

# Enjoy More Time, Freedom and Abundance Starting Today:

Five Secrets for Putting Your Business  
Growth on Autopilot

Perhaps you've heard that old joke. Congratulations on owning your own business, now you only have to work half a day...Which 12 hours do you want to work?

That joke is much funnier if it isn't a true reflection of your every day reality.

You own your own business. You have a product or service that you believe in. You want to get your message out in a big way, to all those who can benefit from what you have to offer. But you didn't sign up for overwork, struggle, burnout, and scarcity. You want to thrive in your business, help a lot of people, and enjoy your life.

Have you begun to fear that your dream will never become a reality? Do you sometimes think of throwing in the towel and getting a j-o-b? Take heart. You can create all the success you're dreaming of, and you can relish the journey.

Read on to learn the 5 keys to explosive business growth. Apply these success secrets in your business, and watch your profits soar.

Ok, let's get started on your journey to success. First...

### **1. Clarify your Direction.**

In order to reach your destination, you have to know where you are going. If you were to get into your car and start driving with no clear destination in mind, you would wind up somewhere. But the odds of it being where you want to go are slim. In order to arrive at your desired destination, you must first know what that is. That is why the visioning process is so important.

Your vision is the "big picture" of what you want to create for your customers and yourself. Dream big. Stretch. Don't allow yourself to settle for what you think you can have. Envision exactly what you want. Make it juicy so that it magnetically pulls you forward into your future. Make it so real that you can feel it, so that it will attract the circumstances and supports that will help you turn it from a dream into your reality.

Once you've clarified your big picture vision. It's time to break it down into specific, measureable outcomes (goals and milestones). It's a good idea to develop both long term and short term goals.

Based on your grand vision, write out your:

☐ \_10 year goals

☐ \_5 year goals

☐ \_1 year goals

☐ \_Quarterly goals

☐ \_Monthly goals

☐ \_Weekly goals

☒ \_Daily goals

By incorporating the big picture view, you can be sure that your daily actions are congruent with your ultimate outcomes.

And, by the way, it is important to write your goals down. This makes them real to you.

What makes for a good goal? Keep the acronym SMART in mind. Powerful goals are: Specific, Measurable, Achievable, Realistic and Time bound.

**Specific**

Set precise, unambiguous goals. For example, it is not enough to say that you want to make more money in your business, because if you make five cents more, you have reached that vague goal. Set clear targets which then make it easy to satisfy the next requirement of a good goal.

**Measurable**

You have to have a way to know when you are making progress toward your goal and when you have reached your ultimate outcome, therefore there must be a way to measure your outcome. How will you know that you've achieved it?

**Achievable**

This means that the outcome must be something that you have the ability to control. It is pointless to set any goals that require other people to change. You have no control over what other people do, think, and say. Your goals must reflect things that you have the power to accomplish.

**Realistic**

Your goal must also be realistic, which really means that it must be something that you can believe in. Now, this does not in any way contradict the idea of dreaming big. Let your vision be large and outrageous and a stretch for you. And let your goals bring your vision down to earth. Break it into chunks that you can believe in. If your goal seems impossible to you, you will not be motivated to work toward it. (Note: Be careful not to get hooked into what other people think is realistic. Be governed by your inner guidance here.)

**Time bound**

Set a deadline for achievement of your goal. Otherwise you may never get there. In order to reach your goals sooner rather than later, you need time boundaries. This is a good place to implement the previous principle – set realistic deadlines. Approaching deadlines can spur you to greater action. Just be sure not to focus on the fact that you haven't reached your goal yet, because that will decrease your motivation and slow or halt your progress. Once you've completed the visioning and goal setting process, it's time to...

**2. Strategize Your Actions**

Now that you know where you want to go, it's time to make a plan to get you there. The visioning process is vital to success, but it is only the first step. Your goals must now be translated into concrete action steps that you can take on a daily basis. Consistent action builds momentum and ultimately produces results. There are many ways to create your plan. Here's one suggestion to get you started:

**The Project Management Method**

1. Get a deck of index cards and start brainstorming the activities that are needed to reach your goal.
2. Write one activity on each index card.

