

# ENTREPRENEUR

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## PRODUCTIVITY HACKS

CLASS GUIDE

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# TIME MANAGEMENT



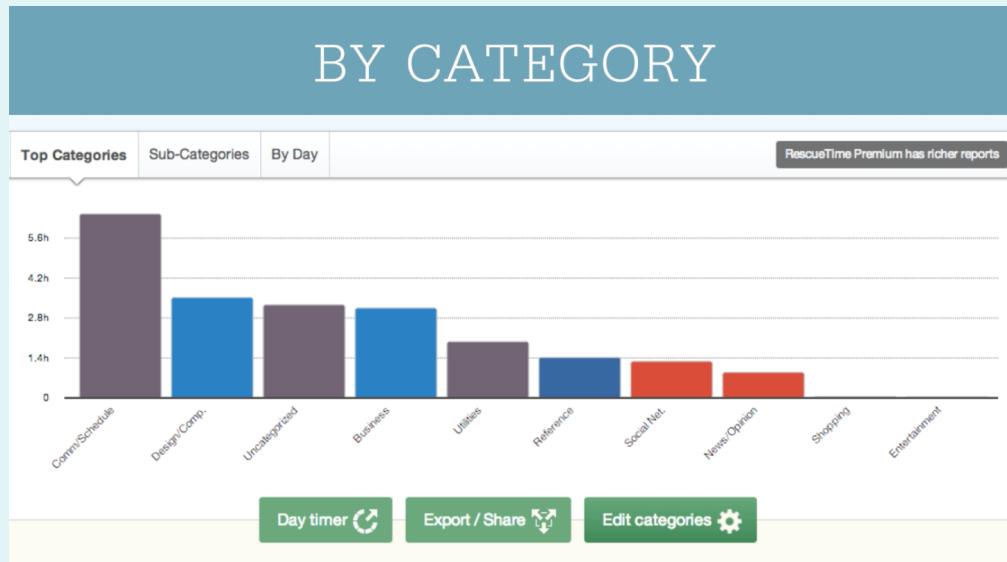
Hello and welcome to Entrepreneur Productivity Hacks, my name is Joel and in this module, we're going to be talking about getting your time back; specifically some hacks for managing your time and leveraging it which all starts with tracking it. So, let's talk about what we're going to cover. I want to cover four things with you in this module; Number one, how to track your entire week in just five minutes and what you can gain from it. Number two, how to take it a step further and save paying someone hundreds an hour to tell you the exact same thing and number three, the excuses you are going to give me and the answers I am going to give to you, so you get that right out of the way and number four, the insights you are going to learn from doing this super-simple exercise.

So, let's jump right in. The very first thing I want to talk to you about is passively tracking your time. Now this is for us who are maybe not convinced all the way that tracking time is such a good idea. So what this does is it gives you a baseline for where you are right now. Hardly anyone does this and if you can just take five minutes to do this, you're going to be way ahead of them, so it's completely worth it. If you are on a computer a lot throughout the day, you may need a refresher on what you are accomplishing. So, that's why we want to track your time spent on the computer so we can figure out how to make it more productive. What I want to show you is a very simple app called RescueTime and it is a free app that works on both the Mac and the PC.

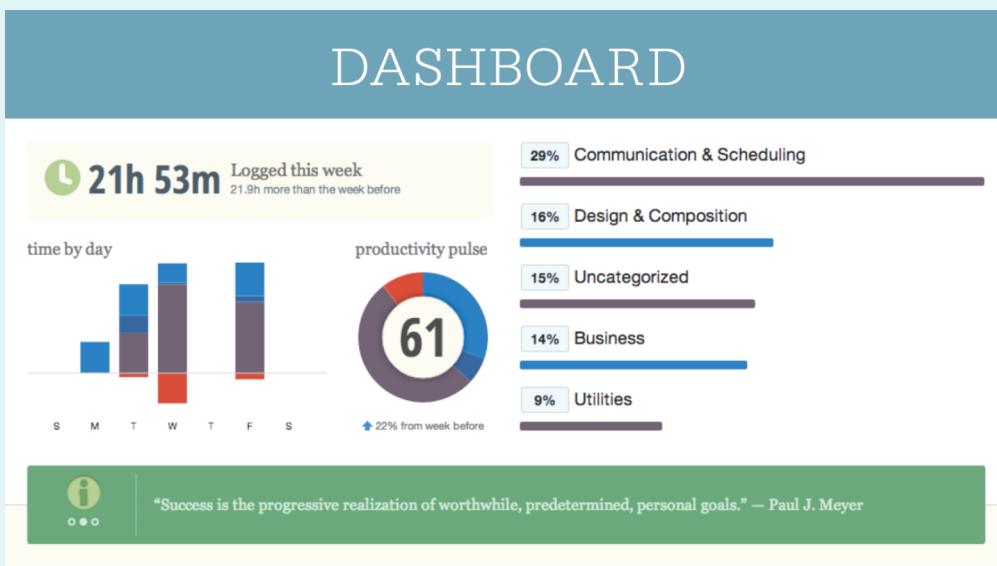
What it does is it runs in the background, you'll never even know it's up, and it tracks your time spent on applications and websites and gives you a report of that time spent on those different websites. You can set alerts; you can log into the highlights you can start seeing patterns and trends, it's extremely insightful. Now, what are you going to learn from RescueTime? How are you going to benefit from it? Number one, you're going to get an extra pair of eyes, a lot of times you're just way too close to your own schedule to critique it. Number two, it's going to give you a big picture of your days and weeks; this is extremely helpful when we are in the weeds a lot of times and we need to plan ahead.



For those of us who have a tough time planning ahead, this would be extremely helpful. The third thing is just -- this is the perfect start to figuring out what you get off the plate, what you can delegate, what you can outsource, what you shouldn't be doing. So, let me show you some pics of exactly what this app does and I'll show you some of my own stuff. First off, the reports that it gives you, it tracks your activities and it splits it up into a couple of different things; it can give you by websites. So you can see that I was on Google, and Google docs and Gmail most of the day, you can see, I was on Facebook a little bit, I was on RescueTime a little bit, I was on my Google drive, and what I can automatically see from that is if I wasn't on Facebook for a client, I might be needing to cut down on that a little bit; that was an hour and a half. Or maybe my Gmail is a little too much, spending too much time on your email.

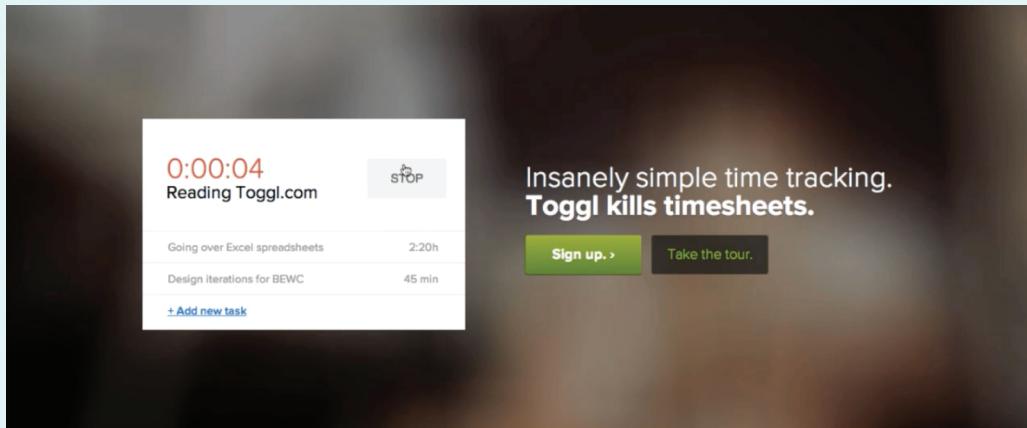


The second thing you can look at this data is by category; so you can see here that this is on communication schedule which is most likely email, you're looking at design, you're looking at business, utilities, reference; so what insights can you draw from this from your own activity? And this is just after a week. The third thing is the dashboard which is really cool, you can do it by day, by week, by month and you can see -- it puts all your data together, it shows you how much time and like I said it's just an activity -- only tracking it for a month and then I don't do it for a little bit and then I come back and see what progress I'm making. I can see that 30% was spent on communication and scheduling, which was the two things that I'm in probably the most, email and calendar and Docs which is design and composition. So either I am writing something or I am communicating with somebody. Now if you can just take five minutes, set this up, all you have to do is go to [RescueTime.com/download](http://RescueTime.com/download) and install that on your computer and like I said, it'll run in the background. So after doing that, if you can dedicate just one week to that write it in the note section, just let me know.



