



# BUY BACK YOUR TIME

W O R K B O O K

# Conquer the biggest hurdle to scaling your company and growing rich: TIME

As a coach to elite performers, I have learned that how you use your time will make or break your success. The secret? It's not about grinding harder or finding more time to do work. It's about the systems and mindset shifts necessary to engage in the high-value work that brings you energy and fulfillment.

I'm Dan Martell and my mission is to teach you how to trade your money for time and buy back free space on your calendar. This is how you can experience more success than you ever thought possible while simultaneously reducing stress and maximizing happiness.

As a companion to my book, [Buy Back Your Time](#), this workbook will help you unlock ways to avoid burnout, enjoy more freedom and scale your business fast.

Here's to living bigger lives and building bigger businesses.

Let's do this!

A handwritten signature in black ink, appearing to be 'DM', located at the bottom left of the text area.

## The Pain Line™



Usually at around \$1M revenue or 12 direct reports, entrepreneurs find themselves unconsciously or consciously making choices to bring their businesses back to a more manageable difficulty. These are the three most common outcomes:

### SELL

The entrepreneur is experiencing so much pain they want out at all costs, and decide to sell.

### SABOTAGE

The entrepreneur unconsciously makes decisions that sabotage their growth to avoid more pain.

### STALL

The entrepreneur makes a conscious decision to NOT grow.



# The 5 Time Assassins™



## The Staller

You sabotage your own success by hesitating on big decisions.



## The Speed Demon

You make rapid decisions, such as hiring the quickest/easiest/cheapest option. Then you find yourself in the same position again.



## The Supervisor

You fail to properly train, micromanaging others, failing to empower them to grow and learn.



## The Saver

You have money in your bank account but don't understand the value in spending it on growth opportunities. You let it grow like a nest egg instead of investing it in your business.