3. Once you have written down every possible activity you can think of, sort them into categories and arrange them in chronological order on a timeline.
4. Once you've organized all the activities on a timeline, mentally go through the entire plan to make sure that you've covered every step. It helps to have a partner in this process who may be able to see holes in the plan that you don't notice.
5. Once you've organized the tasks on a timeline, type them in the correct sequence into a spreadsheet or checklist.

Once you've got your plan, the most important next step is this: Work your plan. Schedule activities in your calendar. Take consistent daily action in the direction of your dreams. And, remember to track your results and continue to refine your plan over time. Once you've developed your plan, and you know what needs to be done to get you to your goal. It's time to...

### **3. Upgrade Your Skills**

Since many different skills are required to build a thriving business, it is very likely that you will need to boost your proficiency in some of the important areas of expertise.

The first step in this process is to do an honest assessment of your current skill set. Take a look at what your strengths are, and areas that you need to improve. This self-evaluation is not meant to be an opportunity to beat yourself up; it's an opportunity to take an objective look at what you do well, and what you need to work on.

Once you've identified the gaps in your knowledge and skills, create a plan to upgrade your expertise to the level needed for success. The upper limit of your achievement will be determined by your weakest area. Small improvements in key competencies can dramatically increase your results.

Here's a list of business success skill areas to consider when doing your needs analysis:

- ☐ \_Visioning (so you can chart your course to success)
- ☐ \_Planning (so you know how you will get to your destination)
- ☐ \_Mastery of your industry/subject matter (so that you can deliver a quality product or service to your customer)
- ☐ \_Marketing (so you can attract a steady stream of ideal prospects)
- ☐ \_Sales (so you can convert those prospects into paying customers and repeat business)
- ☐ \_Customer relationship management (so you can keep your customers happy and increase their loyalty to you)
- ☐ \_Research and development/Product creation (so that you can continue to serve your market at higher and deeper levels and thrive in changing times)
- ☐ \_Organization (so you can avoid overwhelm)
- ☐ \_Team building (so you don't have to do everything yourself)
- ☐ \_Leadership/management (so you can manage yourself and your team)
- ☐ \_Communication and interpersonal skills (so you can maintain positive relationships with your team, clients, colleagues, etc.)
- ☐ \_Creating systems/standard operating procedures (so that you can automate your business activities, replicate your successes, and make outsourcing easy)

- \_Administration (so you can keep things running smoothly and make sure all of your record keeping is done properly)
- \_Handling finances – managing cash flow (so that you're bills are paid and your business doesn't run out of money)
- \_Maintaining work/life balance (so that it's all worthwhile)
  
- **\_Time management** (so you can get things done efficiently and have time to live your life)

## **What Is Time Management?**

**Time management** is a set of principles, practices, skills, tools, and systems working together to help you get more value out of your time with the aim of improving the quality of your life.

The important point is that time management is not necessarily about getting lots of stuff done, because much more important than that is making sure that you are working on the **right things**, the things that truly need to be done.

Smart time managers know that there is much more to do than anyone could possibly accomplish. So instead of trying to do it all, smart time managers are very picky about how they spend their time.

They choose to focus and spend their time doing a few vital projects that will really make a difference, rather than spending all their time doing many trivial things that don't really matter all that much.

If you become a good time manager, you'll not only get a lot more done in less time, but you'll feel more relaxed, focused and in control of your life.

You'll be able to use your time in a much more balanced and effective way, and you'll be able to make time for the people and activities that you love. When you get to the end of a busy day, you'll feel a strong sense of accomplishment from everything that you actually got done.

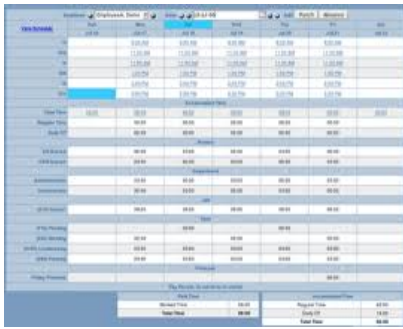
Improving your time management skills can improve your efficiency by 25% or more.

