

# Lifestyle Design

Here is the 80/20 of lifestyle design:



- Set a desired lifestyle (vision)
- Notice the gaps (time, money, resources)
- Work to close those gaps (building leverage)
- Prioritize and execute on what you can right now (don't *think* about the future)

Just like creating a vision, this is something you work towards over time.

We don't *really* know what we want. I don't think we ever will, but we have to have a direction to work in to figure out if we actually wanted it.

So, start to think of the lifestyle aspect of your vision.

- When do you want to work?
- How long do you want to work?
- What do you enjoy working on the most?
- What do you hate working on that you can delegate?
- What kind of content do you like writing? How can you write more of it?
- Again, you can create an anti-vision for more clarity here, what are the opposites of these questions?

If you don't get specific with this, you won't be able to act accordingly.

How can you know if working 2 hours a day is possible or impossible if you haven't done it (or at least done everything in your power to make it reality?)

**Hint: it's possible. Don't let anyone (speaking from the perspective of completely different goals than you) tell you otherwise.**

## When You Don't Have Much Time On Your Hands

At the start, I could only work with the time that my 9-5 allowed.

I had a solid 2-3 hours every day to move the right levers toward achieving my goals.



(I know some people have even less time than that. I was working on my business from my phone a lot of the time while at my job).

My levers in this case were:

- Posting 3 tweets a day
- Having my network share the tweets
- Make sure I am growing at a steady, reasonable rate
- Plug my newsletter, lead magnet, or offers accordingly
- Writing my eBook to get the first iteration out and improve from there

Yours may be completely different.

I knew that once I hit a specific follower amount, my income should match.

I was committed from the start. There was no “failure.” If my eBook launch failed (which a few have)... oh well. The world isn’t going to end. I knew there was a way to make it profitable.

Up until about 50K followers, my income kept pace. \$0.50 - \$1 per follower per month depending on the month.

Keep in mind, I had all of the knowledge in this course at this time. I knew how to monetize and I knew how to position my skillset to a beginner-level audience based on what is already working.

From there, I would also plug my services and DM people that came across my account to pitch my web design / funnel services.

**My point with all of this:**



You have goals that are completely different from mine.

Those goals demand that you have different priorities and tasks from mine.

If threads are getting you better results than a newsletter, set the newsletter aside and prioritize where your energy should be going.



If you only have an hour a day to work on all of this — where should the majority of your energy and attention be going?

Probably towards monetization and audience building.

If you have 2-4 hours a day and already have an offer to monetize and growing audience, you can start to prioritize your newsletter, threads, and cross-platform content in a streamlined way.

## **Creating Your Own Creativity & Productivity Balance**

When I quit the job to go full-time on my business, I had to develop new habits, routines, and systems around NEW levers since I had more time on my hands.

As mentioned previously in this course, all of this is unpredictable. Jobs give you set hours to work, set hours to rest, set deadlines to hit, set priorities to work on — these are all things you will have to test and figure out for yourself according to your goals.

When I had more time, I knew that I could design my workday in a way that suited me best.

Once you find your flow (after a few weeks of testing) you will be able to write much more than you thought you could.

**>> The video below is in Notion, if you want to add a productivity section to your Kortex, you can duplicate The Simple Life Reset to your workspace.**



< Previous Lesson:  
**Idea Generation, Dissection, & Insight**

#### INTRODUCTION & FUNDAMENTALS

What Do You Write About?

Who Are You Writing For?

Awareness & Attention

Influence, Persuasion, & Storytelling

Non-Needy Networking



Module 3  
**The 2 Hour Lifestyle**

0/5 ✓