All right now, this next part is if you are an overachiever only; if you want to take it a step further and get much bigger insights into how you spend your day, don't just track the apps you use, track the activities you use. This is a way where you can see so much more and guess what, it's beautiful because it's free as well. Now, there's different apps out there, there's apps like 'SlimTimer' which is free, 'Time Doctor' is a free trial and then there's one that we're going to use called Toggle and I'm going to show you that. Now, here's what you're going to learn from actively tracking your time. Number one, you're going to figure out how much time you spend on each account or client versus how much revenue you are earning and so if you think that you are making X amount an hour, and you see that you're spending way more time than you really think you are on somebody, it might be time to re-evaluate what you are doing. The next thing is, what tasks are we always underestimating? What's taking longer than you expect? For example, I always underestimate creating proposals or at least I did until I systemized them and now I know exactly how long it took me. But I would only think of the different sections, in each proposal and I would just take forever. I would just schedule it thinking that it would only take 30 minutes and an hour would pass or an hour and a half

and I'm still stuck on it. So, what are the tasks that you are underestimating and more importantly, why are you underestimating them? The other great thing is figuring out when you are the most productive. You can see your activity throughout the days and weeks, you may be more productive at the beginning or the middle or end of the week and then what do you need to spend more time on? That's the very last thing.



Let's jump straight into the app and let me show you exactly what it is and how to use Toggl. This is exactly what the widget looks like and you add a new task right here just like that. You hit 'stop' when you are done and that's literally all you have to do. So, you do have to really think about what you are doing, so you can't categorize it. You can't just let it run in the background. It's easy to forget if you have it behind your window or something. So, here's an example of what it looks like on the Web and I like using the desktop, it has mobile, it's for Mac and Windows but this window pops up, you hit 'start' and now you have your day by day breakdown, you can categorize it and tag it.

Like I said, it works for everything and the beautiful thing is, it is free to sign up. All you need is one single user account, you don't need a bunch of the extra stuff that they offer so that is absolutely perfect.

Now, I want to give you a couple of quick excuses that I hear are the most often when I am working with clients helping them track their time to initially save hours a week and here's the two biggest ones that I hear. Number one, "I do something different every day." Now, what I say to that is, you may do different things every day, but I promise you, you will be surprised how many of the small tasks are the exact same. Yes, you may do something different every day, your days are unpredictable, so are mine. But, those days are made of components and those components are often times very similar to each other and you are going to see that there's ways that you can improve those.

Number two, "I'm never going to outsource or hire someone," and that's completely great, that's legitimate but if you never systemize what you are doing you are never going to improve it. If you never document what you are doing, if you never figure it out, you're going to be -- no matter if you run your own business, you're just going to be an employee in that

business because all you're doing is trying to figure out what's next. You'll never actually build something if you can't get that foundation.

All right, what I want you to do, after you track your time, now for at least one week on Toggle or RescueTime or both is, read your results. Take a moment and think about your week after looking at those reports. What's your first reaction after checking those out? Note where you spend the most time and what was the reason for spending all that time and look at all the patterns in your days and weeks. What's reoccurring? What should be reoccurring but isn't? What is on and off and the last thing I want you to do is identify the areas you need to increase your focus and areas you need to pay less attention to. So just take 20 minutes, dig into those insights and reports and please do not skip those.



Let me give you your action items, number one, sign up for RescueTime and start tracking your time today. I don't care if it is the beginning or the end of the week whatever you are doing, just start tracking it. Number two, take it a step further and sign up for a time-tracking app; remember I recommend Toggle, it's free, they both are; you can use whatever you want or whatever you will use. That's what makes the difference. Number three, track your time for at least one week and then lastly remember, do not skip this; take 20 minutes and dig into those reports and really figure out what you did and then share those with us on the course discussion.

All right, this next module, you're going to learn how to take all those tasks that you found out what you were doing and all those insights and start putting them to good use with systemizing. We are going to learn exactly how that is and that it's not such a dirty word that everybody makes it out to be.

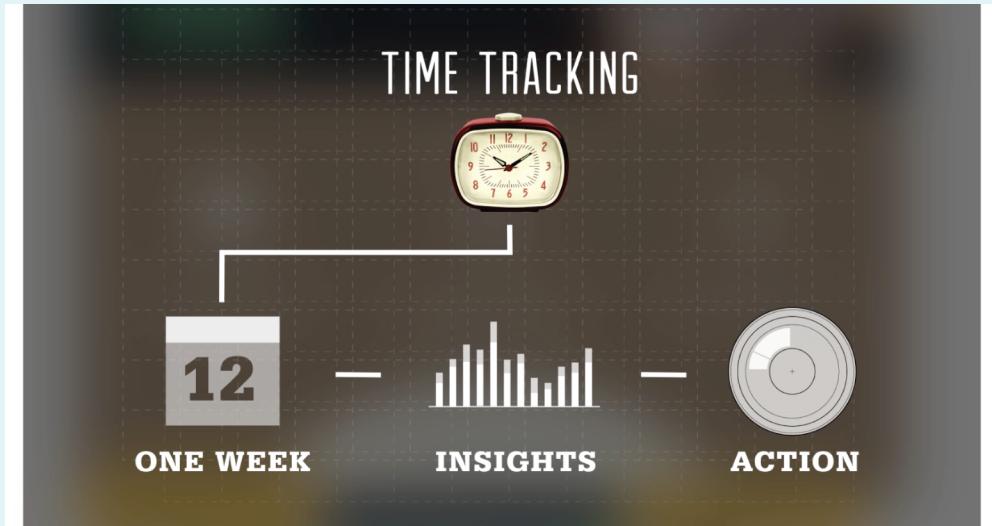
# SYSTEMS



In this module, we are going to talk about systems. Do not worry, it's not nearly as boring as it seems. All right, in this module we are going to cover three big things; number one, what are the questions you need to ask yourself to understand where the heck your time is going; number two, how do you create systems to leverage your time and why would you even create them in the first place. And number three, I'm going to give you some tools to record in the next video actually to make your life a lot easier and make these systems easy to create. All right, this module directly ties into what we are talking about, tracking time on the last video. Now, if you haven't watched that one yet, you are not going to have a clue what is going on.

Now I'm going to assume, I'm talking to you after you have tracked your time for at least one week. If you can do more, that's great; but at least one week on RescueTime or Toggle or another app. So in the last module, the very last thing that I asked you to do was develop some insights into how you could improve your day. In this module, we're going to learn how to turn those insights into action. We're going to look at your day from a different and extremely powerful angle. We're not just talking about being productive; we're talking about being more efficient. There's a big difference.

So, we're going to look at it from the angle of making your job or business work for you. The first thing we are going to talk about is choosing what to systemize; go ahead and print out a report of your time tracker activity of all those projects that you have been working on. Those are the things that you can start systemizing first. First off, it's all about identifying problems in your business or job and what are the things that you are doing right now that you don't want to be doing forever. The fastest and only way to move beyond doing them is to write down exactly what you are doing, while you are doing it so you can teach someone else. Number three, I want to talk about what are the things that always seem to take longer than you think. This is a huge one, I talked before about proposals; that was a big one for me. Then the very last one and one of the most important ones for just getting a simple system that you can go through, what things are you doing regularly? Are you typing the same emails or are you



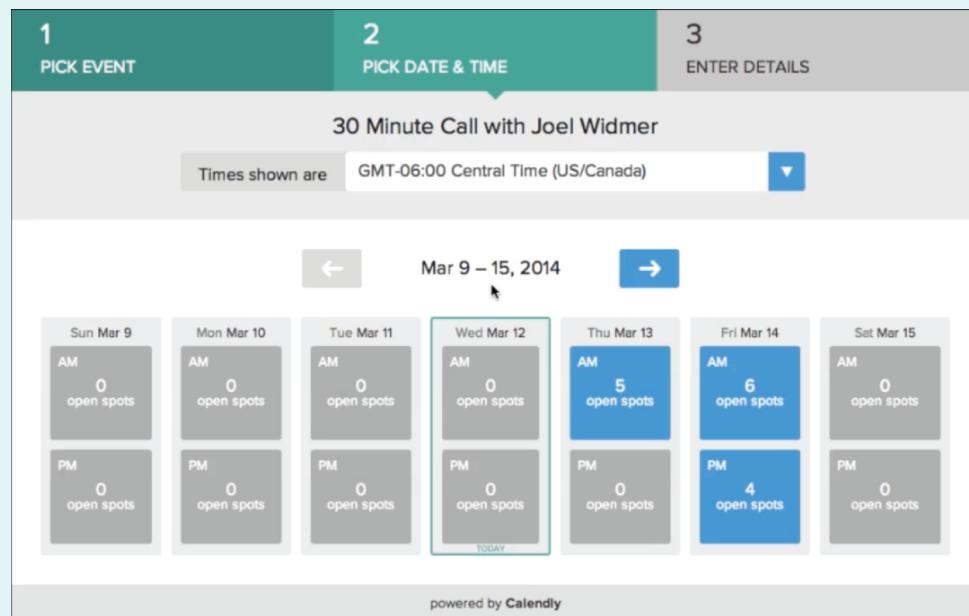
making the same phone calls or reminding the same person? What is something simple that you are doing over and over again? That's what we want to start with. So here's a few examples of systems you could create, some simple ones just to get your head thinking. Setting up meetings, meeting follow-ups, how to turn a meeting down; in other words how to say no because a lot of people have a tough time with that. Email; how to send it and how to delegate it, what are your morning or afternoon routines, what are your weekly routines or systems, what are your monthly systems? Blog publishing system or checklist could have finances, a system for paying people, a system for accounting; what about customer service, what happens when you get a complaint? What about prospecting, what happens when you get a new client, what's the on-boarding process like, what do you do first, what do you do second, what happens after a couple of months; customer satisfaction, what happens when a client leaves? All those types of things are systems you could be creating.