## **Here are 10 Tips to Double or Triple Your Productivity**

### **1. Write things down**

A common time management mistake is to try to use your memory to keep track of too many details leading to information overload. Using a to-do list to write things down is a great way to take control of your projects and tasks and keep yourself organized. As such, it helps to carry a small notebook or digital recorder.

## 2. Plan your week

A screenshot of a digital weekly planner or calendar. It features a grid with days of the week as columns and time slots or tasks as rows. The interface includes various icons and a sidebar on the left with different views or categories. The main area is filled with text, likely representing a schedule or to-do list for the week.

Spend some time Sunday evening to plan your week. Be sure your schedule includes something life giving for you every day. Taking the extra time to do this will help increase your productivity and balance your important long-term projects with your more urgent tasks. This should only take about fifteen to thirty minutes but the benefits are huge. Every day, you fine tune your schedule as needed.

## 3. Prioritize your list

Prioritizing your to-do list helps you focus and spend more of your time on the things that really matter to you. I suggest you have a MUST DO list rather than a to do list. Rate them according to importance and deadline. Be sure to give your own wellbeing item top priority.

## 4. Learn to say no

Many people become overloaded with too much work because they overcommit; they say yes when they really should be saying no. Ask yourself, “Do I really need this right now in my life?” Learn to say no to low priority requests and you will free up time to spend on things that are more important. You can always change your mind later.

## 5. Continuously improve yourself

Make time in your schedule to learn new things and develop your natural talents and abilities. For example, you could take a class, attend a training program, or read a book. Continuously improving your knowledge and skills increases your marketability, can help boost your career, and is the most reliable path to financial independence.



## 6. Think about what you are giving up to do your regular activities

It is a good idea to evaluate regularly how you are spending your time. In some cases, the best thing you can do is to stop doing an activity that is no longer serving you so you can spend the time doing something more valuable. Consider what you are giving up in order to maintain your current activities.

## 7. Identify bad habits

Make a list of bad habits that are stealing your time, sabotaging your goals, and blocking your success. After you do, work on them one at a time and systematically eliminate them from your life. Remember that the easiest way to eliminate a bad habit, it to replace it with a better habit.

## 8. Don't do other people's work

Are you in the habit of doing other people's work because or a “hero” mentality? Doing this takes up time that you may not have. Instead, focus on your own projects and goals, learn to delegate effectively, and teach others how to do their own work.

## **9. Keep a goal journal**

Schedule time to set and evaluate your goals. Start a journal and write down your progress for each goal. Go through your goal journal each week to make sure you are on the right track. Keeping a journal on your computer has never been easier!

## **10. Don't be a perfectionist**

Some tasks don't require your best effort. Sending a short email to a colleague, for example, shouldn't take any more than a few minutes. Learn to distinguish between tasks that deserve to be done excellently and tasks that just need to be done.

If you're feeling a bit overwhelmed right now because of the length of this list, that's ok. Just breathe. You don't have to do all of these things yourself. That's where team building comes in handy. You can outsource any of these activities that are not your strengths. But, before you outsource, it's a good idea to have a basic working knowledge of what is needed in each of these areas so that you can be sure that you are hiring the right talent for the job. Now that you've got your vision, and your plan, and the expertise you need to implement your plan. The next important key to consider is this...

## **4. Optimize Your Environment**

Your environment is a subtle but powerful influence on your ability to achieve success. If you set up a supportive environment, you increase your ability to succeed. If your environment is full of energy drains, there will be unnecessary obstacles in your path.

The important elements that make up your environment are:

### **The Physical**

This includes your physical body – are you in good health, full of energy, or are you exhausted and run down?

Is your physical space conducive to productivity?

Ideally, you want an environment that is:

- ☐ \_Pleasant to be in
- ☐ \_Clean and clutter free
- ☐ \_Designed so you can work in it comfortably and without injury
- ☐ \_Free of distractions
- ☐ \_Equipped with all of the technology you need to run your business
- ☐ \_A comfortable temperature throughout the seasons
- ☐ \_Inspiring so you can think big and accomplish great things

### **The Mental**

Make sure that all the influences that you allow into your mind are those that are motivating, uplifting, and will inspire you to greater and greater success. Take stock of the following:

What books are you reading? What movies do you watch? What do you watch on television? What do you listen to on the radio? What magazines do you read?

