

3X

*Your **Productivity**
The 20 Hour Work Week*



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3X Your Productivity

The 20 Hour Work Week

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THE CREATIVITY REVOLUTION: THE 20 HOUR WORKWEEK

For the last decade, I've averaged about 20 hours a week of ACTUAL WORK. As far as the business goes, my companies have been generating millions of dollars a year for over a decade.

This last year I took 8 weeks of vacation. On top of that, I did a 5 month workation with my wife and we traveled to: Montreal, Atlanta, London, Berlin, Stockholm, Vancouver, Montreal (again), Vegas, Nicaragua and Vegas (again). During these 5 months, I probably averaged 15 hours a week. My business revenue broke all records this year.

I co-own one of the biggest instructional music businesses, revamped our supplement business and had the best year ever, was part of 7 international seminars, co-organized a paid mastermind, did consulting gigs and more.

There was even a time where I was completely out of control partying for years and I was still able to make millions because of some of the principles in this book ([you can read more about this in part 4 of my story](#)).

Who Is This For?

If your goal is to build an awesome lifestyle business, or a business that works for you instead of you being a slave to it, then this is for you.

If you want to travel the world, and make money while you sleep... then this is for you.

And if you want to become ultra-wealthy and work like a BEAST until you get there, this is for you. The productivity strategies inside this document will TRANSFORM how you operate.

Why Are People Working 40 Hours A Week?

During the industrial revolution, it wasn't unusual for employees to work 12 hours a day, 6 days a week.

In the 1920's, Henry Ford switched his workers from a 6-day, 48-hour workweek to a 5-day, 40-hour workweek but still paid employees the same wages. We can thank Henry for that major upgrade.

40 hour work weeks may make sense for people doing brainless physical labour, however does it make sense for entrepreneurs? Artists? People who use their brains to produce?

And more importantly, how is that 40 hours being used? How much of it is wasted?

The Productivity Crisis

Research done by analyst, revealed that the average time a Fortune 500 CEO spends on productive activities per day is a whopping 28 minutes.

The average employee numbers wasted at the job aren't that different.

- ◇ 39% of employees waste less than an 1 hour each day
- ◇ 29% waste 1-2 hours a day
- ◇ 21% waste 2-5 hours a day
- ◇ and 8% waste 6-10 hours a day

Let's break these numbers down, if you work 260 days a year that equals out to around 2,080 hours and if you are in the top bracket of employees who waste time, you will have wasted 520 hours per year which equals 25% of your total hours at work being spent on nothing.

That's not all... What about "productive things" like email? According to a July 2012 McKinsey Global Institute report on "social economy," the average knowledge worker now spends 28% of her work time managing email. If you work 40 hours per week, that's 11 hours stuck in the inbox.

We are moving into the "Creativity Revolution".

The next 2 decades we will see the Robotics Revolution. Calculations by the Bank Of England estimate that 33% of jobs have more than 66% chance of being replaced. Lower paying roles like accountants being replaced is "a whopping 95 per cent".

On the bright side, with the Robotics Revolution comes the CREATIVITY REVOLUTION.

Robots will never be as creative as humans and those who are creative and entrepreneurial will thrive.

Is it optimal for creative, hard-thinking people to work 40 hours a week? Should we be applying a century old concept designed for the industrial revolution?

Lots of the best creative thoughts come during DOWN-TIME. When you're walking in nature (in great part because of the right-left brain coherence), relaxing and enjoying life.

When we relax and “do nothing”, our brain waves slow down into an alpha state, which helps ours brain generate better creative ideas.

4 Precious Productivity Energies

In order to be hyper-productive in a short amount of time, we need to protect and maximize our deployment of our 4 Precious Productivity Energies.

1. Physical Energy
2. Mental Energy
3. WillPower Fuel
4. Spiritual Energy

If you hit “Empty” on any of these, your productivity will hit the ditch FAST AND HARD.

If you run out of physical energy, you'll be too tired to keep rocking.

If you run out of mental energy, you won't be able to focus and think clearly.

If you run out of will power, you won't be able to learn new things, push yourself when things get tough and you'll quit.

if you run out of spiritual energy, you'll most likely lose all motivation for what you do and quite possibly become depressed.

The 10 steps in this guide protect and replenish all 4 of your precious energies. This allows you to hit the pedal to the metal with the MAXIMUM LEVERAGE FACTOR (Step #9). If you're an entrepreneur, you'll easily be able to get triple your productivity.

I've organized the 10 steps in what I think is the best order. You can jump over them if you want, but I strongly suggest you do each one.

4 Hour Work Week vs. 20 Hour Work Week vs. 40 Hour Work Week

Maybe you've read [The 4 Hour Work Week by Tim Ferriss](#) (which is a great book). If you have, what's inside this book has very little comparison with it.

The 4 Hour Work Week: Great system for going on workstations and doing the bare minimum.

The Traditional 40 Hour Work Week: Usually filled with unproductive time and chaotic structure

The 20 Hour Work Week: How to produce 50% more PRODUCTIVE WORK than someone doing the traditional 40 hour week. You can build very successful businesses using these principles.

Maybe some of you are thinking: "20 hour work week? I want to be a Billionaire!!"
No worries. The methods inside this book will make your far more likely to happen.



PRODUCTIVITY BOOSTER #1: ELIMINATE THE HATE OFF YOUR PLATE

Nothing drains your energy, willpower and motivation like forcing yourself to do something you don't like to do.

It is now a well researched fact (read: [Willpower Instinct](#) and [The Power Of Full Engagement](#)) that willpower is a FINITE resource.

Yes, every day you wake up and you have a SET amount of “Willpower Fuel”. Once the gage hits “E”, it's over.

What is willpower?

Kelly McGonigal in Willpower Instinct defines it as: *“harnessing the three powers of I will, I won't, and I want.”*

I experience this every time I go home and see my parents. I can usually stay on track with good eating for about 6 or 7 days and after that I hit the “to hell with it” button. Once my willpower fuel is drained, all hell breaks lose in the kitchen.

As much as some of us would love to be like the Terminator and stop at nothing, it's just not realistic. We only have a small amount of willpower and once it runs out, it's over.

Doing things that you don't like, is the #1 killer of willpower. Why? Because it's STRESSFUL.

McGonigal explains, *“Stress is the enemy of willpower. So often we believe that stress is the only way to get things done, and we even look for ways to increase stress— such as*

waiting until the last minute, or criticizing ourselves for being lazy or out of control– to motivate ourselves. Or we use stress to try to motivate others, turning up the heat at work or coming down hard at home. This may seem to work in the short term, but in the long term, nothing drains willpower faster than stress.”

What if the only thing on your plate are things that you LOVE TO DO? You’ll wake up and be EXCITED to tackle tasks and projects.

PRODUCTIVITY PLANNER #1: _____ Eliminate The Hate Off Your Plate

Make a list of all the activities you do that you dislike or hate doing.

ACTIVITIES YOU DISLIKE

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____



PRODUCTIVITY BOOSTER #2: TO THY OWN SELF BE TRUE

“To Thine Own Self Be True” -- Shakespeare

I carry a coin with me that says “To Thy Own Self Be True”. Being authentic and honest with myself is one of my deepest core values.

As entrepreneurs and human beings, it’s extremely powerful to know our weaknesses, understand the way our brain works and become aware of our personality traits and character defects.

Weaknesses become major liabilities when we’re in denial about them and ignore them.

