

23 productivity tips for the *deadly serious* entrepreneur

- 1.) Failing to plan is planning to fail. You must set goals and tasks for the month, the week and the day. Do you have a plan?
- 2.) Use a stopwatch or a timer. Its amazing how much you can accomplish in an hour when you do this
- 3.) 90% of your time must be spent on Money Making Activities (MMA). Marketing and communicating with prospects, thats it!
- 4.) Stop multitasking. Its not effective and actually lessens your IQ. It takes your brain 20 minutes to completely focus on a new activity.
- 5.) Manage distractions. Distractions are a necessary part of running an online or networking business. Facebook, your cell phone, emails. They all have their place and its not when you are creating a piece of content or doing some other high leveraged activity.
- 6.) Create routines for everything you do.
- 7.) 10 minute breaks every hour. Step outside and get some fresh air.

Get a drink of water.

8.) Time management is a misnomer. You can't manage time.

But you can manage yourself in time.

9.) Drink water and get fresh air. Again you can do this on your 10 minute break.

10.) Exercise is vital. If you don't do it you'll have no energy

11.) Eliminate energy robbers like junk food and certain people.

12.) Wake up and go to bed at the same time every day if possible. Routine is imperative

13.) Email rule #1 - Emails don't make money. It's NMMA. Check and reply to emails at the same time every day. 8am and 4pm. Not in between. Constantly checking emails is the #1 productivity killer for home business owners.

14.) Email rule #2 - Never spend more than 30 minutes a day on emails.

15.) Schedule “education time” separate from “implementation time.” Education time is necessary for all of us but you can’t watch webinars all day and kid yourself into thinking your building a business. Its necessary but its NMMA. ****This is the cure for overwhelm****

16.) Phone call rule #1 - Call leads as soon as they opt-in. The sooner the better. While your offer is fresh in their mind.

17.) Phone call rule #2 - Block out time to call leads and follow up with your prospects. This is one of your highest leveraged MMA activities

18.) Always make time for family, friends or whoever. Having a balanced life is essential.

19.) Take your spouse or significant other to dinner or plan something fun with them once per week. Reward them for the sacrifices they are making to improve your lives

20.) Mindset before marketing. Create an “hour of power” that works for you. Mine includes at least 10 pages per day of personal development reading followed by some audio. Then cardio exercise. I will often walk around my neighborhood and think about what I’m grateful for. Followed by going over my current goal statement in my mind and then some visualization

21.) Pick one or two marketing strategies and master them before you move on to a new one. It should take about 90 days of being consistent with one strategy before you start seeing substantial results with it

22.) Set a schedule and stick to it as much as you can. Life happens but when it does don't beat yourself up. Just get back on track and get back in the game

23.) Don't compare yourself to other marketers. The only person you need to be better than is the person you were yesterday