Let's talk about the steps to start creating systems. Once you have chosen what you are going to systemize, the first thing you want to do is set a goal for it. For example, I want to systemize setting meetings, there's a lot of back and forth going on and it drives me nuts. So, my goal is to easily set calls and in-person meetings without going back and forth. So next thing that you want to do after you have set goals, and identify the problem, you would go through the task as you normally would and record each step along the way. Now, we're going to talk about some of the tools to use like screen casts or screen captures if it's on a computer but good old pen and paper or Word doc is just fine.

So, let's look at how I use to set meetings; I look at my calendar for available times and I try to figure out what's going on and I choose three times. I then email that person and write out all those available times and ask if any of those work. If the times that I set, if one of those work, then we will set the meeting. If it does not, then I have to get times from them, and if those don't work again, we have to get other times. That's extremely exhausting and I know that if you have ever set a meeting before, you've been in that situation. Now, here's the beautiful thing; once you've got this laid out in front of you, I can kind of see it. All right I can

figure out where the biggest problem is; the biggest problem for me is in this “back and forth thing” I call it. It's going back forth and I'm trying to decide is there a way where I can do that? So I did find a way, it's a simple app that I use and I only found it because I was able to figure out this problem.

So let me show you my new system; here's the new process. Number one, I decide I need to make a meeting, number two, I email the person and suggest we meet, and type in 'cal,' (I'm going to show you what this tool is in one of the next videos) I hit 'space' and it automatically expands with a text-expander tool that says, “Instead of going back and forth and scheduling time, here's a quick link so you can see my availability and schedule a call.” Then I hit 'send' and it brings them to this. It's a little app called Calendly.com and it says, 'do you want a 30 or a 60-minute call?’



So we want a 30 minute call, it takes them straight to the week; let's them say, I want to choose this time and then it automatically sets it. Once they do it, it automatically gets added to my calendar and if they don't, I just follow up with them in a couple of days and ask them if there's something wrong. I have never had someone not follow up or set a meeting. So that hasn't happened yet. Everybody is usually happy not to go back and forth as well.

So, now that I have my entire system finished, the next time I do this, I might say, okay, you know what I need to tweak? Now that I have this written, I need maybe a template at the beginning for when I email the person. I could systemize that and I could also systemize following up with them. What am I going to say with that, make it a lot easier? I like to re-visit this either every time I do it or if I'm delegating the system, re-visit it every quarter or maybe every two or three months. Now, you'll notice there's those 'if-then' situations, those are where it branches off to two different situations. That's okay, you either have a step by step, just a linear or you are going to have a system that replies on a 'yes' and 'no'. If it takes a turn yes or no, just create a scenario for each or those.

Okay, let's give you a quick list of action items and then we'll get into using the tools. So number one, make short list of repetitive things that you hate doing the most, those are the things that are going to be the most painful and take the most time or it would be the most easy to delegate. Then I want you to identify at least one of those systems if you haven't already as you do them, go through them, record the steps just like you would do in the past, start with a pen and paper, start with the Word doc. That's what you are going to do, let's jump into the tools!

# CLARIFY

I'm going to show you one tool that has probably freed up more time than anything else in my business and that tool is Clarify. There are tons of screenshot software, tons of apps out there for both Mac and Windows; you are more than welcome to go explore. There are lots of good ones; what I am going to show you today is a screenshot software that is my favorite and it is extremely simple to use and it's available for Mac and Windows and it goes beyond just a regular screenshot software.

So, let me show you an example. Anybody can take a screenshot on the computer using a 'command+shift+4'. But what Clarify does is it takes it a step further and puts it in between a screenshot software and a screen recording because it stacks everything up on top of each other, lets you have a very easy-to-follow process and lets you annotate the images and write text in there at the same time. So, let me give you a kind of a look at where this comes in handy.

## A Faster, Simpler Alternative to Screen Recording

In a small business or startup you need to communicate clearly and quickly. But creating screen recordings can be time consuming and frustrating. That is why we created Clarify, so that you could create better visual communications faster.



Say that you have a 20-step complicated process okay, and you're saying first do this, then do this, then go here and do that, download, paste, whatever it is. If you create a regular -- just a bolded list like we talked about before, one, two, three, four, it's going to be probably not detailed enough. Now on the other hand, if you jump over and create a screen recording, it's going to be great for the first time that you have a video recording this process, but what you got to think about is when the person goes back, that you're teaching or even yourself goes back to review it, they're probably not going to take the time to see step 14 out of 20 and move the little mouse back and forth to figure out what that is whereas, with Clarify, you can just jump to the page and find it extremely quickly. Then Clarify allows you to export it to Evernote or a PDF and/or Dropbox or anything and completely make it so you can share it or you can come back and edit it and update it.

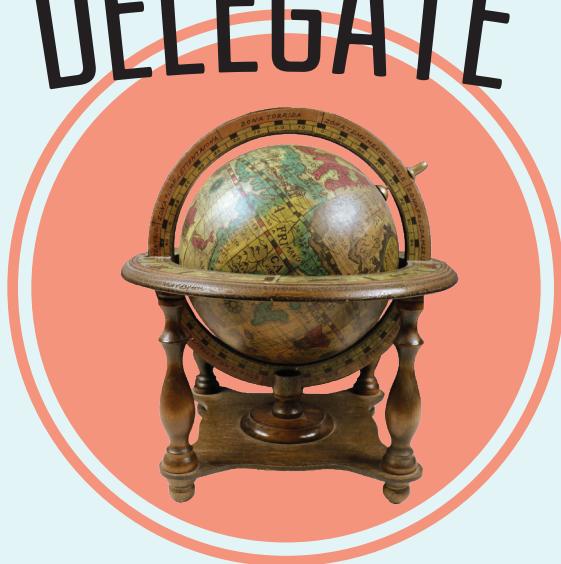
## JING

For all those times that you need to explain a super-quick process, I recommend Jing. Now, Jing is super-quick screen recording app that stays all online, it's available for Mac and Windows and it records videos of your screen for up to five minutes long. You can quickly pull it up, shoot a five-minute video, explaining the process and share it with someone in less than a minute. And how that is possible is, Jing works with Screencast.com and Screencast.com is what you use to quickly upload the videos and share them.

And here's why I would recommend it; number one, it's best for small tasks that you need to delegate or explain quickly. It might be a one-time task, it might be something that you can do a couple of times but it's a lot quicker to do if you are doing a quick task to honestly just to do a video, a Screencast video. We talked about Clarify before; that for long, intense projects, but if the person is only going to watch it only once to get the hang of it, it's a lot quicker for you to talk than to have to write it all out and take those different screenshots. And then lastly, Jing and Screencast.com work together and you can hold up to 2 gigs of recordings for free and Jing is free as well.

So everything is free -- to get you an idea of how much space that is for this, I just counted about over 50 videos on my account and I haven't even hit one gig yet. So it holds plenty of videos; if you run out of space, you can always delete it and do more or buy a premium account. Jing actually sits right up in the corner of your desktop, like I said, it's extremely quick, it's extremely easy to do!

# DELEGATE



Hey, this is Joel and welcome to the module on how to delegate your weaknesses. Now, in the last video, we went and jumped on a call with John Price and talked about outsourcing and his experience and that interview was so long that we had to break it up into two different parts. I hope you watched that because he gives an excellent overview of the entire outsourcing process from just getting started to running an entire department with help that could be anywhere from the next town or the next country over.