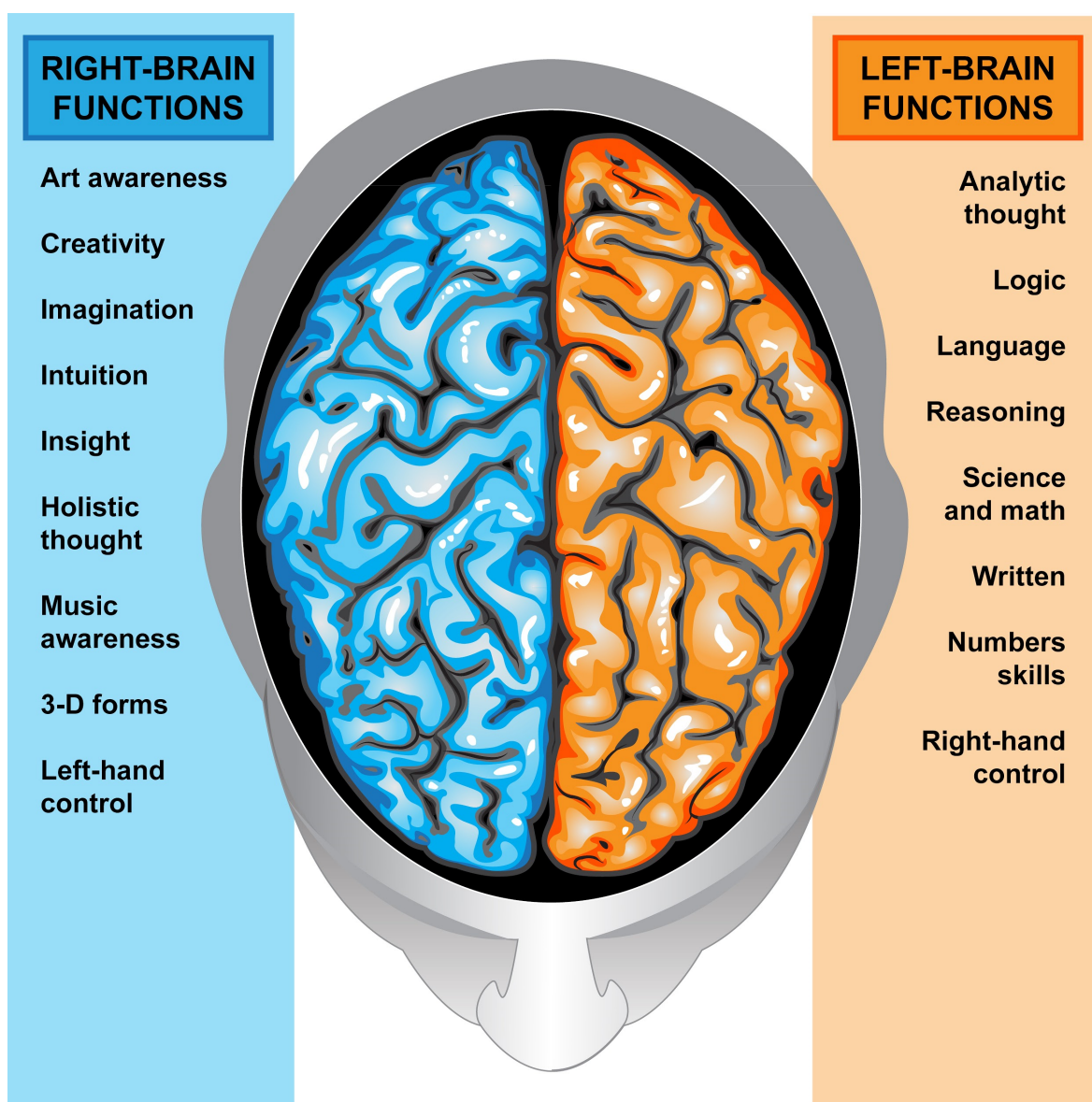
Once we know our natural tendencies and once we know our limitations, we can begin creating solutions to overcome them such as: creating powerful structures, hiring the right people, working on our weaknesses and embracing our strengths.

This step is what separates a lot of “good entrepreneurs” from “great entrepreneurs”. Great entrepreneurs know who they are and they know how to create winning teams around their strengths and weaknesses.

Here are some personality tests that will help you discover yourself (do them all if you can):

1. [D.I.S.C. reveals how you ACT \(what you do\) alone as well as in teams.](#)
2. [Myers-Briggs: reveals how you THINK and is based on Carl Jung’s work and what he called Psychological Types](#)
3. [Kolbe: Is based on finding the natural ways you prefer to work and solve problems.](#)

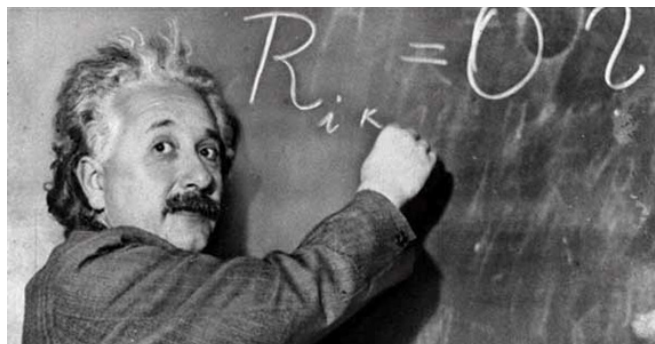
4. Visionary Or Integrator: You can read or scan the book [Rocket Fuel](#) and you'll quickly know which one you are.
5. [Caliper: One of the deepest employee test you can do.](#)
6. Right-brain vs. Left-brain: Are you right brained or left brained? I think the BEST entrepreneurs are WHOLE brained (left and right). If you know you're left brained, then work on becoming creative. If you're overly right brained, work on creating structure and organization in your life. I will be writing articles about becoming more whole brained in the future. You can google "left right brain test" and there are plenty of simple tests you can do to see where you are.



7. What's your primary [learning modality](#)? Are you visual? Audio? Kinesthetic? Analytical? Verbal? Social?
8. IQ: [Knowing your IQ](#) is useful. However, you don't need to be a genius to be successful. It is useful to know that there is a correlation between IQ and income.

Here are a few personal experiences to help illustrate the value of these tests. Kolbe was a big one for me. I'm extremely high in "Quickstart" and extremely low in "follow through".

This means I love starting new businesses, projects and ideas and I generally suck and pushing them to completion or following up.



So what did I do? I partnered up and starting people that are world-class at follow through. They naturally solve this "hole" in my personality. It's no longer an issue. I get to do what I'm best at and focus on creating new ideas.

Another monster 'ah-ha' was Visionary or Integrator. I figured this out a few years before I read Rocket Fuel by necessity. I knew I was an idea machine and was naturally strong at vision and I knew I sucked (and hated) micro managing things.

Reading Rocket Fuel cemented that concept. It also helped me understand and respect Integrators. I'm better at working with them. Just understanding and implementing this concept helped me quickly grow my income, my company's revenue and my enjoyment in business. Now, I surround myself with Integrators.

The other powerful thing about doing these kind of tests as a company is you'll know how to work with each other.

"Anything worth doing is worth doing poorly-- until you can learn to do it well." - Zig Ziglar

I remember hearing a variation of this at a Gary Halbert seminar "If it's worth doing, it's worth doing poorly".



Took me a minute to get it... and then I realized that when we start doing new we're going to suck most of the time. Every pro athlete was a beginner at some point. Every self-made billionaire entrepreneur started with \$0 revenue in their company at some point. And most businessmen failed many times when with their first ideas.

In the majority of cases, if you ENJOY something you'll become great at it with enough smart training, time and dedication.

So it's important to separate natural aptitudes, tendencies and psychological profiles with hard skills.

If you're new as an entrepreneur EXPERIMENT. Try new things. Do it all... It's going to take you a few years to really figure out and develop your unique abilities.



PRODUCTIVITY BOOSTER #3: WHAT ARE YOU REALLY WORTH?

There are two categories of tasks in business:

1. Money Moves: Things that generate revenue
2. Operations: Everything else

As a business owner, you should be spending 80% of your time on MONEY MOVES. Your goal should be to outsource, automate and systematize all your operations.

Operations SUPPORT the work that Money Moves create.

We will go deeper into Money Moves in Step 5.

Here's a list of things that you should avoid like the plague (and use this hiring priority list):

1. Customer support
2. Webmaster
3. Graphic design
4. Operations
5. Accounting
6. Personal assistant
7. Ordering things/Inventory

If you're doing any of the things above, make it your #1 priority to find someone to replace you with those NON-MONEY MAKING MOVES.

PRODUCTIVITY PLANNER #2: _____

Here's a formula to help you know what to outsource even further:

STEP 1: What's your last year's hourly rate?

1. Last year's salary: _____

2. Hours worked a week on average: _____

3. Number of weeks at work (52 - weeks on vacation): _____

FORMULA:

Last year's salary

(Hours worked a week on average) X (Number of weeks at work)

If you made \$100,000 net last year and you worked 40 hours a week avg (and worked 48 weeks) then your hourly rate is: \$52.

This means ANYTHING that can be hired for \$52 or less an hour (and this is true for your personal life: cutting the lawn, cleaning, cooking, etc...) should be outsourced.

STEP 2: What should you value your time NOW?

However, I suggest you think AHEAD. If you want your income and business to go to the next level, start thinking and operating like those that are at the next level. I suggest you take your hourly rate and add at least 50% to 100% to it.

CONSERVATIVE FORMULA TO VALUE YOUR TIME NOW: Last Year's Hourly Rate X 1.5

Last year's hourly rate: _____ X 1.5 = _____

AGGRESSIVE FORMULA TO VALUE YOUR TIME NOW: Last Year's Hourly Rate X 2

Last year's hourly rate: _____ X 2 = _____

In the example above, this means you should value your time between: \$78 and and \$104.

PRODUCTIVITY PLANNER #3: The Low Value Tasks Eliminator

Make a list of all the activities you do along with the hourly rate of hiring a superstar in that area.

ACTIVITY	AVG. HOURLY RATE FOR THAT TASK	ELIMINATE? Y/N
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____

As your net profits grow, you'll eventually outsource almost EVERYTHING except for your Core Money Moves (see Step 5). The key at this level is to move into Step 4.

PRODUCTIVITY BOOSTER #4: DANCING WITH THE STARS

Stars... stars... stars... It's ALL ABOUT THE STARS.

This is really the BIGGEST KEY to making the 20 hour work week a reality.

You'll never be able to successfully build any business that works smoothly without you if you don't hire, organize and empower GREAT TEAMS filled with A-grade stars.

I could write 100 pages on this concept alone (and maybe eventually I will). I'm going to give you what I consider the key factors.