## **People**

Whom do you associate with? Are your friends, family, partners and business team supportive of you, or are they dream stealers? Studies show that your income is an average of the incomes of the five people you spend the most time with. Choose your companions wisely.

Take stock of your current environment. Decide what you want to subtract from it to make it more productive for you. Decide what you want to add to it to bolster your achievements. Make sure you have all of the support that you need to succeed. Do you have coaches, trainers, mentors, and mastermind partners? All those who have achieved great success have had an excellent support team in place. This is true of top athletes as well as captains of industry. If you want to be successful, do what successful people have done. Once you've crafted your compelling vision, set your goals, made your plans, upgraded your skills, and created a supportive environment, it's time to:

## **5. Master Your Psychology**

This key may well be the most important and most overlooked component of your success. The grandest vision and clearest plan will not do you any good unless you implement them. What stops most people from reaching their goals is an internal system of self-sabotage. Most of us have at least some limiting beliefs and feelings that keep us from reaching the pinnacle of success.

Consider this: your thoughts generate your feelings, your feelings drive your actions, and your actions determine your results. So there is a direct connection between what is going on inside you and your outcomes. Therefore it is well worth your time and effort to master your psychology.

## **Beliefs**

Your ability to create success in your business ultimately hinges on your beliefs about money, wealth and success. It is worthwhile to take some time to examine your beliefs about yourself, others and the world:

☐ \_Do you believe that you have the ability to build a successful business or do you doubt yourself?

☐ \_Do you believe you deserve to be successful?

☐ \_Do you believe that it is good to be wealthy, or do you have some negative ideas about money and wealthy people?

☐ \_Do you think that you have to struggle to be successful, and that success is for the few lucky ones?

☐ \_Do you believe that you can get the help you need, or do you think that you have to go it alone?

If your beliefs are disempowering, you will not be able to create the results that you want because you'll unconsciously find ways to sabotage your progress. In order to create a thriving business, your beliefs must be in harmony with your stated desires.



## Thoughts

Are your thoughts largely negative or positive? What you focus on expands, so if you're thinking mostly negative thoughts, you are drawing unwanted outcomes into your life. How can you tell if your thoughts are positive or negative without driving yourself crazy trying to monitor what you are thinking? Since your thoughts create your emotions, your feelings are a guide to the content of your thoughts. Good feelings reflect positive thoughts. If you are feeling bad, it means that your thoughts are turned in a negative direction. The good news is that you have total control over your thoughts. So, in any given moment, reach for a thought that feels better.

## Emotions

Positive emotions drive you toward success while painful ones hold you back. Fear is especially limiting. Do you fear success? Do you fear failure? Do you regularly experience overwhelm? Do you worry a lot?

How do you respond to challenges and setbacks? Do they inspire you to find ways to conquer them, or do they make you want to quit?

Do you beat yourself up when things don't turn out the way you want them to, or do you use failures as the feedback needed to adjust your course?

Are you willing to try again when faced with failure, or do you just give up?

Notice your patterns, and work on changing the ones that don't serve you.

The good news is that there are many, many ways for you to overcome self imposed limitations.

Here is a partial list of very effective transformational techniques:

- ☐ \_The Work by Byron Katie
- ☐ \_Emotional Freedom Techniques (Tapping)
- ☐ \_Hypnosis
- ☐ \_Neuro Linguistic Programming
- ☐ \_Affirmations
- ☐ \_Living the Questions by Howard Cushnir

Choose the method that best fits with your personality, and set yourself free to achieve all the success that is your birthright.

Now that you know the 5 keys to maximizing your profits, use them in your business and your life every day. Remember this: if you do what needs to be done, you will, in the fullness of time, achieve the results you want. Stay focused on success for as long as it takes. Keep moving in the direction of your dreams.

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**BELIEVE.**  
**ACT AS IF.**  
**LIVE LIKE YOU**  
**ALREADY HAVE IT.**  
*It's already coming. A done deal!*