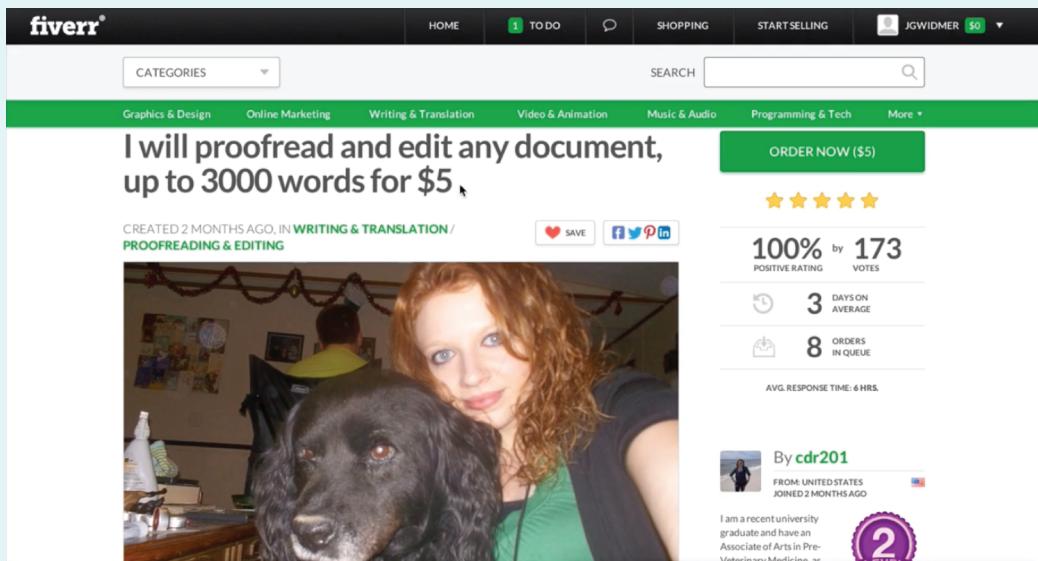
So, in this module here's what we're going to cover; maybe you haven't gotten quite started so you want to just dip your toe into outsourcing or maybe you have started, want to learn a little more. This is going to be the module for you. We're going to cover three main things; number one, how to dip your toe into outsourcing with a handy little site called Fiverr; number two, we're going to go through a couple of examples of things to outsource and then number three, some tips on getting started and doing that. So, that is what we are going to be covering and this is why I say, you're really doing what you do best and delegating the rest. It's because we are delegating our weaknesses. If someone can do something better than you and cheaper than you or you just hate doing it and it sucks the life out of you, I know things like proofreading do that for me, you shouldn't be doing it.

So, let me show you what this site does and it's a virtually risk-free way to jump right in. So Fiverr, this is the website, what they do is you can basically get any of those services for \$5, that's it. So you can get everything from a picture drawn, a voice over, someone to sing a song for you, someone to proofread a document, someone to create a logo; I mean there are so many different services here.

There's coaching, there is writing ideas, a virtual assistant, I'll present a press conference, there's a ton of different things. Some of them are awesome, some of them I wouldn't recommend but, that's just like any online marketplace. So, some of the best things that I really like to get outsourced on Fiverr are e-book cover designs, video intro bumpers, converting PDFs into

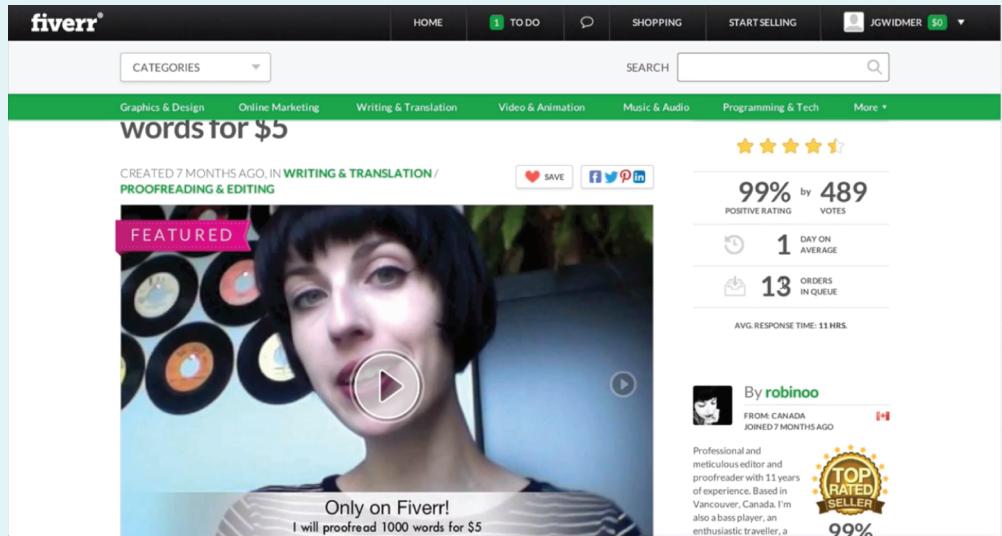
Kindle, animation videos or translations or transcriptions. Now, let me give you some tips when using Fiverr.

So what we want to do is, say that we are looking for someone to proofread so we can either go into the 'writing and translation' or just type in 'proofread'. And when we type in proofread, we can sort it, let's say we want a person with the highest rating and we can look here, let's say we can go in and we want to proofread and edit a document up to 3000 words for \$5 and that's pretty incredible. So here's the picture of the person who is doing it; now here's a couple of things that I want you to notice right off the bat. So here's where my eyes automatically go.



How old is this gig, it's two months ago; so she's been doing it for a little while, there's five stars, positive rating - that doesn't matter as much as you think because you got to really put it into context. So, by how many people? It can be 100% by one person, so 173, that's a ton. Now, a three-days on average that is not as quick as a turnaround time that I have seen, but for 3000 words, that's pretty awesome. And then she has eight orders in a queue which tells you how busy that person is. She's a level two, and that's exactly what we want to look at up top. Now we go down and we check out her reviews and so we look right here. 173 up votes, no down votes.

So, here's another one that is another proofreader, 1000 words for five dollars now, here's a couple of things that are different, 99% but way more votes, she's been doing this for seven months, she has 13 orders in the queue but it only takes her a day to turn around. Now, we can go back and look at all these customer reviews. So, I just want to show you an easy way to go through -- and those are the main things that you really want to check. So, as you're going through here, here's a couple of things that I really want you to remember. Number one, communication is key; always make sure to very clearly articulate your instructions and link to examples if you can.



If anything, over-communicate; I always like to use Google Docs and just explain everything or I use a Jing video if I need to ensure a Screencast of it. But I always make sure to really overly communicate; in Fiverr you can go back and forth with the person, really make sure to explain exactly what you are looking for and use examples. Now, this isn't one where you use too many examples because you're going to need to but if I am, creating a video bumper.

You really want to make sure you send him your logo; you send him examples of exactly what animation you want because he does a bunch of different animations. And you want to look at those customer reviews and look for the things that people say they don't like so you know exactly what to emphasize. If you do have a unique question for this seller before you buy, you can message them to see if they are the right person for your project. So, do not worry about that.

Here's another example, so say that maybe my e-book -- I don't know what kind of format to send my cover in to this person. I can message them really quick and ask them a question, and you go right here 'contact me'. So do not hesitate to ask and here's one last thing that I want you to remember when you are doing this, is remember that it is only five dollars; these people who are providing these services can be anywhere in the world so don't take for granted the language or jargon that you'll use, that it'll mean the same thing. Make sure to be very clear with that. And if it is not up to par, ask them to change it; I did a cover for a course and it wasn't exactly how I asked and so I just asked him to change it and they were okay with that. But this isn't a super custom logo job; I offered to pay another five dollars to do it.

So, spend 20 bucks, try a couple of different gigs out and get a good feeling for communicating and doing these things. It's completely worth it and you'll find some incredible things on here. So, that is Fiverr, an easy way to get outsourcing in a nutshell.

# TEAM MEETINGS



Meetings get such a bad rap in the workplace. They are always viewed so negatively, it's like they are a necessary evil or the bad guy of the workplace. But they really don't have to be; the problem often happens when you are required to go to unnecessary meetings that you don't have anything to do with that you aren't involved in but as an entrepreneur, you can change that. If you are part of a team, hopefully this will give you some ideas to help you change the way meetings are run at your organization.

So we're going to cover how to run a meeting from the beginning, to the middle, to the end and make it the most effective meeting you've ever had. Then, we're going to talk about a few tips for running effective meetings and get out of here so you can run your own. So let's jump right in and talk about an effective meeting.

Let's look at this agenda; and start with the before. So, I always like to recommend meetings at the beginning of the day. The meetings at the beginning of the day force your team to really think about what they are working on. They also have a lot more energy and they are a lot more focused. One thing that is extremely important is that given an agenda ahead of time, something as simple as an ongoing Google Doc works great and we're going to be talking mostly about reoccurring meetings.

All of these points also apply to impromptu meetings. One thing that is nice to do is assigning a note-taker for action items and this is really important. Do not move on to the next item on the agenda until you have assigned an action items for the last thing. So every point you cover, make sure what's been done and who's doing it. Next, delegate pieces of the meeting for each of your team members to report on. This is a great tactic for making sure everyone stays involved and active in the meeting. That way, they don't just come to the meeting with a brain turned off. They know they are going to get called on or they know that they are going to have to help present part of the meeting and so they are going to be prepared.



Now, let's move on to during the meeting. At the very beginning make sure that you have that agenda and you have a time limit for the meeting and stick to it, the meeting doesn't usually have to be any more than 10-15 minutes long. If a big issue comes up, decide whether to handle it then, during the meeting or set time to resolve it later with the person. Usually if it's a big issue, you're going to need to save time later and that way you don't have one big issue dominate all 15 minutes of the meeting. Remember the goal is to plan and prioritize and not execute at your weekly meetings.