World-Class Team Building Factor #1: Hiring Superstars

Out of all the steps and substeps in this guide -- this is the CRITICAL FACTOR. The one thing that makes everything possible or not.

Eben Pagan said that the the average cost of a bad hire is \$2,000,000. It took me a few more years of business experience to see this, but I see it clear as day now.

A superstar can build new revenue sources. A superstar can turn a struggling game plan into a winner. A b-grader can make deadly mistakes. B-graders can kill a project. What's the costs of that? It can certainly add up into the millions.

Top 3 processes for hiring superstars:

Hiring Key #1. Tap Your Network

The best place to start looking is your immediate circle. Hit FB groups that you're a part of, ask your current employees, ask other entrepreneurs, email your customer list and email your affiliate list.



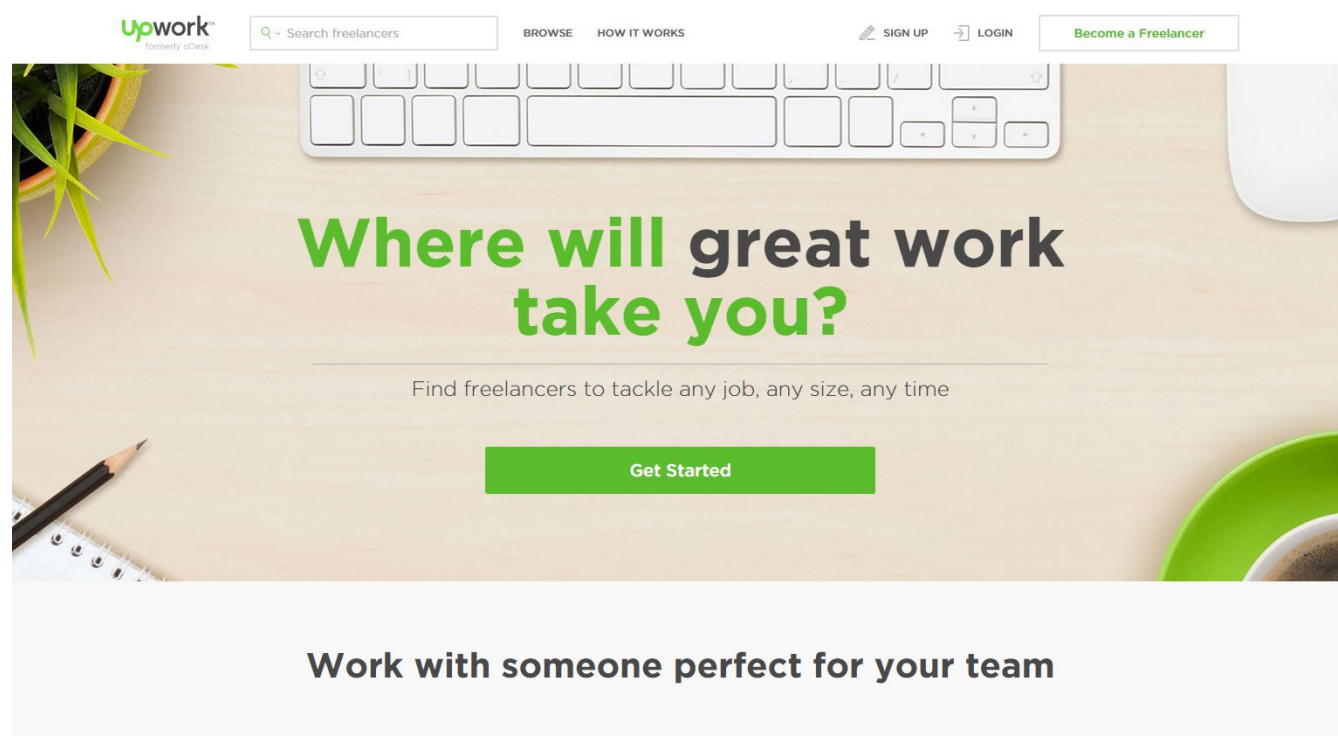
Remember that superstars hang out with superstars. We've found a lot of great prospects by doing this simple, rapid step.

Hiring Key #2: Filters, Hoops And Doofus Tests

If "Tap Your Network" doesn't yield the people you need, then move on to this step.

This is a process I created to weed out a big group of prospects into a small field of promising providers.

[Upwork.com](https://www.upwork.com) has become an amazing resource for anyone looking to hire almost any type of skill.



The reality is: 90% are B-graders or worst.
NEVER FORGET: YOU MUST HIRE SUPERSTARS.

This process IS involved, but it works. Eventually you want to hire someone to do this process for you (and you get involved at the end).

Here's my Upwork process:

- A. Filter #1: Use the search box: to only find providers with 4.5 stars and above, over 300 hours worked in the last 6 months.

- B. Filter #2: Look at the portfolio. Eliminate anyone that has B-grade performances (this is easily done with graphic designers and more difficult to do with web programming).
- C. Filter #3: Eliminate anyone without a personal picture. What are they hiding? I don't want to know.
- D. Filter #4: Look at their skill set (vital if you're hiring web programmers): do they already know or have experience with the required skill sets you need?

Next, you need to create an extremely enticing job description. Describe the vision of your company, why it's a great opportunity, why it's fun, why the future is bright etc...

Now for 1 position invite 40 to 60 applicants that passed the first 4 filters. Other things you want to consider are: where do they live (ideally in the same time zone as you)?

Now we're going to create HOOPS for them to pass through.

- E. Hoop #1: Ask them a few questions and brutally judge their answers

Hiring Key #3. Top Grade

One of the best processes for hiring superstars is to use the Top Grading interview process. I completely endorse buying: Top Grading by Brad Smart. It is considered the "hiring Bible" by many smart people.

The Top Grading interview process focuses on what your past employers see the prospect and validating that through checking the references. As you go through the Top Grading interview format, patterns become extremely apparent.

World-Class Team Building Factor #2: Co-ordinate don't delegate



Delegation is a DIRTY WORD in my vocabulary. And it often produces dirty results.

Can you imagine a NFL coach telling his team "Hey Guys, just go out there and WIN THE GAME! I'll see you at the bar afterwards."? That's what delegating is.

The key is to CO-ORDINATE. That's what a great coach does. He co-ordinates each and every play.

This is the main role of the Integrator in the business. I suggest reading Rocket Fuel to understand what the Integrator does.

World-Class Team Building Factor #3: Replicate

The next key is: REPLICATION. You need to have a strong, solid process that Homer Simpson could run if he was drunk.

First, the new team member watches you perform the task. And then you watch them perform it and tweak their performance.

The process of them watching you and then, you watching them will lead to a high replication rate.

World-Class Team Building Factor #4: Organizing The Teams

The next key is organizing the teams.

Creating a simple org chart and giving up to 5 key roles to each person is often enough. As long as everyone is clear about their roles, and they have the skills and tools to execute -- you can start gaining momentum.

A great book to help you organize the teams and run the teams is: Traction by Gino Wickman.

World-Class Team Building Factor #5: Giving Them Great Game Plans

This is the main role of the Visionary in the business (see Rocket Fuel for more clarity). Giving the team solid winning strategies is your main job (if you're the visionary).

This is where experience and becoming a great student of business is very valuable. Join masterminds and get feedback on your ideas. Hiring experienced, successful coaches to get guidance. Find mentors that are willing to help you.

Your goal should be to build a Jedi council of world class experts to validate your ideas.



PRODUCTIVITY PLANNER #4: _____

Future Team Builder

Even if your company isn't ready to start hiring new people TODAY, it's wise to think ahead.

Make a list of your 10 next positions you'd like to fill in your company along with any potential candidates you might have in mind:

	POSITION	CANDIDATE 1	CANDIDATE 2
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____
9.	_____	_____	_____
10.	_____	_____	_____

PRODUCTIVITY BOOSTER #5: MONEY MOVES

Your #1 focus as a business builder should be to: INCREASE REVENUE.

This comes down to: sales, marketing and repeat sales. Let's break down those 3 areas into specific money moves:

Marketing Part 1: Getting Traffic (visitors) to your website or store

1. Search Engine Optimization (including: Google Maps)
2. Pay per click (Adwords and Facebook)
3. Social Media (Facebook, Instagram, Twitter, etc...)
4. Content Marketing: articles, video

Marketing Part 2: Conversion

5. Creating sales copy (written or for video)
6. Creating email autoresponders
7. Shooting sales videos
8. Creating new marketing experiments

Sales

9. Prospecting (cold calls)
10. Making sales presentations

Repeat Sales

11. Launching new products



You have 11 potential money moves to focus on. Your goal is have 80% of your schedule be filled with YOUR core money moves. Which one of these excite you the most? Which one of these do you feel you can become GREAT at?

If you have an ecommerce business, what I suggest you do is:

1. Focus on ONE traffic method (the one that has the most likely chance of working).
2. Focus HEAVILY on all aspects of conversion early on. Once you have a successful funnel, then you only have to focus on creating new marketing experiments for the most part.
3. Launching new products.