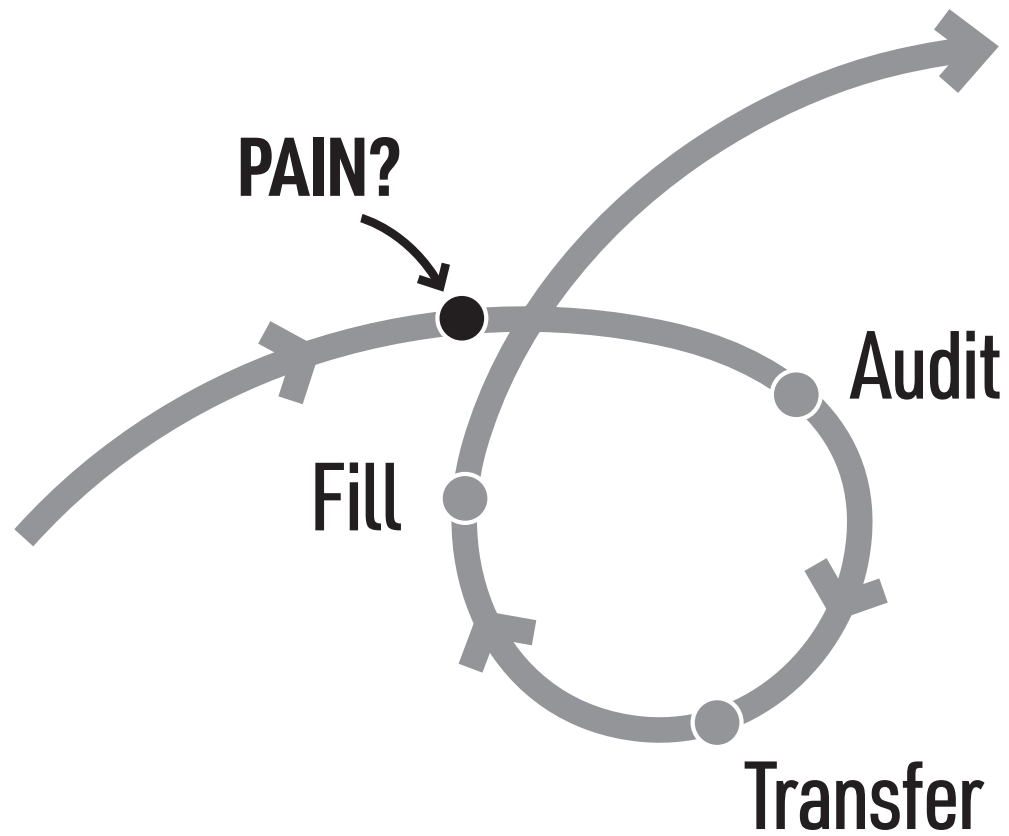


## The Self-Medicator

You turn to food, alcohol, or other vices to reward yourself when you have success. Then you rush to the same destructive activities to escape failure or pain.



# The Buyback Loop™



What are your 3 biggest  
**INSIGHTS** from this section?

1

2

3

What **ACTIONS** can you  
take right now?



## The Buy Back Rate Formula™



**INCOME**

(Profit, Salary, Expenses)



**2,000  
HOURS**

**4**

(4X ROI)

Calculate Your Buy Back Rate:

$$\underline{\hspace{2cm}} \div 2,000 \div 4 = \underline{\hspace{2cm}}$$

**Examples:**

$$(\$500,000 / 2000) / 4 = \$62.50$$

$$(\$100,000 / 2000) / 4 = \$12.50$$



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# The 95/5 Rule™

List everything in the left column that needs to get done in a month period in your business (95%).  
In the right column (5%), copy over the things that drive the business forward that only you can do.

95%	5%



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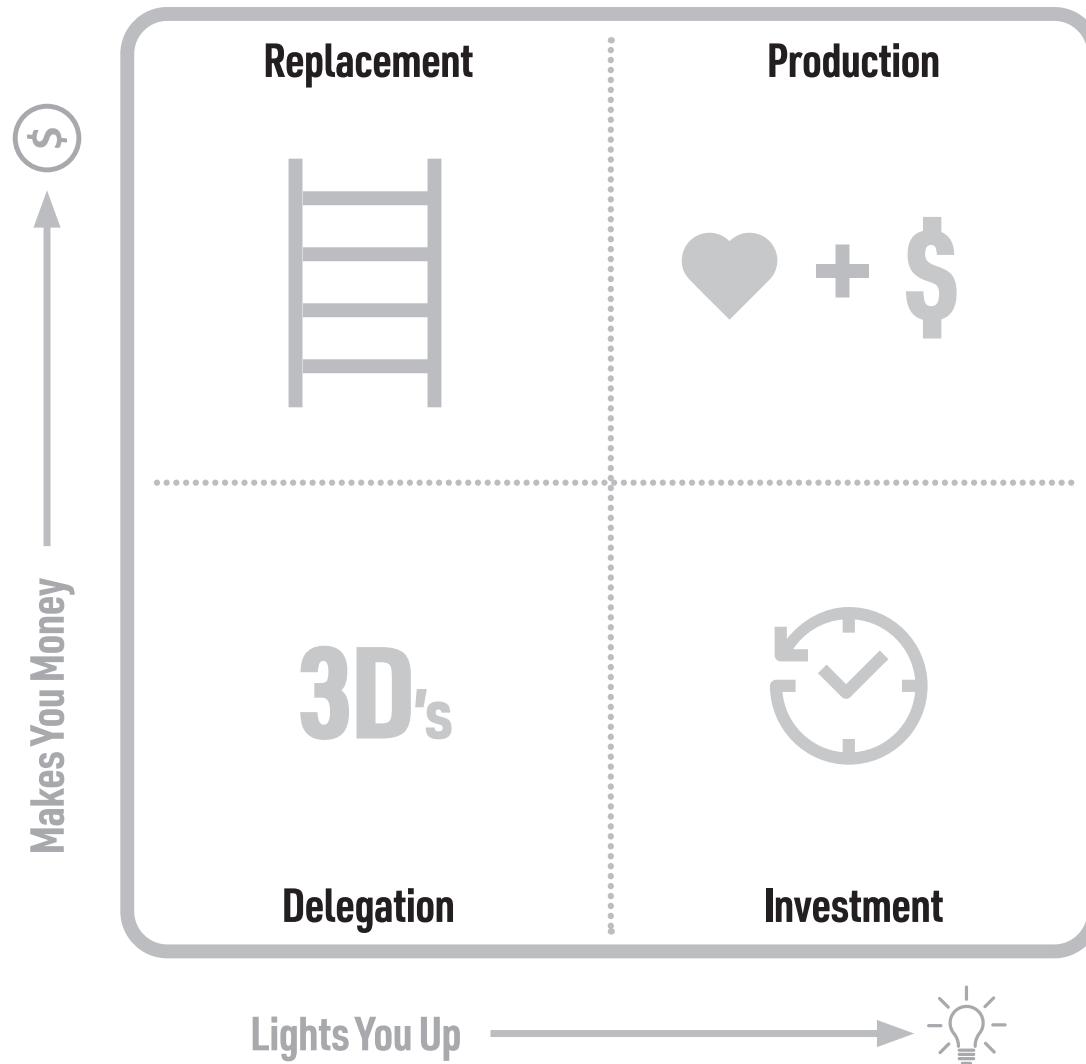
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# The DRIP Quadrant™