Encourage your team members to think about each task from your point of view, how would they go about it if they were running the meeting or the team. That way you're giving them a feeling of ownership, you are holding them accountable or making them think about it in different angles and this is where I said at the beginning also. It's nice and it's very helpful for having some of your team members once in a while, have them run the meeting. You may be gone, and you may need to have a team member run it and so they are going to need to know what it feels like. This will give them a very different angle and look at how these are run at it's extremely effective in giving them more responsibility.

Now, let's talk about the end of the meeting; at the end, set up the time for the next meeting if it's ongoing that's great but more importantly, make sure that you've set up the tone for the day. If this is the beginning of the day, most likely this meeting -- this is going to set the tone for it, so make sure you end on a positive, energetic tone. And as you go throughout the different projects, if someone is doing a good job, make sure to point that out. This is going to go a long way with your team members. And then lastly, I cannot stress enough, make sure everybody should have their action items after the meeting is done and then right afterwards they should take those and put them into the project management tool or the calendar.

One last tip that I would like to do is, during the meeting, if you have a small team, have each person give two or three sentences about an update or a progress for the current project that you are working on. This is especially good when you have people that work in different departments and it's the biggest issue I have seen. Great things happen when the rest of the team hears about the results from these other team members from other departments. They feel much more connected and they see their work in a better context of the company, having not just yourself report on that is a fantastic way to keep them motivated.

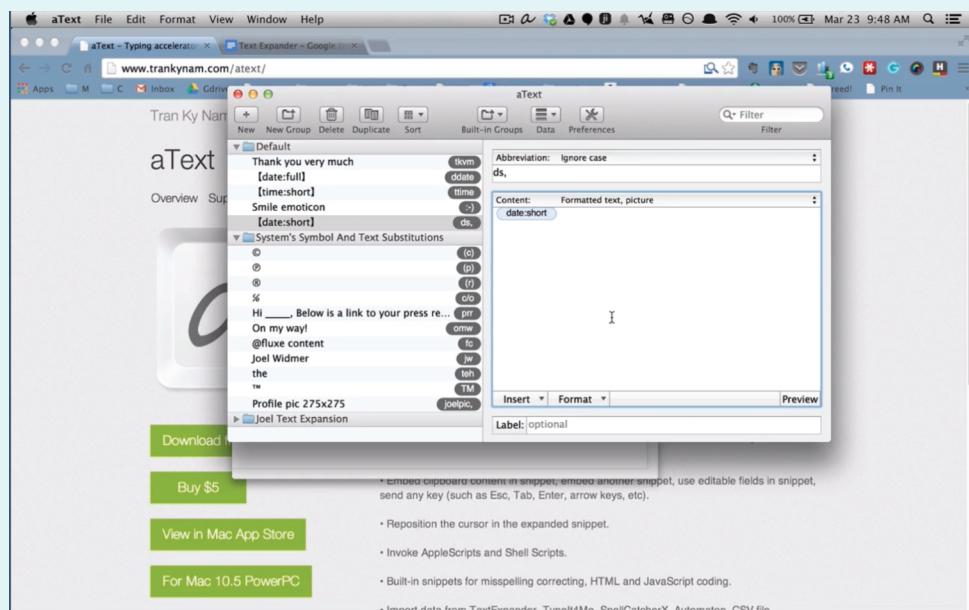
# TEXT EXPANDER



In this lesson we are going to cover an app that is going to become the most used app on your computer. It's going to save you hours of typing and become your new, best friend. And that is a text expander. So, in this lesson we're going to cover what exactly a text expander app does and is, which one to use, how to quickly set it up and start using it and also I'm going to give you a cheat sheet to catch up so you can quickly use it to the fullest potential. So, what is a text expander? A text expander allows you to create custom keyboard shortcuts that automatically expand to common phrases or text. So it's just a simple app that lets you take any shortcut you create and when you type in that shortcut, it'll replace it with the full text so you don't have to type the entire thing.

It works across any computer, browser or anything and it works for Mac and there's also apps for Windows but we're going to focus on Mac right now. So for example, you can create a text expansion shortcut that triggers any time you type in A-D-R and you hit the space bar, and it fills in your entire address. You can do the same thing with your email signature and an entire email template and more. So it can be as simple as correcting a misspelling or a signature or an entire proposal or email.

So here's an example of it in action. So this behind me is a text and this is the program that I am going to be showing you. It's the Text Expander. So we are going to -- instead of writing 'thank you very much', we're just going to use the shortcut T-K-V-M. Let me show you how that works. So at the end of the email, I'd like to say 'thank you very much' but instead of typing that over and over again, we're just going to say T-K-V-M. So, here's how I do it often; the ending in most of my emails is just 'thanks' and then it has like a space or two and then it says 'Joel'. So instead just put your email and then at the end, you just put "T-X," and there you go and it is automatically expanding. Let me show you some other ones, here's the date; so you could -- whatever the current date is, I could do D-date or T-time for date and time. So here's date, D-date, here's time; T-time and it shows the current time you can automatically put it in.



And then here's one that I do, that is an entire email. So, I just put in, it's an old email for a press release to get it approved; so P-R-R and there you go, the entire email right there and I just put in the date and the link. So, which app is the best to use? What I'm using right now is a program called 'aText' and I used to be a very big fan of 'TypeIt4Me' but they increased their price to, I think, 20 bucks and aText has all the same features and it is only five dollars. It also has a 14-day free trial and it allows you to back up. It has a ton of different capabilities including, you can not only do text but you can do pictures as well. So, I did one where I inserted my Twitter profile picture; so with that I'm just going to do 'Joel pic' and let's see if that works. There you go, so there is an entire picture.

That -- they are programs for Windows, my personal choice that I have heard is the best is called 'PhraseExpress' and will give you a link to that. All right, how to set up your text expander. It's extremely simple to set up, once you download your free trial, you have 14 days and you'll be able to open this up and see the same thing. They'd give you these defaults and if you have any, you can import them from other places. I have a big folder down here of all my main ones, but these are just my examples. It allows you to create different folders, but here's how you do one. So let's say we want to create a text expansion for another email signature and instead of just 'thanks', I want to put 'thank you'.

So we're just going to hit 'new', we're going to put in our abbreviation so I'll do T-Y and then -- here's a few tips; the reason why I put a comma or a colon there and a space is because if you accidentally mess up like say you know someone named Ty and you don't put a comma or a some kind of abbreviation, every time you type in T-Y, it's going to be really annoying when you type in that person's name. I don't want that to happen every single time I type in his name; so I'm just going to do T-Y and then I'm put in a comma and a space bar. So it has to do that to trigger; so let's try that. T-Y comma space and there you go, that's much easier.

So we've put that in there and it's automatically in, you can see it happens perfect, immediately, right after you edit it. So, that's where the abbreviation is, that's where the actual content is, you can change it and this is where you can put in a picture or if you are coding you can do the other options. This is where you enter the dates and the times or a field and then it has a bunch of advanced options like you can put the cursor here, you could tell where to put the Mac's cursor or the an actual key or some kind of a snippet or whatever you want and you're done.

So, there are tons of different ideas you can use for text expansion and what you need to do is, just get as many out as you can to make it as useful and then every time you come up with the new one, just add it to the list and you can even create a shortcut for that. Here's a big list of text expansion shortcuts and you can see there's things and this big cheat sheet is just to give you an idea of how many different shortcuts you can use. So just go through this and anyone that applies to you, go for it, add it in. So, we have personal names, business names, important addresses, even directions to an address. Of course, I put in like phone numbers, website URLs, that's really nice. For example, I'm putting in -- I want to tell someone to get my URL to my website or blog, I just do F-X and there it is; that's my shortcut.

So we have URLs, emails, signatures, canned responses, especially order-form lines when you are filling out or buying something online; if you have a typo, one of the things that's real nice, like instead of the I can set and start typing T-H-E, I accidentally typed T-E-H it automatically changes it. And one of my favorite things, I am always forwarding things to Evernote to save them; I put all my Evernote tags into my text expander so I can easily recall them. In order to mark a tag from windows to Evernote, you put an '@' sign I want to expand like one of my folders is 'Flex Content'. So, there it is right there and I can automatically tag that. And there's a bunch more, let me know if I am missing any and I will add it to the list and that's it.