If you have an local business, what I suggest you do is:

1. Focus on search engine optimization and local PPC.
2. Create an educational sales process and optimize your lead acquisition pages.
3. Create a strong sales process (9 and 10).

For many of my early years my 4 money moves were:

1. Adwords (to generate traffic and leads)
2. Writing new autoresponder emails
3. Launching new products
4. Writing new sales letters for the new products

I ignored everything else and made millions.

As your business grows, there are other money moves that may appear -- however these 11 money moves can take your business to the next level and beyond.

PRODUCTIVITY PLANNER #5:

Money Move Analyzer

List all your money moves. Assign a value to it (10 being the highest). Rate how easy it would be to replace you doing that task. Then add up the value score with the replaceability score.

The premise of this exercise is simple. The higher the value, and the harder it is to replace you -- the more valuable that money move is to your business.

Money Move	Value (10=high)	Replaceable (1=easy 10=hard)	SCORE
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____
5. _____	_____	_____	_____
6. _____	_____	_____	_____
7. _____	_____	_____	_____
8. _____	_____	_____	_____
9. _____	_____	_____	_____
10. _____	_____	_____	_____

PRODUCTIVITY BOOSTER #6: MASTER EFFICIENCY

Congratulations you've identified your money moves. Now, it's time to become GREAT at that money move. Your Core Money Moves will make you incredibly effective.

Now it's time to become EXTREMELY EFFICIENT.

Gary Halbert gave this comparison to explain the difference between effectiveness and efficiency:

Efficient is paddling a canoe up or down a river with a perfect J-stroke. That means with the absolute least energy expenditure, you get the most forward movement of the canoe.

Effectiveness is paddling the canoe the right way (upstream or downstream) on the right river.



Always worth slowing down short term to get long term speed.

Danny, my first guitar teacher, really emphasized the fact that I needed to LEARN HOW TO PLAY IT PERFECTLY FIRST... And then speed up later.

Guthrie Govan, one of the greatest guitarist alive says, **“Speed is a byproduct of GOOD, SLOW PRACTICE.”**

Once you have bad habits and patterns programmed into your nervous system, it is much harder to reprogram them.

Here's some of the biggest efficiency boosters:

Efficiency Booster #1: Hire experts to shortcut your efficiency learning curve

For your Core Money Moves, hire a TOP PRO to show you his work flow. For an example, it might take someone 3 years to become as efficient as I am with Google Adwords. If I work with that person, it might take a week.

Let's put numbers to this example: if an Adwords newbie is half as efficient as a pro (and that's being generous) and they both work 20 hours a week for 3 years that's 3,120 hours each. The pro will get literally TWICE as much done as the newbie. Another way to put it is, the newbie will waste 1,560 hours of his valuable time.

By spending the time, energy and money upfront to become highly efficient -- you will save thousands of hours in the future.

Efficiency Booster #2: Learn To Type FAST

One of the most valuable classes I ever took was a typing class in high school. By the time, I left I was typing 80-90 words a minute.

Let's quantify the value of that: if 2 people are answering emails once a day for an hour (5 days a week) and one is twice as fast -- that's 130 hours a year difference in productivity.



Efficiency Booster #3: Learn Keyboard Shortcuts

[IF YOU'RE ALREADY A MASTER OF KEYBOARD SHORTCUTS, PLEASE JUMP AHEAD 2 PAGES]

Shockingly to me, a high percentage of entrepreneurs I see working on their computers have never learned simple shortcuts that can boost their efficiency significantly. Moving your mouse around slows you down BIG TIME.

Vital Keyboard Shortcut #1: Copy, Cut And Paste

The most basic fundamental shortcuts everyone should know is to copy, cut and paste. Here's the shortcuts for MAC and PC:

MAC

COPY: Command (hold) + C

PASTE: Command (hold) + V

CUT: Command (hold) + X

UNDO: Command (hold) + Z

PC

COPY: Ctrl (hold) + C

PASTE: CTRL (hold) + V

CUT: Ctrl (hold) + X

UNDO: Ctrl (hold) + Z

Vital Keyboard Shortcut #2: Partial screenshots and full screen shots

We all know a picture is worth a thousand words. That's why often the fastest way to communicate is to take partial screenshots (or full ones) of graphics, images and other ideas and share them.

MAC

- I. Partial screenshot: Press simultaneously: SHIFT + COMMAND + 4 and then drag mouse over picture you want to take.
- II. Full screenshot: Press simultaneously: SHIFT + COMMAND + 3



PC

- I. Open Snipping Tool by swiping in from the right edge of the screen, tapping Search (or if you're using a mouse, pointing to the lower-right corner of the screen, moving the mouse pointer up, and then clicking Search), entering Snipping Tool in the search box, and then tapping or clicking Snipping Tool.
- II. After you open Snipping Tool, open the menu that you want a picture of.
- III. Press Ctrl+PrtScn.
- IV. Tap or click the arrow next to the New button, choose the kind of snip you want, and then pick the area of the screen that you want to capture.



Efficiency Booster #4: Use Text Expander (or something similar)

Another great tool is called Text Expander. According to the Text Expander stats, it saves me a few hours a year.

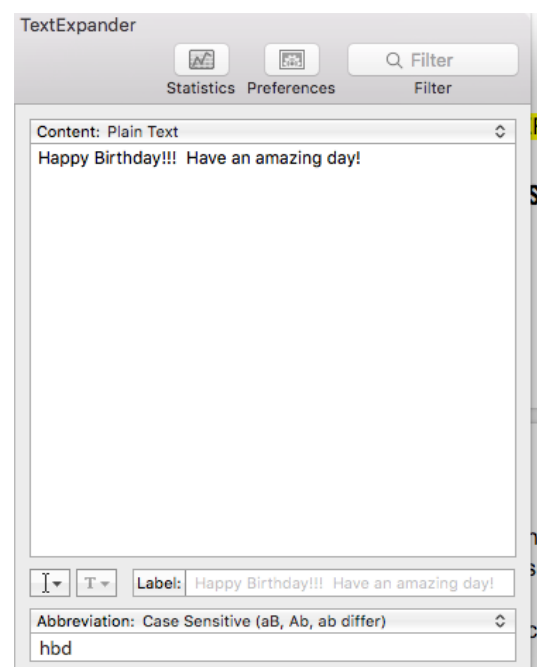
You can preprogram various bits of text and retrieve them with a few shortcuts.

So for all the repetitive sentences you use, you can program 3 or 4 letter shortcuts.

Here's a couple of examples I use:

When I type: "hbd" it inserts: "Happy Birthday!!! Have an amazing day!"

Here's a screenshot from my Text Expander:



Other examples:

When I type "mge" it inserts my private email address.

When I type "fladd" it inserts my mailing address.

I have about 50 different texts I use.

Efficiency Booster #5: Use Keyboard shortcuts on your phone

Same concept as #4, but it's already built into your iPhone.

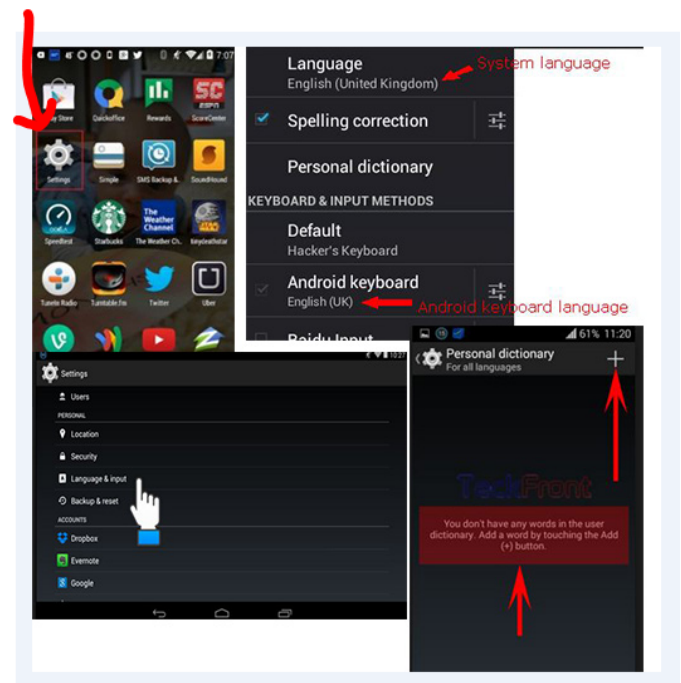
How to create and customize iOS keyboard shortcuts:

1. Launch the **Settings** app.
2. Tap **General**.
3. Tap on **Keyboard**.
4. Scroll down to **Shortcuts**.
5. Tap **Add New Shortcut...**
6. In the **Phrase** field, type in the entire phrase you'd like to create a shortcut for.
7. In the **Shortcut** field, type in the snippet you want to be replaced by the phrase.
8. Tap **Save** at the top right.



How to create and customize Android keyboard shortcuts:

1. Tap **Settings**.
2. Tap **Language**.
3. Tap **Input**.
4. Tap **"Personal dictionary."**
(Note: the exact settings may differ depending on the make and model of your Android phone.)
5. Tap the "+" sign in the top-right corner of the screen, then enter the word or phrase (like "on my way") you'd like to make a shortcut for.