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# Time & Energy Audit™

Log everything you do in 15 minute increments for 2 weeks. At the end of each day, add 1 - 4 dollar signs (\$) to represent the value of the task. Highlight each in **GREEN** (gave energy) or **RED** (took energy).

Week 1		Week 2	
TASK	VALUE	TASK	VALUE

 Gave Energy

 Took Energy



# Time & Energy Audit™

Example

Week 1		Week 2	
TASK	VALUE	TASK	VALUE
Drive to the Office	\$	Drive to the Office	\$
Make Coffee	\$	Make Coffee	\$
Check Emails	\$	Check Emails	\$
Team Meeting (Daily Standup)	\$\$	Team Meeting (Daily Standup)	\$\$
Client Presentation	\$\$\$	Team Off-site	\$\$\$
Lunch (30 min)	\$	Lunch Meeting with Client	\$\$
Check Email	\$	Check Email	\$
Sales Call	\$\$\$\$	Employee Review	\$\$
Meet with Accountant	\$\$\$	Business Strategy Session	\$\$\$\$
Quarterly Budget Review	\$\$\$\$	Meeting with local Vendor	\$
Employee Coaching	\$\$\$	Leadership Meeting	\$\$
Check Email	\$	Check Email	\$
Drive to Gym	\$	Drive to Gym	\$
Drive home	\$	Drive home	\$

  Gave Energy

  Took Energy



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# The Replacement Ladder™

Hire	Feeling	Ownership
Leadership	Flow	Strategy & Outcomes
Sales	Freedom	Calls & Follow-up
Marketing	Friction	Campaigns & Traffic
Delivery	Stalled	Onboarding & Support
Admin	Stuck	Inbox & Calendar





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# Email GPS System™



## Email

Plan  
Your Day  
First

Auto  
Filter

Give  
Assistant  
Access



## 7 Folders

All Mail

- ! - Your Name:
- 1 - To Respond:
- 2 - Review:
- 3 - Responded:
- 4 - Waiting On:
- 5 - Receipts/Financials:
- 6 - Newsletters:



## Responding

Inbox  
Procedure

Communication  
Guidelines

Hi (Name),

This is Lauren, Dan's assistant :)

I got to this email before he did and thought  
you'd appreciate a speedy reply...