# MAC APPS

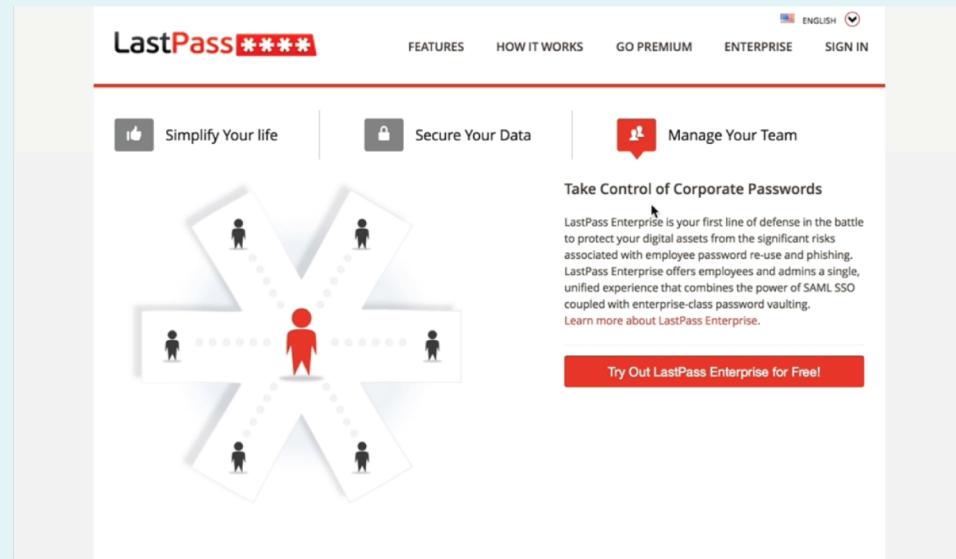


In this module we are going to go over several of the Mac apps that have made me much more productive working. If you are a Windows person, we are not going to go over Windows, we're just going to go over Mac but there are a lot of Windows alternatives that do the exact same thing.

Now, before we go any further, I just want to take a quick second and ask you if you wouldn't mind reviewing this course. We spent a lot of time in it and just love your feedback even just a star rating from one to five stars; if you can put in a sentence or something you like or you don't like about it, we're always looking for both kinds of feedback and that would mean a ton to us. So it's just that little review and ratings button right below when you get on to the home screen and just take a second and do that if you wouldn't mind.

## LAST PASS

All right, let's jump right in. So, I've got a bunch of awesome productivity apps that will really help cut off some time hopefully to your day so you can focus on what matters. So let's jump right into the first one and that is LastPass. Now, here's what LastPass does, I'm sure this is probably -- that's how a lot of people I know manage their passwords, they have a huge list, that is 20 pages long, they have it either in Word or in Google Docs or something and every time they have to log into a site that they haven't been on for a little while, they have to open up that Word document and then they have to go and scroll down and find the password and the login and then put it in there. It's a pain, right? Even some of the form fillers, like Chrome has a thing where you can automatically fill, it doesn't do it for everything. So, what I love about LastPass, I



have been using this for a couple of years now and this automatically manages all of your passwords in one secure place. It takes away having to login to something else or worrying about it not being crossed from your computer, it even has a version for your phone. What it does is, the first time it'll ask if you want to save your password and you just say you want to save it. It securely helps or holds everything and one of the coolest things is, this is why I use it the most is, you can actually share passwords with team members.

So what that does is that if I hire somebody and they are working on my website or something, I can give them access through LastPass, and this is free, the premium version gives you a couple more features, but all you need is free - it's only \$12 a year but I can give them access without them ever seeing the actual password, how awesome is that? So I can give that to them when they are done, I can actually take it away and it makes it really helpful for managing teams and keeping track of who has what password.

## SELF CONTROL

All right, the second tool that I want to show you and it's going to be really quick; it's called SelfControl and what this does is it helps you avoid distracting websites. Now what this does actually is if you sometimes have notifications or you have email you can't bring yourself to not check email a bunch of times an hour or check Facebook or whatever it is, this will actually let you block those sites for however much time you want and then it won't let you get back to them until that timer expires. And you can see right here, you will be unable to access those sites even if you restart your computer or delete the application. So this is pretty darn serious.

Now if you are on Windows, do not worry; if you actually go to the FAQ section, there are two right there that work the exact same way and that is pretty cool. But SelfControl is a great way so you make sure you do not wander on those social networks and lose an hour of productive time.

## F.LUX

This next app is actually something that won't help you do anything faster but it'll help you work harder and longer and here's why. Have you ever had it where you are on your computer all day? It's not a great thing to be doing but it sometimes is essential. If you are on your computer all day and your eyes start to hurt and just get really sore, especially if you are looking at a big screen and you are always looking at like white backgrounds with Word documents or spreadsheets or things like that, if your eyes get really bad eye fatigue like mine were, this was the only thing that helped it.

It's a free little program and what it does is, it adjusts the color tint of your computer throughout the day. Sometimes you hardly even notice it but it makes it go from that super-harsh whitish-blue to like the background of the screen to a more sepia fade and it's a free app, it runs in the background of the computer. For me it fades on sunset, has a couple of new color effects but you can actually go in and set what color you want. I would highly recommend it, it makes your eyes feel so much better and you can just throw in your location to show when the sun does set and so when the sun goes down, you don't have that harsh glow still staring back at you.

## DICTATION

All right, this next app has saved me a lot of serious time. Not only with time but also a lot of sore fingers from typing. It has helped me create content so much faster and that is Apple's new built-in voice-to-text feature. Now, this only does work in Mavericks and so if you don't have that yet, but I have two different dictation apps; I have this and I have Dragon Dictation and I got to say, the new dictation app for Mac really -- for being free versus \$200 I use this one almost more than Dragon and it's just about as accurate. So, here's how you set it up if you have Mavericks. First we're going to go to your settings, system preferences, then we are going to go into dictation and speech and just make sure it is on, and that's it.



I tried out the enhanced dictation, I didn't really like it. You can actually use your shortcut key and you can set it, I like the one that it's already on which is 'function'; you hit 'function' twice to start recording and then you click it one more time to stop. If you want to use punctuation and stuff, you can use that as well and all you do is literally just speak whatever punctuation you want. So, "testing one two three period " and it'll just put a '.' right in there.

Like I said, it's not 100%; I do talk a little slower because I know the limits of it which you'll get use to when you start. So again, this is a free feature if you have Mavericks, but if you don't, like I said, I like Dragon Dictation, there's just so many bugs in it, it makes it tough if you are on the fence about dropping \$200. So for cranking out blog-posts, cranking out emails, this is hugely useful. The only downfall of the Maverick's dictation is that it does not work in Google Docs; it works everywhere else but just not there.

## JOIN.ME

The next thing I want to talk to you about is Join.Me. Now, what Join.Me is, it's just a screen sharing app and it's a super-easy screen sharing app and you say, what's the big deal with that; there's tons of those. There are, but many of them require the person that you are sharing your screen with to download a bunch of stuff. This one, you don't have to download anything. You can literally just give them a link and be on your way to sharing your screen with them. It's very nice.

Here's what I use it for. It's awesome for walking clients through tutorials; if you are doing something like customer service or IT, fixing problems, and helping people fix problems. In the premium version it actually allows you to switch presenter modes and you can control the person's computer through your computer. So you can see their screen and you can use their mouse. It's also really nice for consulting; I use it all the time with clients when we need

to get into something really tactical. We can go right in and either they share their screen or I view mine. They do have a pro version and it looks like they really are pushing it but after you go through your free trial, you do not have to sign up for that and you get the basic version which is all I use.

## HELLOSIGN

The next app I want to talk about is called HelloSign and what it does is makes signing PDF documents or really any kind of document super easy and super fast. So have you ever had where you needed to sign a contract or any other type of document for a tax form to anything in business you had to go through and print it out and then fax it or -- I use an app on my phone to take a picture of it and then upload it back. Takes a ton of steps and it's really time-consuming. So a friend of mine recommended this to me and you can easily sign documents straight in your Gmail -- if you don't have Gmail you can use it straight on the website and even sign things like Google Docs and stuff and it makes it really simple.

With the free version of HelloSign, you get to sign three documents a month. So, what you do first is you can literally write your signature on a piece of paper and take a picture and upload it if you want to you can use your mouse to write the signature. Makes it, like I said, super easy, super quick; if you do do a ton of documents, the pro version might be useful.

## POCKET

The last app I wanted to show you was called Pocket. Pocket used to be called 'read it later' but what it does is, it is a super-handy little extension for Chrome and they have Safari and other Firefox extensions as well but what it does is, when you are surfing along, have you ever had it where you came across an article and you get distracted and you just start reading it?

Instead of having a bookmark it and go and find that bookmark, this just allows you to quickly and easily save those articles to read them later. I look at articles on my phone and then I throw them in the Pocket and use them to Tweet out throughout the day. That is one way to use it and then the other way is for if you want easy reading material. Pocket formats it and gets rid of all the distractions on the text. So, I can view it here or on my mobile phone. So check out Pocket at [Pocket.com](http://Pocket.com).