Efficiency Booster #6: Use Voice Dictation

One of the greatest efficiency tools ever is: voice dictation.

You'll NEVER be able to type with your thumbs as fast as you can speak. It easily doubles (if not triples) your speed.

If you don't want to annoy those around you, cup your hands around the mic and mouth and speak with a low voice volume.

Efficiency Booster #7: Transcriptionists

Another great service to use is transcriptionists. Sometimes, there's value in having a full text transcript of a call, a video, a webinar or a meeting.

Plenty of companies that offer this service.

You just send them your audio file and within a few days you'll get every word typed out for you.



Efficiency Booster #8: 1 Password (or something similar)

Do you ever waste time searching for a password? Do you ever forget a password?

This solves this and more.

This has to be one of my favorite tools ever. It probably saves me 10 hours a year filling out forms and looking for lost passwords. Over the holidays, I went to my parents in Canada and we spent 10 minutes looking for a piece of paper for their Wifi password.

1Password (Roboform for PC), save all your passwords, addresses and credit cards in the system. All you need is ONE STRONG PASSWORD to open it.

I have over 1400 different passwords, a dozen addresses and over 15 credit cards saved in it.

This cuts my online ordering time by 80%. I can save addresses of family members and

friends that I buy gifts for.

There's also an Iphone app that syncs your passwords. It's an even bigger time saver on the phone.

Efficiency Booster #9: Use the FASTEST equipment

Is there anything that blows flow like the “beach ball of death”? Sometimes it might only spin for 3 seconds, but it feels like an eternity and more importantly it KILLS your flow.

The key to avoiding the spinning wheel is:

- i. **LOTS OF RAM**
I suggest having at least 16GB of RAM. This gives you plenty of room to run multiple programs and windows.
- ii. **Flash drives**
The older hard drive technology have to SPIN to retrieve the information.
- iii. **The more cores the better**
The more cores your computer has, the faster it can do complex processes.

That's it.

I suggest buying a new computer every 3 years to keep up with the latest advances in technology.

Efficiency Booster #10: Use Your Team Effectively

This IS one of the biggest efficiency tools you can use.

And if you're used to working alone and doing it all, it will take you time to learn how to unload tasks and manage a team effectively.



Relay Race Metaphor

A very powerful perspective on executing a project is a RELAY RACE. In a relay race, 4 sprinters will run 100 meters (or 400 meters) and pace the baton to their teammate. The race is completed once each team member has run 100 meters.

Every project breaks down into a set of mini-sprints. **What DELAYS a project is when there's a delay passing the baton to the next team member.**

This happens when either:

- A) The one with the baton keeps it for too long.
- B) The next runner doesn't pick it up fast enough.

Simply sharing this metaphor with your team and explaining that we want ZERO DELAYS passing the batons often produces a boost in productivity.

Also get your entire team using the Focus-Windows and Power-Thinking system.

Productivity Strategies, 3, 4 and 5 cover this one.





PRODUCTIVITY BOOSTER #7: THE FOCUS-WINDOW/POWER-THINKING SYSTEM

Now, we're gonna start cooking with NITRO FUEL.

This next element will transform how you work and can easily double your productivity.

Here's the synopsis of this step:

- i. Identify all your movements
- ii. Group your activity together into focused windows
- iii. Power-think your way to success

The key is to focus on one money move at a time for a FOCUSED WINDOW OF TIME and then apply the ULTIMATE LEVERAGE FACTOR (Productivity Booster #9). Mark Hamilton revealed this concept in his book "Cosmic Business Control" in 1992.

You should NEVER be switching from one money move to another. Here's why...



Multitasking Damages Your Brain And Lowers IQ

A study done at the University of London found that participants who multitasked during cognitive tasks experienced IQ score drops of 15 points. That drop is in the same range as someone who smoked marijuana or stayed up all night.

But what if some people have a magic gift for multitasking?

The Stanford researchers compared groups of people who believed they were great multi-taskers to those that focus. They found that the “gifted multitaskers” – were actually worse at multitasking than those who like to focus on one thing at a time. The “gifted” multitaskers performed worse because they struggled to organize their thoughts and filtering out irrelevant information, and they were slower at switching from one task to another.



The Cost Of Switching

If lowering your IQ isn't enough, here's another sobering study. Gloria Mark, a professor at the University of California, did a study and found if you get interrupted (email, phone call, etc...) that it takes an average of 23 minutes and 15 seconds to get back to the task.

The 7 Steps To Creating Your Optimal Focus-Window/Power-Thinking Schedule

Step 1: Figure Out Your Physical Movements

Everything you do in your business is a physical movement, from writing to emailing and even thinking. There's a physical movement behind each task.

Your next step is to figure out all of your physical movements over the next 3 days. Here's an example of what it might look like:

- ◇ Emailed Cathy about improving support system
- ◇ Called Tom about writing articles for us
- ◇ Had a meeting with Claude about XML issues
- ◇ Wrote an autoresponder email
- ◇ Created a new split-test for optin page
- ◇ Planned out our SEO plan
- ◇ Went to Home Depot to pick up paper
- ◇ Tweaked Google adwords campaign
- ◇ Emailed Rosemarie about refund to Bob
- ◇ Created new headlines for sales letter
- ◇ Marketing meeting

So, for 3 days you want to write down EVERY little thing that you do into a notebook.

Step 2: Connect the tasks with their physical movement

Now, it's time to go to the essence of each task by figuring out the physical movement behind each one. Let's take the same list from above, you'll see the name of the physical movement after the name of the task:

- ◇ Emailed Cathy about improving support system – Email
- ◇ Called Tom about writing articles for us – Phone Calls
- ◇ Had a meeting with Claude about XML issues – Meetings
- ◇ Wrote an autoresponder email – Copywriting
- ◇ Created a new split-test for optin page – Split-testing
- ◇ Planned out our SEO plan – SEO
- ◇ Went to Home Depot to pick up paper – Operations
- ◇ Tweaked Google adwords campaign – PPC
- ◇ Emailed Rosemarie about refund to Bob – Email
- ◇ Created new headlines for sales letter – Copywriting
- ◇ Marketing meeting – Meeting

As you can see there's only a handful of physical movements in any businessman's day.

EACH PHYSICAL MOVEMENT NOW BECOMES A FOCUS-WINDOW. This a ground-breaking new perspective. During each focused window of time, NOTHING ELSE MATTERS. You develop tunnel vision about everything else. You ignore distractions.

Why are focus-windows so powerful?
There are several reasons: First, you are entering the “Henry Ford zone”. Henry Ford revolutionized the car industry by creating the assembly line manufacturing process.

The Focus-Window concept revolutionizes your workflow by creating an assembly line work process that allows you to triple your productivity (especially when combined with Productivity Booster #9).



You’re eliminating the bulk of the “lost time” that comes from switching from one physical movement to the next. Dozens of hours a week are “lost” when people are going from phone calls to email and back to emails and then doing a meeting and making another call.

Achieving a mental state of FLOW is virtually impossible when operating in a traditional schedule. We will cover FLOW and Productivity Booster #9.

There’s a beautiful, natural intensity that happens when you limit the time you can spend on something. We’ve all experienced the power of CRAMMING for an exam. Compare having one hour to finish something versus having a seemingly infinite amount of time to get something done. Focused windows create healthy pressure.

Here’s the list of focus-windows that :

Autoresponders: the only thing I do is create autoresponder emails

Copywriting: This is when I create new ad copy for optin pages or sales letters

Email: Writing emails and replying to responses

Numbers: Accounting and reviewing invoices

Operations: random or infrequent tasks that need to be done

Phone: Calling people

Power-thinking: This is when you break down projects or figure out key decisions



PPC: This is working on pay-per-click campaigns

SEO: This is planning and working on SEO plans

Sales: Making phone calls

Social Media: Managing FB, IG, Snapchat

Split-testing: This is when I set up new split-tests for sales letters, optin pages and order pages

Video work: This is either doing: video editing, or writing notes to the video editor

Obviously do NOT copy my focus-windows if they are not your own.

There's total freedom in creating your Focus-Window schedule. I'll elaborate on this later in this chapter.

CRUCIAL INTEGRATION: THE OPERATIONS MINI-DAY

One of the most IMPORTANT focus-windows in this list is the “operations”. Basically, anything that is either: random or infrequent enters the “operations” list. This can include going to the store to buy more paper for your printer or reserving an airline ticket to go to a seminar. By grouping all of the miscellaneous tasks together, you can avoid the time-draining problem of random tasks.

If certain tasks are very infrequent and you spend less than 30 minutes a week on that physical movement such as calling people once in awhile, you might want to put those tasks inside your “operations”.

This is also the power of hiring an “operations manager” who handles everything in this category.

For me it's MENTALLY PAINFUL to deal with operations. I literally feel mental pain when I do stuff in this list.

Step 3: Schedule Out Your Focus-windows

Now you need to allot the appropriate amount of time for each focus-window and optimize your schedule. Otherwise, many things might NOT enough things done and projects might get delayed because you're not passing the baton fast enough (see relay metaphor).

