own personal stamp on things.

MG Everyone will have a different take on things, they will say 'it won't work' others will say 'it will' In business I have always believed that nearly every idea can work, not matter how useless it sounds when described. The determining factor is not the idea, but the person implementing it.

PT You can have the best idea in the world, but if you don't have the techniques and strategies in place that we have discussed today in terms of disciplining yourself then you'll never get it done.

The Don'ts # 3

MG Don't just talk about it, DO IT Carrying on from the point above about getting too many opinions, you confuse yourself and end up like those people who have been writing a book for twenty years.

PT I think many people are afraid to take that step, but if you copy successful people, do it, but also monitor the feedback and if something isn't right quickly change it, don't tell yourself that you have failed or made a huge mistake, just put it right.

MG There's also a wider point for internet marketers in particular, I have met many people who I consult for who are embarrassed to release a product to market if they feel it's not ready in every single sense. What really good marketers do is get it to market then tweak and change as required until it's right, so don't hide behind excuses of 'It's not perfect' 'Someone said it wouldn't work' Using our 12 time management secrets, every online marketer should now have a better opportunity to make sure that they get on with it and have every success.

PT The great thing about the internet compared to many other businesses is that it's a very forgiving place and as long as you do things right and are straight with people, for example you write your web page and make a mistake, you can correct it within seconds and if you are worried about making mistakes in an ebook, if you find that after releasing the ebook you have made a huge error, just correct it, apologize and tell people they can download the corrected version.

MG One of the beauties of this online business is that it is so flexible and so fast-moving that the most important thing is that you use your time wisely.

FINAL POINTS

MG When you think about the internet marketing business, there are very very few barriers to entry. All you need in terms of capital is a computer and a link to the internet and neither of those are expensive when compared to any other business in the world. From that you have the opportunity to make a lot of money, as we know top marketers make hundreds of thousands and I have found that even working one day per week is it possible to earn many times the average salary.

So, the real place where you can get an advantage is in your time management, it's a level playing field, everyone has a computer and internet connection, everyone has 24 hours a day, so how you are going to use that time will determine how successful you will be.

PT You can apply these time management techniques to any line of business you may be in now, or your current job, but you will always have a limit of time, what I mean by that is the internet offers that exponential growth in that you can do one thing which can either earn you $10 or $10,000 and it doesn't take up more of your time to make that difference if you do it right.

MG You can do one thing, which can be outrageously profitable or can be a complete failure, it all comes down to the way that you manage the time that you have and it is a precious mineral. If we have achieved nothing else today, I hope we have managed to get that idea across.

12 Powerful Rules That EVERY Online Marketer Should Follow!

PT If you manage your time correctly and put together a product that doesn't work, then you have still wasted less time than you would have done if you hadn't implemented these secrets and techniques.

MG You cannot lose by following these twelve points, but you will lose if you don't follow them.

PT Finally, we would love to hear your success stories after this, please send us your feedback to michael@howtocorp.com

ABOUT PETER TWIST

Peter Twist's main profession is in the media. He started many years ago as a disc jockey, before joining the 'voice over circuit' in the UK in 1987 where he got to travel all over the UK voicing radio & TV ads as well as promotional video tracks.

Initially using the internet to promote his voice over work http://www.powercomm.co.uk/petertwist Peter discovered that the future of marketing

was on the internet. Using his broadcasting skills he has built up a huge archive of interviews with marketers from all over the world in the members' area of his site http://www.internetmarketinglounge.com whilst also offering a free radio show and internet news.

His latest project is called BIONIC MARKETER where he takes the skills and tools of 30 top marketers and produces the 'perfect' marketer.

How To Manage Your Time
12 Powerful Rules That Every Online Marketer Should Follow

ABOUT MICHAEL GREEN

Michael Green spent 12 years building his conventional offline business before turning his hand to online business on a strictly part-time basis.

From a standing start as recently as February 2002, Michael has created his online "How To Corp" business empire. All of his 14 products are sold and delivered strictly online, and Michael says that he enjoys the contrast between his internet marketing business and his real world printing business.

His formula must have worked because he's encountered stunning progress and has hogged a TOP 6 ranked-by-performance ClickBank marketplace position virtually from the moment he started out.

Michael is also the owner, founder and moderator of the web's fastest growing internet marketing board – 'How To' internet marketer Forum at http://www.howtocorp.com/forum

Michael has created 14 toolkits to date (see them at http://www.howtocorp.com), but the stunning part is that he only markets ONE-DAY-A-WEEK (usually a Friday).

12 Powerful Rules That EVERY Online Marketer Should Follow!

So you think you're busy huh!

Well then check out Michael Green's 14 toolkits below and discover how it is possible to both manage your time well and still produce online products, EVEN if you only market ONE-DAY-PER-WEEK!

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Create Your Own Newsletter   http://www.howtoWRITEaNEWSLETTER.com
Publish A Money Making Ezine      http://www.EasyEzineToolkit.com
Get your own Ezine Editors List http://www.ezine-editors-list.com
Become A Great Public Speaker         http://www.HowToPresent.com
How To Publish PDFs In 5 Mins      http://www.howtoPDFcreator.com
Beat Stress And Be Happier      http://www.HowToFindHappiness.com
Build Info Products    http://www.CreateAndSELLproductsONLINE.com
Create A Product Seminar   http://www.create-a-product-seminar.com
Protect ClickBank and PayPal Sales   http://www.Easy-Download.com
Start Your Own Forum Today        http://www.HowToStartaForum.com
Get A Corporate Email Use Policy       http://www.Email-Policy.org
Get Corporate Internet Use Policy   http://www.Internet-Policy.org
Perfect Your Golf Swing http://www.HowToAchieveTheSwingInGolf.com
The Answer To Your Dreams        http://www.Meaning-of-Dreams.com
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Then visit the 'How To' Forum at http://www.howtocorp.com/forum

Is speedy product creation your desire? Here's the key:
http://www.howtocorp.com/publicdomainriches

How To Manage Your Time
12 Powerful Rules That Every Online Marketer Should Follow

Use Your Time To Create Your Own Products

Create and SELL Products ONLINE

Michael Green has taken the time to write out his winning formula for product creation. He thinks of this as his bible for creating new winning products.

It's a toolkit covering everything from idea generation through to the nuts and bolts of marketing a product online.

Create and SELL Products ONLINE has attracted rave third-party, independent reviews and you can check these out for yourself at:
http://www.CreateAndSELLproductsONLINE.com

This award-winning toolkit has been updated for 2004 and you have the opportunity to get hold of your own copy today.

Remember, this time next year you could be seriously wealthy by creating and selling your own products online. There's probably no other internet marketing strategy that will bring you the same success. Stop working in the slow lane and grab yourself a copy of the real thing.

It's all here for you >>> http://www.CreateAndSELLproductsONLINE.com