TURN OFF ALL APPLICATION NOTIFICATIONS



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## The Camcorder Shot List™

Define the tasks that take up your time, are low value and can be delegated to others.  
Once identified, outline the major piece, then record them using the Camcorder Method™

Task	Video Outline	Team Member



# Recording Tools

Name	URL	Why it's good
<b>Loom</b>	<a href="http://www.loom.com">http://www.loom.com</a>	Allows you to record your computer's desktop, audio, video on both Mac & PC
<b>CloudApp</b>	<a href="https://www.getcloudapp.com">https://www.getcloudapp.com</a>	Allows you to record and share easily on Mac and PC
<b>Zoom</b>	<a href="https://zoom.us">https://zoom.us</a>	Deliver training to remote teams, host meetings and record at the same time
<b>iPhone Video</b> (Mobile)	<a href="https://support.apple.com/en-us/HT207935">https://support.apple.com/en-us/HT207935</a>	Allows you to record anything, add audio notes and then save to Dropbox for processing
<b>Voxer</b> (Mobile)	<a href="https://www.voxer.com">https://www.voxer.com</a>	Allows you to quickly record voice messages when disconnected (ie. on a flight) and send it to your team when back online



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# Your Perfect Week™

Example

	SUN	MON	TUE	WED	THU	FRI	SAT
6am				Focus Time			
7am							
8am				Gym & Coffee			
9am			Focus Time			Focus Time	
10am					Coaching Calls		
11am			Team Meetings			Team Meetings	
12pm							
1pm							
2pm							
3pm		Sales Calls	Client Meetings	Client Meetings	Flex Time	Focus Time	
4pm							
5pm				Day Close			
6pm							
7pm			Personal Time		Date Night	Personal Time	
8pm							
9pm				Wind Down			
10pm				Bedtime			
11pm							

Personal / Family Time

Hang out with Friends / Family



# Your Perfect Week™

List all the ingredients – things you would like to get done – that would make your week PERFECT, then slot them into your weekly schedule.

Ingredients

	SUN	MON	TUE	WED	THU	FRI	SAT
6am							
7am							
8am							
9am							
10am							
11am							
12pm							
1pm							
2pm							
3pm							
4pm							
5pm							
6pm							
7pm							
8pm							
9pm							
10pm							
11pm							





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# The 1-3-1 Rule™

Make it a rule that if anyone needs to come to you with a problem, they also must be prepared with 3 viable potential ideas for a solution and their top suggestion or recommendation.

1

Challenge

3

Viable  
Options

1

Suggestion



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# Transformation Leadership

Transactional Management 	Transformational Leadership 
<ul style="list-style-type: none"><li>1 Tell</li><li>2 Check</li><li>3 Next</li></ul>	<ul style="list-style-type: none"><li>1 Outcome</li><li>2 Measure</li><li>3 Coach</li></ul>

Does not scale.

Scales Infinitely!