For an example, perhaps you need to work on copywriting for 10 hours a week. Maybe you only need to do phone calls twice a week for 1 hour.

The other thing to keep in mind is how to optimize your overall schedule to maximize your flow states, habit building, skill building and lifestyle.



You have total flexibility in how you set up your focused windows.

Choose The Right Structure For You:

Daily Focus-Windows vs Weekly Focus-Windows vs Reverse Focus-Windows vs Deep-Essence

There are certain focus-windows that might need to be done daily. Other focus-windows should be taken care of weekly... And for some people the reverse focus-window or deep essence concept is the ultimate solution.

DAILY FOCUS-WINDOWS

Certain physical movements such as emails and phone calls should be done daily by most people. I've personally limited email replies to twice or 3 times a week. It truly depends on the nature of activity and if how much of it you need to do.

Email is one of the greatest black holes of all times. The more emails you send, the more replies you get. If email is really critical to your business what I suggest is that you either create: one or two 30 minutes to 1 hour email focus-windows. Perhaps you have a 30 minute email focus-window in the morning and another 30 minute email focus-window in the evening.

The Power Of Daily Focus-Windows

Let's say you want to create videos for 8 hours a week. Efficiency wise, it makes more

sense to batch it all into one day. However, you should also consider breaking it down into a daily ritual.

The power in setting up daily focus-windows was explained to me by my friend and fitness superstar Elliott Hulse. His video presentation skills went to the next dimension once he started doing DAILY FOCUS-WINDOWS and bang out videos on a daily basis. There's going to be far stronger skill-building happening if you work something on daily then once a week.

When I learned spanish, I applied this concept. I worked on it DAILY. One day off was detrimental to my progress. One day off felt like 3 steps backwards because I wasn't reactivating the new spanish neurons in my brain.

I would go as far as to say that it would be EXTREMELY SLOW and ineffective to learn a language once a week and study for 7 hours straight. You would progress far faster breaking it down into 1 hour daily focus-windows.

As a rule of thumb, if you're starting a NEW money move, it's a great idea to work on it DAILY.

Once you've achieved mastery, then maybe the Deep Essence structure makes more sense.

Here's a sample daily habit schedule for someone who wants to get into the groove of filming videos and writing:

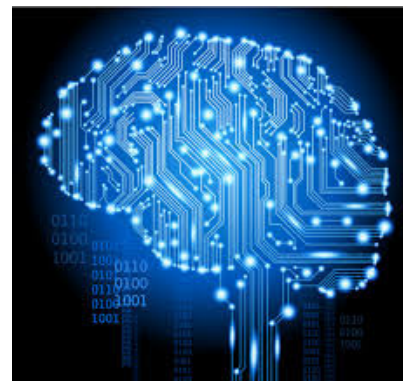
Mon 1/18	Tue 1/19	Wed 1/20	Thu 1/21	Fri 1/22
9 – 11 Filming Videos	9 – 11 Filming Videos	9 – 11 Filming Videos	9 – 11 Filming Videos	9 – 11 Filming Videos
11 – 12p Writing	11 – 12p Writing	11 – 12p Writing	11 – 12p Writing	11 – 12p Writing
12p - Lunch	12p - Lunch	12p - Lunch	12p - Lunch	12p - Lunch
12:30p - Emails	12:30p - Emails	12:30p - Emails	12:30p - Emails	12:30p - Emails
1p – 2p Operations	1p – 2p Pay Per Click	1p – 2p Operations	1p – 2p Pay Per Click	1p – 2p Operations
2p – 4p Sales Calls	2p – 4p Sales Calls	2p – 4p Sales Calls	2p – 4p Sales Calls	2p – 4p Sales Calls

Eating Data On A Daily Basis

Another type of money-move that should be scheduled DAILY is activity that gets new data on a daily basis. When I launch new marketing campaigns, I'll examine the data daily.

Here's an example of the daily changes someone working in pay-per-click makes based on the data:

- ◇ Stop losing campaigns
- ◇ Decrease the bids on break even campaigns (to make them profitable)
- ◇ Increase the bids on big winners
- ◇ Extract valuable split test data and proliferate it in other campaigns
- ◇ Launch new campaigns based on what we've learned



So if you have money moves that feed a lot of data to you, eat it on a daily basis.

In business, SPEED WINS. If I'm improving things by 1% a year, this means I'll double the performance of my campaigns every 72 days.

As a small business, this is one of your BIGGEST EDGES. Big companies move slowly. They make decisions slowly. They react slowly.

Adjusting, move and pivot EVERY SINGLE DAY with your marketing.

Daily Co-ordinating

Another type of activity that requires daily focus-windows is Integrators.

Integrators are the ones who manage project, co-ordinate people, review and organize the tasks, structure the teams, give people feedback and insure that things get done.

Every co-ordinator should check with everyone to insure they're moving forward. Otherwise, delays happen when people don't pass or take the baton.

Here's an sample schedule for an integrator/manager/operations:

Mon 1/11	Tue 1/12	Wed 1/13	Thu 1/14	Fri 1/15
8 - 9 Plan The Day	8 - 9 Plan The Day	8 - 9 Plan The Day	8 - 9 Plan The Day	8 - 9 Plan The Day
9 - Meet with team leader	9 - Meet with team leader	9 - Meet with team leader	9 - Meet with team leader	9 - Meet with team leader
9:30 - 12p Operations	9:30 - 12p Operations	9:30 - 12p Operations	9:30 - 12p Operations	9:30 - 12p Operations
12p - 1p Lunch	12p - 1p Lunch	12p - 1p Lunch	12p - 1p Lunch	12p - 1p Lunch
1p - 3p Emails	1p - 3p Emails	1p - 3p Emails	1p - 3p Emails	1p - 3p Emails
3p - 4p Phone calls	3p - 4p Phone calls	3p - 4p Phone calls	3p - 4p Phone calls	3p - 4p Phone calls
4p - REVIEW performance	4p - REVIEW performance	4p - REVIEW performance	4p - REVIEW performance	4p - REVIEW performance

Open Co-ordination Windows

There is power in having a daily “open co-ordination window”, when your team KNOWS that it's open and they can reach out and ask questions.

For an example, you could tell your team that from 4 to 4:30, they can hit you up on Skype, phone or whatever chatting app you have to ask you questions.

This keeps the baton moving forward daily.

WEEKLY FOCUS-WINDOW STRUCTURE

One of the keys to triple your productivity is hitting the FLOW STATE. I'll go deeper into this on Productivity Booster #9. Most of the time it's easier to achieve flow when you're not switching focus-windows too quickly.

Personally, I found that I have many focus-windows (12) in one day made it was difficult to get in the groove because they were too short. The other thing I found was that some focus-windows don't require that much time compared to others.

In this case, what I suggest is creating weekly or bi-weekly focus-windows. For example, operations can be taken care of with a weekly meetings.

So, analyze your tasks and do a estimate how much time you will need a week. Don't worry about being "wrong", you can always tweak your time allotment later.

THE REVERSE FOCUS-WINDOW STRUCTURE

Some people only have 1 **primary** mini-day in their career with a few minor focus-windows. For an example, perhaps you're a professional writer. So, your main focus-windows is writing, but you still have a few extra things to take care of such as: meetings with clients and sending out emails. So, your day could look like this:

Emails: 8:30 am to 9:00 am
Writing: 9:00 am to 12:00 pm
Lunch: 12:00 to 1:00 pm
Writing: 1:00 pm to 4:00 pm
Meetings: 4:00 pm to 4:30 pm



Here's a sample reverse-focus window structure for a writer

Mon 1/4	Tue 1/5	Wed 1/6	Thu 1/7	Fri 1/8
8:30 - Emails	8:30 - Emails	8:30 - Emails	8:30 - Emails	8:30 - Emails
9 - 12p Writing	9 - 12p Writing	9 - 12p Writing	9 - 12p Writing	9 - 12p Writing
12p - 1p Lunch	12p - 1p Lunch	12p - 1p Lunch	12p - 1p Lunch	12p - 1p Lunch
1p - 3:30p Writing	1p - 4p Writing	1p - 3:30p Writing	1p - 4p Writing	1p - 3:30p Writing
3:30p - Phone Calls		3:30p - Phone Calls		3:30p - Phone Calls
4p - Meetings	4p - Meetings	4p - Meetings	4p - Meetings	4p - Meetings

THE ESSENCE STRUCTURE

Recently, I've moved to an essence structure and it's my favourite one so far.

The Essence Structure is inspired by the Entrepreneurial Time Management System, a system created by Dan Sullivan, creator of Strategic Coach.

The Essence structure is built around having a single focus for AN ENTIRE DAY. Dan has 3 types of days:

- » **Free Days:** these days are business-free days
- » **Focus Days:** these days are spent doing the activities that generate revenue Buffer Days – these days are spent preparing for your focus days
- » **Buffer Days:** these days are spent preparing for your focus days. I would call these “operations days”.