# CLARITY



Welcome back, in this module we are going to talk about one of my favorite apps for getting incredible advice from other entrepreneurs who have done it before and why I insist on paying for it. That app is called Clarity but before I do that, I want to tell you a quick story about starting my own business and how paying for business advice helped me become much more profitable. Now, don't get me wrong; I love getting free advice, I love reading blogs and things like that but when people say, 'can I pick your brain over a cup of coffee', I absolutely hate that. Getting coffee with other business people, there's nothing wrong with that and I like doing that as well;

Just not when you need serious business advice here's why: when you're doing that to someone who is extremely busy and successful, it's kind of insulting to ask somebody especially if you don't know them for advice that they charge by hundreds of dollars an hour for two or three dollars. It's just not a great way to get a relationship started. Even if you do get a meeting, a lot of times, their best advice does not come out because they are usually so guarded and it's just a take-take conversation and there's no giving to it. You're not really giving anything. The second big reason that happens with coffee-shop advice we'll call it, is if you don't pay anything for that advice, you are not going to value it nearly as much which means, you aren't likely to implement it and see it through like you would if you did pay what that advice was worth.

Now, sure you might implement some of it but I'm willing to bet that you would not do it near as much and I'll give you a story of my own when I was getting started where that was exactly the case. So please try to prove me wrong on this but I found that true time and time again. If it wasn't true, you would be implementing every single blog post that you read, email, webinar and piece of advice that you have gotten which I know is not true for any of us. So, for those reasons, when I started Flux Digital marketing, I wanted to do something a little bit different. I didn't go out and try to pick successful people's brain for a cup of coffee. I went and found the most successful entrepreneurs I could. I was right out of college and I asked them if I could get an hour of their time and how much I needed to pay for it to ask them some questions.

It's incredible what happens when you respect someone's time right off the bat and enough to offer to pay them. That doesn't happen very often unless you are a consultant. And the people that I reach out to, a lot of them were not and those are some of the best people to reach out to because they give it to you straight. They give you straight advice which is exactly what you need. So, some of those people are so caught off guard that they insisted on doing it for free which was incredible. Others said, if you have to ask it, I probably couldn't afford it and they were right, they quoted me hourly rates that were sometimes up to \$1000 an hour which there was no way that I could have afforded that. Most of them though, said that they would be happy to do it for their hourly rate which was usually around \$100-\$400 an hour.

So, for every hour that I spent, and this is crucial, I spent a couple of hours before, preparing for it and a couple of hours afterwards reviewing the advice that I got and putting together a plan to implement it. Now, a couple of hundred dollars an hour may sound like a lot of money for one hour and it is but when you get good advice and I followed to a T, I made my money back ten-fold. And here's a quick example of that; several years ago, I was doing a lot of consulting for businesses on how to use LinkedIn. I really wanted to step up my game and I had some really big clients that I just didn't feel very confident about. I knew I could teach them but I just didn't have that confidence to go in there and really deliver it.

I mean these were huge companies, I felt like I didn't deserve to be working with them and so I needed someone who had had that experience before. One of the people I really admired was -- she was like the third most connected person on LinkedIn; a lady on LinkedIn -- I read all of her stuff and listened to webinars and stuff and I was like, this is the person that I need to talk to. So I had been commenting on her blog, chatting with her on Twitter, so she had a pretty good idea of who I was. Then I reached out to her and asked if I could pay for a couple of hours of time to chat about LinkedIn strategies with her and the things that made her so successful. She of course said yes, which was fantastic and she quoted me a price, I realized it was a bargain now but for me at that time, it was actually pretty high and it kind of hurt at that time.

I didn't just have that kind of money but I saved up and I paid for that and she gave me every single bit of my money's worth. I asked her if it would be okay to use some of those strategies with my clients and with future clients and she said, yes. And I implemented them and they worked amazingly. I mean I actually used them with over 20 different companies and made my money back ten-fold just like I said. I still use those strategies today and I always think about would I have implemented that advice if I would not have paid for it and to that I highly doubt it. I may have implemented some of it to myself but I wouldn't have had the motivation to leverage it like I did.

So, here's what happened; I had a ton more confidence from getting those strategies from a real person that I could talk to who I could ask questions, very specific questions, gave me more confidence when I was selling to prospects and I was able to tailor every step of the way because of all the research and questions that I had. So I could tailor the content to them and so there was no guessing when I actually delivered my services and my consulting to them. So that was completely worth it and I have had a lot of others where I have had just general business advice where I got specific, where I got tactical or I got very broad advice as

well. Different business moves and things like that but when I was starting out of college, if there was a tool like Clarity it would have made things a whole lot easier which is why I am really excited to tell you about it.

The screenshot shows the Clarity platform interface. At the top, there's a navigation bar with tabs for 'Search', 'Calls', 'Inbox', and 'Answers'. On the right side of the top bar are 'Support' and 'Me' buttons. Below the navigation is a search bar with the query 'blogging strategy' and a magnifying glass icon. To the left of the search bar is a dropdown menu labeled 'Categories'. The main content area displays search results for 'blogging strategy'. It shows two profiles: 'Todd Schnick' and 'Jonas Ellison'. Both profiles include a small profile picture, the consultant's name, their location, a brief description of their services, their price per minute (\$2), and a green 'Schedule a Call' button. Below each profile are four categories: 'Blogging', 'Marketing Strategy', 'Content Strategy', and 'Social Media' (for Todd) or 'Content Creation' and 'Content Marketing' (for Jonas). There are also star rating, call duration, and message count icons next to each profile.

So let's chat about that. So, here's what Clarity is; Clarity.FM calls itself an on-demand business advice for entrepreneurs and that's actually -- that exactly what it is. It's relatively new and it really takes the concept of finding an awesome consultant or mentor and completely flips it on its head and it has created a marketplace where you can buy consulting in small chunks of time from 15 minutes to 30 minutes to an hour. Sometimes 15 minutes is all you need and you can actually talk to some of the most accomplished entrepreneurs today. So, here's how it works; we're going to log right in and once you have created an account, you can start searching for the topic that you are looking for. So their topics include everything from business, sales and marketing, funding, product design, technology, skills and management, different industries and a bunch of other things that don't fit into a small category.

But really absolutely anything and everything that you can think of that is related to business they have. To find people you can either browse through those topics or just search for the exact keyword that you are looking for. So, I was looking for something; if I was looking for something specific, let's say we want to talk about blogging strategy. I can put that in and I can search. Once you do this, you'll see a bunch of mentors that have a short description by their name, and you'll see their price per minute. So a dollar a minute would be \$60 an hour, two dollars a minute would be \$120 an hour and then so on. But remember, this guy is 10 bucks a minute so this will be \$600 an hour but you don't have to do it for an entire hour, you can do something for as little as 15 minutes.

Now, here's how they charge you; they charge you by the minute exactly. So if you have a 10-minute call, it's 10 minutes but on the other side, if you schedule a 60-minute call. The other day I had scheduled a 60-minute call and I went for an hour and a half, 94 minutes exactly, my bill was \$94; the guy was a dollar a minute and it was worth every single penny.

**Startups** Created 7 months ago in Skills & Management / Entrepreneurship

I spoke with Tom and received more value and insight out of a 30 minute conversation, than months meeting with lawyers and advisors. His experience sitting on both sides of the investment table made him understand what I needed as an entrepreneur as well as what the investors are looking for. It also allowed him to quickly take apart my product, challenge my assumptions and then magnify the holes so I can fix them. Tom has set the bar very high as to what I should expect from others here.

Björn Symister Feb 15, 2014

**\$2** per minute Request a Call ★★★★★ (94)

**Tom Williams** San Francisco, California Send Message

Active angel investor (YesGraph, Quake Labs, Survata) and founder of angel-backed BetterCompany. Previously: Apple at 15. At 17...

126 4.9 94

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Let's talk about how you choose somebody and what you look for when you are choosing the right mentor. So first -- let's go back into the main thing and just say that we are just kind of looking at these guys and here's a couple of things that we look at. So say we look at Tom Williams, I don't know who he is, but he has done a ton of calls.

So, first off, this right here is a testimonial that he got but this is the part where he kind of describes himself. Everybody does it differently come of it is more of a pitch, some it's kind of passive, some have a video there but you can check that out. This right here is the number of calls that they have done, this is the average rating and this is the number of reviews that they have gotten. And this is related topics so if this guy isn't right to what you are thinking, maybe you are looking at VCs or just entrepreneurship in general, you can just click on one of these to click on people that fit this related topic. So, once you look at this and if you are looking and seeing the other thing I like to do is Google the person and really check out stuff that they have written and things like that, like I said, research up front is extremely important but the other thing you want to look at is reviews and the reviews are huge.

It looks like this person, Tom, has helped people with very specific problems; "he immediately understood my business, identified the issues I faced, offered perspective advice, he explained things really well, gave solid -- understood my position immediately, no sugar-coating"-- those are the types of things that I really want to look for. So those are extremely helpful things to pay attention to when you are looking and vetting these people. Now, it may seem like this is a lot of money and it is; here's one Mark Cuben is \$167 a minute; that's a lot of money an hour. Maybe you are not ready for Mark Cuben, that's okay, neither am I but if you are a business owner, if you are just getting started, I think a consultation or two on Clarity is a great investment.