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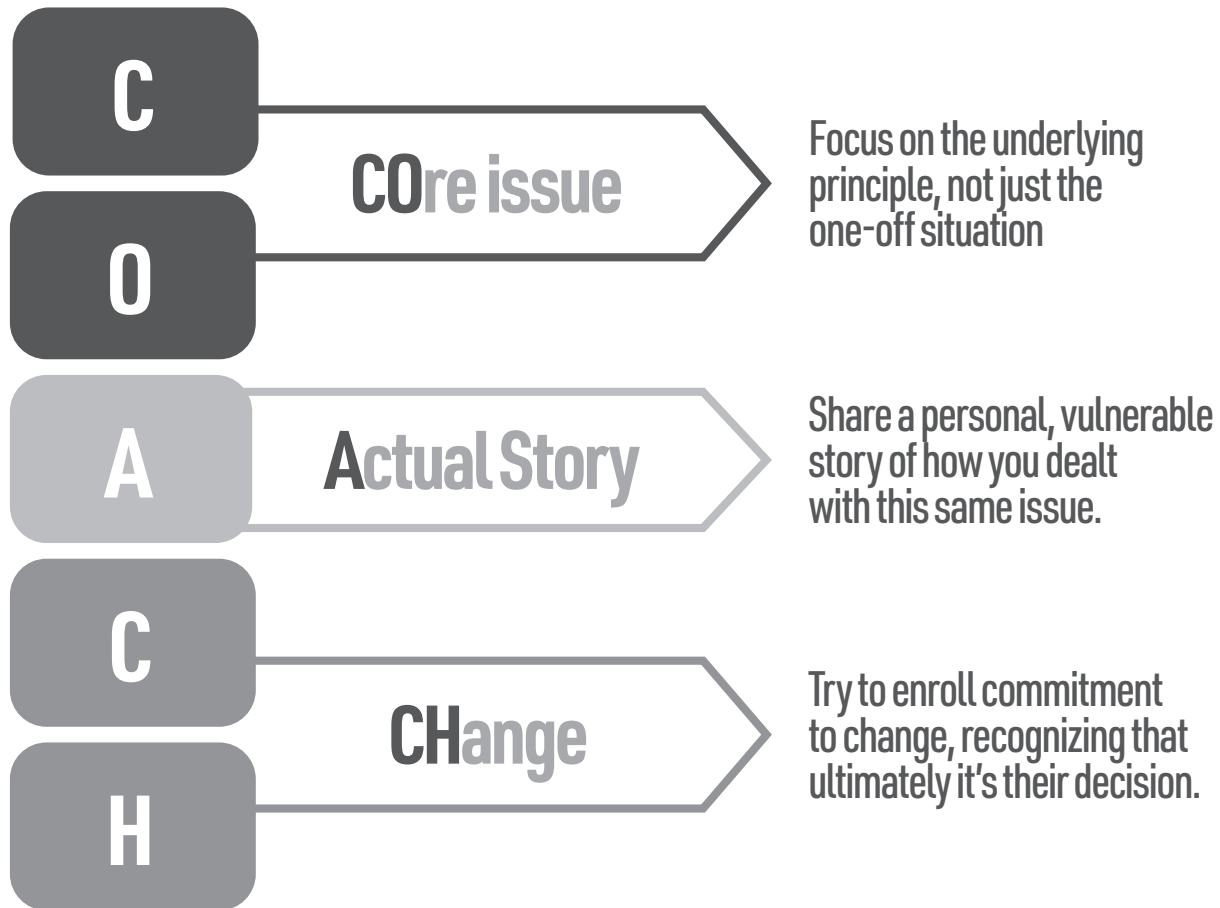
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# The CO-A-CH Framework™