Because I have various teams and sub-teams, I have a lot of meetings each week. The way I structured my Essence Structure is:

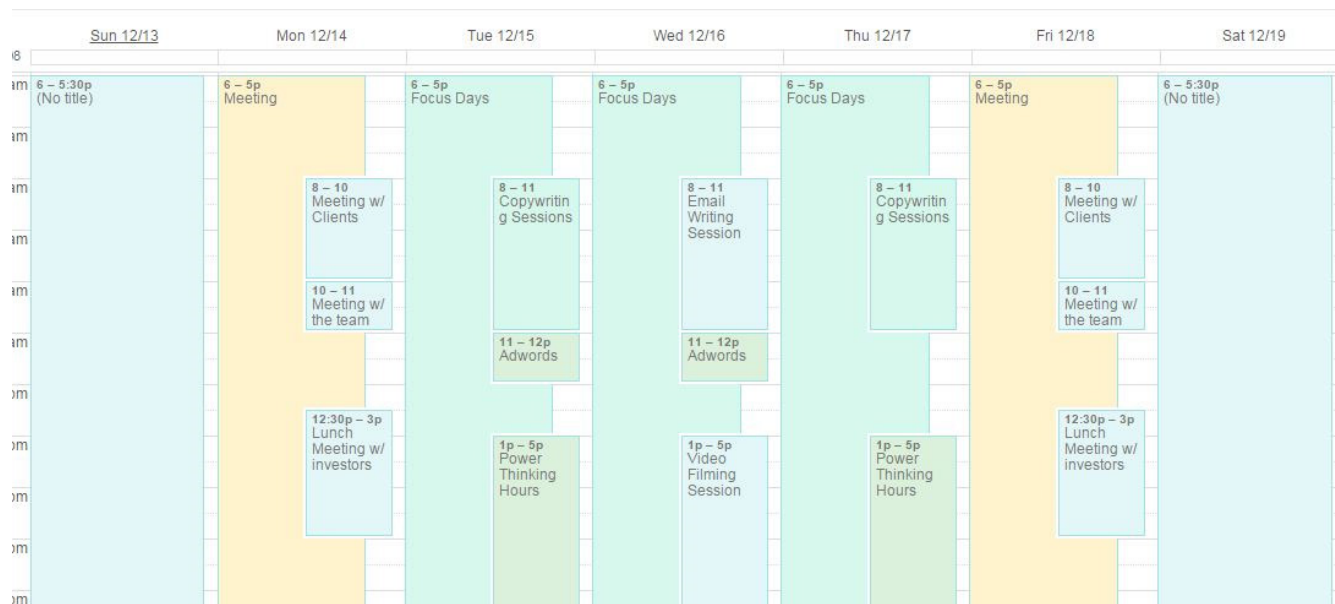
Creative Days: All I do is write, or film videos.

Meeting Days: All I do is meet with teams.

Fun Days: Off days.

Before I would spread the meetings around every day of the week. I found that having days with NO meetings, I can focus a lot more on being creative. I don't have to think about stopping the creative flow.

Here's a sample essence structure schedule for an online marketer:



Yellow days are: operations/meetings/buffer days
 Green days are: focus/creative days
 Blue days are: FUN/off/recovery days

BREAKING A CAREER DOWN DEEP

Another concept we discovered with experience was the need to break things down into tighter focus-windows. In the beginning, I had a mini-day called “traffic generation”. But, that was too wide or too vast. I got better results from breaking it down into various more specific focus-windows.

Looking at the copywriter again, perhaps he could break down his copywriting mini-day into several ones such as: research, writing and editing. So, in that case his day might look like this:

Emails: 8:30 am to 9:00 am
 Research: 9 am to 10:00 am
 Writing: 10 am to 12:00 pm
 Editing: 1:00 pm to 4:00 pm
 Meetings: 4:00 pm to 4:30 pm

So, if you find that your focus-windows are too broad – then don’t be afraid to drill down deeper and create new divisions.

Here’s a sample structure for a copywriter:

Mon 1/18	Tue 1/19	Wed 1/20	Thu 1/21	Fri 1/22
8:30 - Emails	8:30 - Emails	8:30 - Emails	8:30 - Emails	8:30 - Emails
9 – 10 Research	9 – 10 Research	9 – 10 Research	9 – 10 Research	9 – 10 Research
10 – 12p Writing	10 – 12p Writing	10 – 12p Writing	10 – 12p Writing	10 – 12p Writing
1p – 4p Editing	1p – 4p Editing	1p – 4p Editing	1p – 4p Editing	1p – 4p Editing
4p - Meetings	4p - Meetings	4p - Meetings	4p - Meetings	4p - Meetings

Step 4: Scheduling Your Mini-days

The next step is simple, you need to schedule your focus-windows into a weekly planner. Here's a few tips:

1. Choose the structure that appeals to you the most.
There's no right or wrong.
2. Be flexible.
It might take you a couple of weeks to figure out the right structure for you.
3. If you're working on a new skill or activity create a daily routine for part of the day each day.
4. If things don't work, change it.

Step 5: Power-thinking The Projects

Power-thinking is the skill that separates each level of business success. All the entrepreneurial billionaires are world-class power-thinkers: Elon Musk, Richard Branson, Jeff Bezos and Steve Jobs (R.I.P.).

Power-thinking is the ability to see an end result, and then work backwards while breaking down the vision into actionable steps.

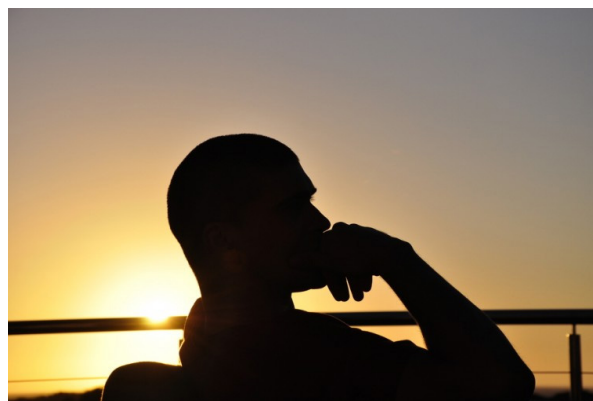
The 2 components of Power-Thinking are:

1. The Power Of The Vision
2. The Accuracy Of The Breakdown

THE POWER OF THE VISION

Most of the business legends had incredibly powerful visions. This includes Walt Disney, Bill Gates, and Steve Jobs.

When they looked into the future, they saw their businesses building a better world. When they imagined products, they saw something that didn't exist. They went into the future with their minds, downloaded the blueprints they needed.



The Accuracy Of The Breakdown

How do you make a project come to life? The first critical step is power-thinking it... In

other words, BREAKING IT DOWN TO THE NITTY GRITTY TASKS.

Here's an example, if my project is doing a infoproduct and my plan would be to film a seminar and then release a course. Here's an example of how I would power-think it:

- ◇ Power-thinking: Figure out dates for event
- ◇ Power-thinking: Figure out name and marketing angle for the event
- ◇ Power-thinking: Make list of potential affiliates
- ◇ Copywriting: Write sales letter for event
- ◇ Copywriting: Write email sequence to sell event
- ◇ Writing: Create content for event
- ◇ Phone: Call video rental places
- ◇ Phone: Call Steve the cameraman for filming
- ◇ Phone: Call Derek the editor for editing
- ◇ Phone: Call Vancouver hotel to get information on room prices
- ◇ Phone: Call Fairmont hotel to get information on room prices
- ◇ Phone: Call Sandman hotel to get information on room prices
- ◇ Phone: Call friends to invite them to speak
- ◇ Phone: 50 potential affiliates (will need to break this down into 50 tasks)
- ◇ Operations: Buy supplies for the event

There might be more steps that I'm missing (and that's ok, I'll cover this shortly). But, you essentially want to figure out ALL of the tasks that need to be done in order to manifest the project. This is the second part of power-thinking.

HANDLING MULTIPLE PROJECTS

The mini-day/power-thinking system is by far the most powerful way to manage multiple projects. In fact, it could be one of the only ways to manage many projects simultaneously without losing control.

This system is not "project based", it's "movement based". A project is broken down into simple executable tasks and then all of the tasks get assigned to their appropriate physical movements. And then, you just get into execution mode and crank out the tasks with ferocious intensity.



This breakthrough way of working allows you to work on multiple projects simultaneously. Especially as your team expands in numbers and in power.

Richard Branson is one of the best modern power-thinkers. He lives on his private island

and hangs on his hammock with pen and notebook and creates visions and breaks them down.

Then he hires a superstar to manifest his vision and Virgin business operations supports it. Virgin group is now comprised of over 400 companies.

DON'T BITE MORE THAN YOU CAN CHEW

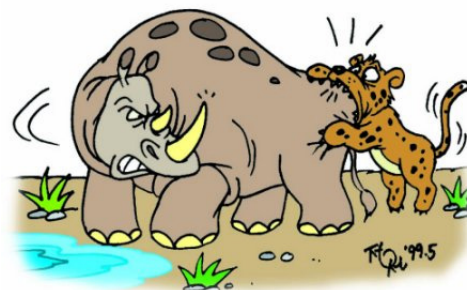
That being said, be VERY careful about taking on too many projects especially in the early stages. Especially when your business is in it's infancy stage. You must nurture your business and allow it to grow to a more mature sturdy stage so it can handle the projects.