They also have a free e-book that you can download and the beauty of it is you can browse different people, you can even send them a message before hand to see if they would be a good fit. So, that is Clarity; like I said, I would highly recommend it not only trying it out but paying for business advice so you are much more likely to execute it.

# PLAN FOR SUCCESS



In this lesson, we are going to talk about how to follow through for success. You have probably read and heard a million different things about goal-setting from different blog-posts and books; I mean just Google the topic and there's probably couple of billion search results about goal-setting. I don't want to talk to you about goal-setting today; I want to talk to you about following through on those goals.

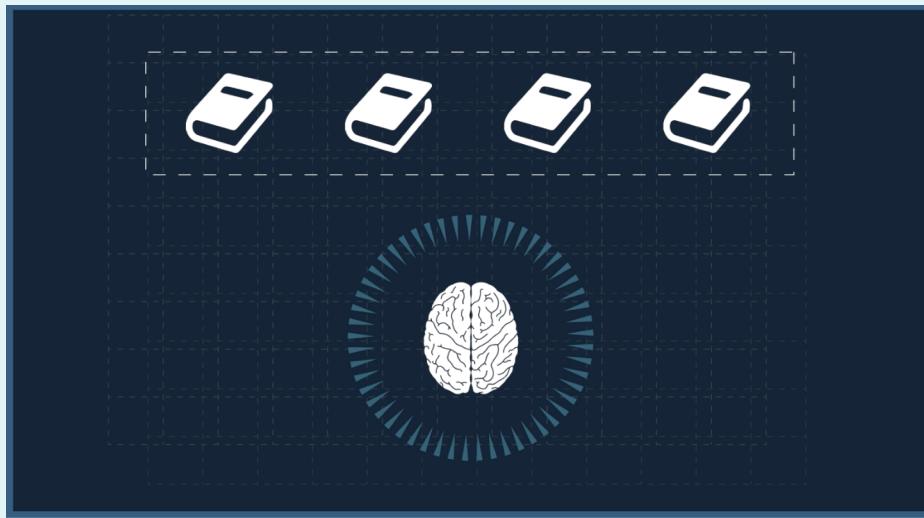
So this isn't going to be just another goal-setting lecture; here's what we're going to talk about. First, we're going to talk about the difference between planning for success and setting goals; second, we're going to talk about how to start from the inside-out and what that really means and third we're going to talk about how to stay on the right track when you have actually set your plans and you are putting your plans into action. And we're going to make sure that your plans and your goals, whatever you want to call them, don't get too daunting and how a couple of steps for doing that. And so we're going to talk about the strategic side and the tactical side.

It does not matter how many books you read, how many podcasts you listen to, how many videos you watch, how many people you talk to; it just does not matter when it comes to goals. What it really matters is the execution and it is the follow through. So, I don't care how impressive all of the research you have done is, if you haven't actually done it, it does not matter and it's not going to make any money, it's not going to build your business.

So the first thing that I want to start off is, a lot of times we think about planning, business, strategies, goal-setting stuff as what do I want from this, what do I want from my business. When you think about putting that plan in place, you think about, okay, I want to make a million dollars this year but all you talk about is what you want and one of the things I think is really good, Napoleon Hill from 'Think and Grow Rich' said, 'whenever you are putting your plans in place, you need to also ask what are you willing to give in return for them'. So that's the big one, not just 'I want a million dollars', it's 'what do I have to give up in order to get that'. You may have to give up your nights, may have to give up an hour of sleep and get up earlier in the

morning, you may have to commit to writing more or whatever it is, it doesn't matter but that is the very first thing that a lot of people skip right over.

All right, let's jump in to how to start from the inside out and this is really starting with your mindset. Now, before you jump to any conclusions, this is one of the most important things in planning for success and even if you aren't a people-person, you've seen the effect of surrounding yourself with good people. You've seen what it does; if you are in a gym and you are working out, you are a lot more likely to push through and push yourself if you have 25 other people around you that are doing the same thing. And that's what I want to talk about is getting into that mindset. So the first part is what the example that I just gave that group effect and it's really tricking yourself into productivity I call it.



So what happens if you are working alone or if you are working in an office but you are kind of cut off from people, you don't really feel that energy. What happens when you just don't feel motivated at all to follow through? My suggestion is, going about it in kind of a round-about way; you're kind of tricking yourself. So here's what you do is, whatever you can't bring yourself to, start reading interesting stuff about that topic and learn from the best people and kind of model that. So if you are getting into something specific; if it's a marketing strategy or if it is a coming up with a system or something, start reading books, listening to podcasts, blogs, whatever it is on that topic and what you'll find is you'll start getting into the mindset of doing it and you're going to get so motivated that you are going to want to stop the video and jump right into it.

And what you're really doing is warming yourself up to it. At first, you jump into something and you start cold and you just can't wrap your head around it but what this does is warm you up into it to where to get so motivated, you can't help but not do it. So taking that a step further is why wait until its too late when you are doing it? Why not start every day like that? So one of the things that I found is if you do not leave your day up to chance; if you start your day off with something that is going to set a successful and productive tone for the rest of day and that is reading material that will motivate you and get that day started off on the right foot. So if you are religious, I might be some kind of a devotion or a Bible or something;



if you are looking for mindset stuff, some of the books that I would suggest are Think and Grow Rich, The Seven Habits, The War of Art, The E-Myth and The Success System That Never Fails by W. Clement Stone.

There's some classics, there's some more modern books but these are excellent for getting you thinking the right way. Another one is, if you are looking for more tactical stuff, listen to a podcast or read a blog post. I have a list of 50 awesome podcasts and they are all from entrepreneurs. Go through and look at and find an episode that applies to where you are at. So do that every morning, carve out half an hour, maybe it's while you're eating breakfast, maybe it's while you are exercising or whatever it is but before you get going, set the tone for the day. Always make sure that it is intention ally set for the day. All right, next thing I want to talk about is reviewing your plans.

Vagueness is the enemy of consistency. Now, think about that; what will keep you inconsistent is not the wrong plan or bad advice or something. It's simply not having a clear vision for what you're trying to accomplish. Now, have you ever written out your goals in a notebook or on a Word Doc or on a computer with the absolute best intentions only to put that notebook aside or close that document and never to open it up again? It doesn't matter how great it is if you can't find it, you are not going to review it which means you will forget it. So for that reason, I highly suggest ripping that sheet of paper out of that notebook, printing it off the computer sheet or whatever it is and posting it multiple places you know you'll see it throughout the day.

That's on the bathroom mirror, that could be to your desktop monitor, that could be inside your car, that could be in your wallet, I don't care what it is; but take the time to read that throughout the day to the point that you are reciting it in your sleep. I want you to get so sick of that that you just accomplish your goal just so you can stop reading it. That's how many times you should be seeing it. If it's not in front of you, you will not do it. Now, what happens when you set these big audacious goals and you start maybe procrastinating it a little bit and you just can't seem to accomplish them? Breaking them down is going to be the absolute best thing to do. You've heard the old saying, "How do you eat an elephant? One bite at a time". It's the same for your big, lofty goals.

So the 'how' is the hard part, so use your planning time to break those goals down and figure out how you were going to achieve them. Use the Ws the 'who', 'what', 'why', 'where', 'when' and 'how' of course. Another trick I found is we've talked about Toggle and the time tracking goals, time them so you know how long it'll take in the future as well. That'll really help when you are planning them. Now one other tip I have on breaking them down is something that

most people often overlook and that is kind of gauging the intensity on different parts of your plan. So, if your goal is to acquire some new customers, to get lead generation and you need to beat the streets or you are networking or whatever you are doing to sell your service, there's going to be parts of that that are going to be a lot more emotionally intense than other parts.

You need to think about those while you are planning those because you don't want to group a bunch of intense draining activities all together because you are just going to set yourself up for a failure. So, maybe those things are like reach out to people you have never met or creating a new system and then there's other types of things that are a little more monotonous and you don't have to think as much and those things could be like responding to emails or just doing a couple of smaller tasks. So, make sure when you are planning, kind of think about giving yourself a period of burst of here's some really tough stuff to do and then give yourself a little break with some breathing time where you might just shoot off some emails. If you group it all up into one big, intense day, you're going to burn out during that day if you are not used to that. So that's a great way to think about breaking those down and organizing them.

All right, let's recap on all the things we talked about. Number one, the focus is not creating the goals, the focus is on following through with those goals. So, remember, it's not all about just setting great goals, it's about really focus on how you are going to achieve those. The second things is starting from the inside-out; if your mindset isn't on the right path, your actions are going to follow and you will not hit your goals, you will not achieve your plans. And remember, do not leave your days up to chance; always start by reading or listening to something that will set a successful and productive tone for the day. Number three, review your plans frequently; put them in front of you, put them where you know you can't avoid them and number four, lastly pace yourself and break down your goals into those manageable chunks and separate them in a plan by intensity for each project.