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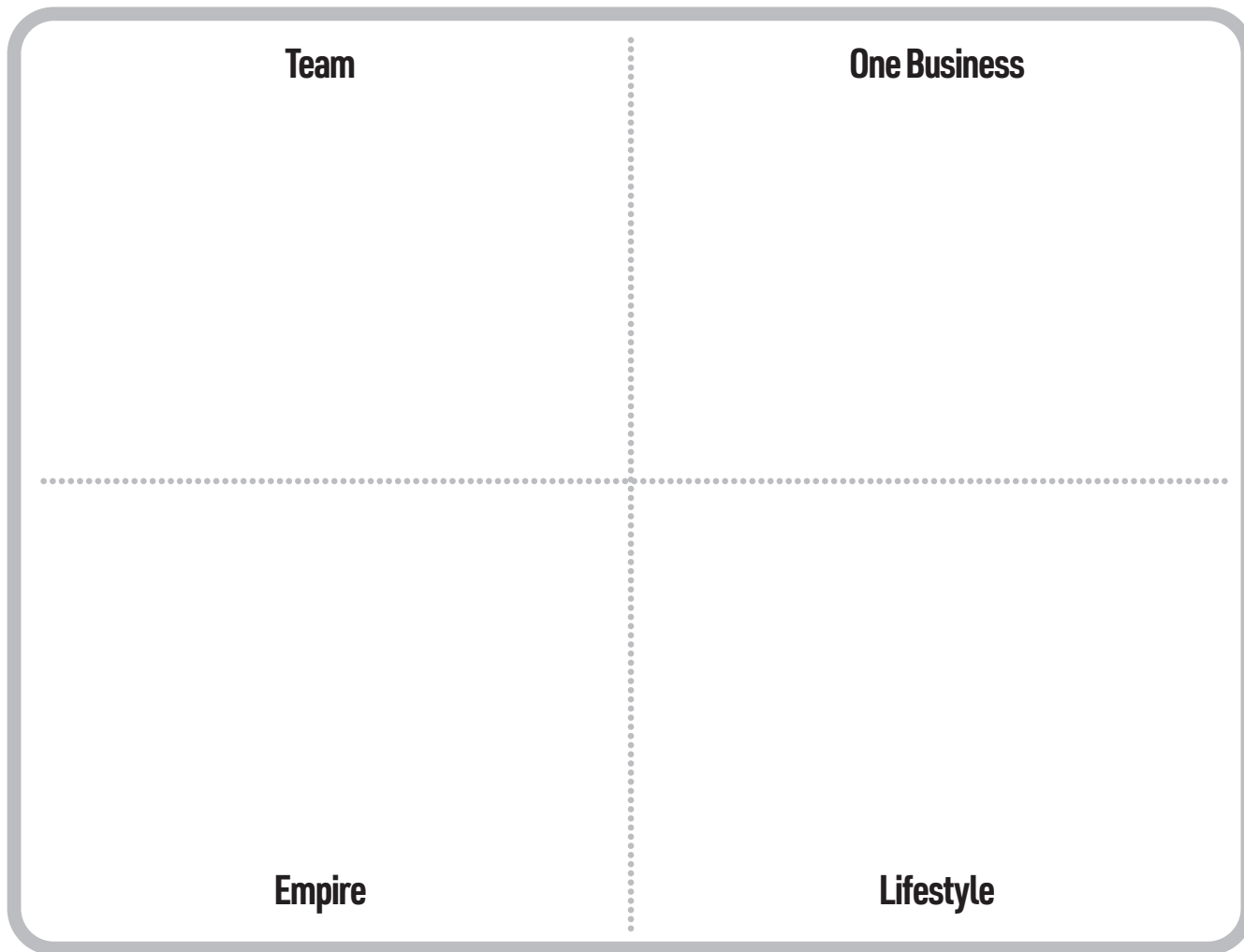
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# The 10x Vision Map™

For each square make a list of 3-5 things that describe your ideal 10x future. Be specific





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# Growth Tactic Scorecard™

List 5 potential growth strategies and then score them on a scale of 1 - 10 based on Impact, Confidence and Ease, then total the scores to prioritize each strategy.

List Five Potential Growth Tactics:	IMPACT	CONFIDENCE	EASE	TOTAL
1				
2				
3				
4				
5				



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# The Preloaded Year™

# 2023

	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T							
March				January		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	
				February					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	
	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						
				April	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			
				May		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	
	June	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						
				July	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		
				August			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
	September		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					
				October	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		
				November		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		
December		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					
	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T							



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# What's Next?

If you're a founder looking to scale your business with systems, strategies, and tactics that'll take you to the next level... I can help.

Reach out to me at [danmartell.com](https://danmartell.com) and we can set up a free consultation to help identify:

- Your current situation and goals in regards to your life and business
- Uncover the #1 thing holding you and your business back
- A prescription of right strategies to help you take advantage of your resources
- Develop a 3 Step Action Plan that will get you results ASAP

From there we can determine if you are a good fit for my Elite Entrepreneurs coaching program where we can dive in further to your goals and give you clear and actionable steps to help you build a bigger life and a bigger business.

**BOOK A CALL NOW**