The key factor that will allow you and your business to handle multiple projects with ease and grace is to have the dream team in place. Once you use Power-Thinking and have all of the right players lined up, your business productivity will explode to the next dimension of wealth and power. This is how 8, 9 and 10 figure plus companies are created.

THE NEED FOR SCHEDULING POWER-THINKING

You MUST schedule power-thinking, otherwise the odds of it getting done are slim to none. You need to set aside enough time each week and break down projects into their nitty gritty tasks.

My suggestion is to do your power-thinking AWAY from the office. Go somewhere that relax you, inspires you and activates your whole brain. Lots of the world's-greatest power-thinkers would take daily walks. Walking activates your whole brain.



Being in nature boost alpha brain waves which helps your power-thinking.

The other thing you need to do during that time is figure out NEW tasks that need to be done to drive your current projects forward. You need to analyze what you're doing and figure out how to improve it to the next level. Once you know what your business needs to do, then break that mission down into actionable tasks.

My ultimate vision of myself as a business leader is to be power-thinking 80% of the time. For that to be a reality, I would need about 10 to 20 execution teams (each with a world-class integrator).

SEQUENTIALIZE YOUR VISION

A lot of visionaries have massive visions. It's important to SEQUENTIALIZE your visions in the right order.

In most cases, you will need to successfully achieve several smaller missions before you have the resources, skills and knowledge to achieve the BIG one. On the other side of the coin, many entrepreneurs raise capital and go directly for the "BIG ONE".

I believe there is tremendous value in gaining experience if you've got less than 5 years doing business. Your odds of successfully manifesting the BIG ONE will be much higher with valuable in-the-trenches experience.

Step 6: Assigning The Tasks To The Right People

In order for us to achieve maximum productivity in our business, you need to assign the tasks to the right key players in your team.

If you're a one-person-show, you'll have to assign all of the tasks to yourself. But, it's still important to understand the power of outsourcing and this is how you do it.

Here's an example of a list of tasks from the of filming an event and turning into a product:

- ◇ Figure out dates for event - Me
- ◇ Figure out name of event - Me
- ◇ Create sales letter for event
- ◇ Write sales letter for event - Me
- ◇ Write content for event - Me
- ◇ Call Vancouver hotel to get information on room prices - Natasha
- ◇ Call Fairmont hotel to get information on room prices - Natasha
- ◇ Call Sandman hotel to get information on room prices - Natasha
- ◇ Call video rental places - Natasha
- ◇ Call Steve the cameraman for filming - Me
- ◇ Call friends to invite them to speak - Me
- ◇ Call Derek the editor for editing - Me
- ◇ Operations: Buy mini DV tapes for recording - Steve

Step 7: Tweak and Adjust

Don't feel "trapped" by the powerful structure of this system... The fact is, it will give you 10X more business power than ever before. You'll be able to complete projects much faster faster... You'll be able to move on to bigger and bigger money making opportunities constantly.

Also, be aware that you might need to tweak your focus-windows. Either creating new ones, eliminating or decreasing old ones or switching to a reverse mini-day strategy... Just listen to your gut and watch your productivity and results.

Consider the flow of activities and your personal preferences. Perhaps, you feel more creative in the morning so writing advertising copy at that time will give you the biggest bang for your buck. Maybe, you prefer copywriting late in the evening. Just respect your own strengths, weaknesses and preferences while you're tweaking your personal schedule.

There's also the optimal time to perform certain tasks. Making phone calls at 6:00 am or 9:00 pm probably won't yield the best results. Be aware of this when scheduling focus-windows that interact with other people.

YOUR FOCUS-WINDOWS WILL EVOLVE AS YOU DO...



You will find at some point that your schedule doesn't seem to be working anymore. Your gut will feel "off". Tasks might be left on the table or ignored and projects aren't moving forward. This is usually a sign that you or your business has evolved and it's time to change your focus-windows.

When your business first starts, you are the driving force behind everything. You are the one that pushes it forward into success. Your focus-windows will be varied and you will be the "jack of all trades". However, YOU WILL HIT THE WALL. It's just a matter of time before your business stops growing or you burnout.

This is when your business will start hiring other key players such as a programmer, project manager, content creator, etc...

At this point, your roles will change. You will need to start managing your team players to a new level. This means, you will spend more time in meetings, emails and phone calls. Perhaps some of your previous focus-windows will disappear because you've found someone who can do them 10X better. So, be aware that your focus-windows will evolve with you and your business.

Personally, my focus-window structure tends to change every 4 to 6 months or so.



PRODUCTIVITY BOOSTER #8: LASER BEAMS BABY!

We want our mental focus to be like a laser beam.

Lasers are simple. It's a tube that concentrates light over and over again until it emerges in a really powerful beam... Beams powerful enough to cut through metal.

In this chapter, you will learn how to become hyper focused.



FOCUS HAS 3 COMPONENTS

1. Eliminating, avoiding and ignoring all distractions
2. Creating the right environment for focus
3. Staying on the task at hand

FOCUS FINDER PART 1: Minimize Distractions

DISTRACTION MINIMIZER 1: ELIMINATE THE CLUTTER

Researchers at the Princeton University Neuroscience Institute revealed their findings, on the effects of clutter on the mind, in a study they conducted in the The Journal of Neuroscience, Here's an excerpt from their report "Interactions of Top-Down and Bottom-Up Mechanisms in Human Visual Cortex":

“Multiple stimuli present in the visual field at the same time compete for neural representation by mutually suppressing their evoked activity throughout visual cortex, providing a neural correlate for the limited processing capacity of the visual system.”

Here's what that means: When your surroundings are cluttered, it restricts your ability to focus. It lowers your brain's ability to process information. Clutter is a distraction and you won't be able to process information as well as you do in an uncluttered, organized, and serene environment.

On a personal note, I'm always battle my chaotic tendencies LOL.

The best book I've ever read on this subject is: **The Life-Changing Magic of Tidying Up: The Japanese Art of Decluttering and Organizing**

If you're the type of person that loves to save everything “just in case”, I strongly suggest reading this book. The method used to declutter in this book is a simple question “Does this give me joy?”. If it doesn't, give it away or throw it away.

DISTRACTION MINIMIZER #2: CUT THE INTERNET

The internet is an amazing tool, however unless you're doing research or using online tools it's one of the biggest distractions ever.

Here are various options and strategies to minimize this problem.

Internet Free Office

Marketing guru, Dean Jackson, works in an office with NO internet connection. This is truly the ultimate distraction free environment.

Wifi Free Nature Office

Another great option for power-thinking is to go to a park or next to the ocean with a notepad.

Software That Temporarily Restricts Internet:

1. **Freedom:** You can COMPLETELY kill your internet for the time period you set.
2. **Anti-social:** Stops you from visiting Facebook, Youtube and other social sites.
3. **Rescue Time:** You can decide which pages it stops you from going to.

DISTRACTION MINIMIZER #3: GET EVERYBODY ON BOARD

One of the biggest distractions in offices and even at home is PEOPLE. People knocking on your door, people calling you, people texting, people bringing you stuff, the wife telling you she's leaving, the kids want to play, the dog wanting love, the cat walking on your keyboard and on and on.

It's critical that you let everybody know (a big DON'T DISTURB sign on your door is a good idea) when you get focused on your money moves.

Train people around you to come to you at the RIGHT times. It might take a few weeks, but eventually everybody will be on board.



DISTRACTION MINIMIZER #4: SHUT YOUR PHONE OFF

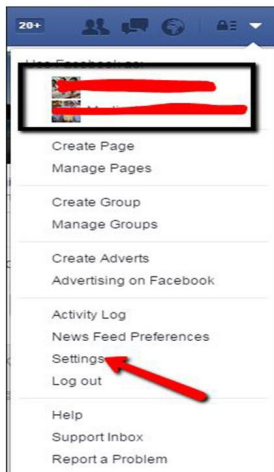
Smart phones are probably the greatest distraction machine of all times. I strongly suggest you put it on airplane mode or at the very least vibrate while you get into your money zones. People can wait an hour.

DISTRACTION MINIMIZER #5: STOP THE NOTIFICATION MADNESS, BLIPS AND BEEPS

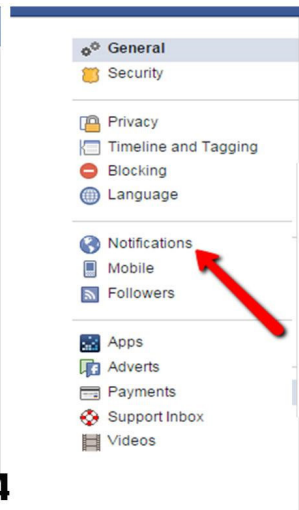
This is for ALL THE TIME (not just focus-windows). Do you really need to know every time someone liked your latest post on Facebook? All it does is give your ego a little boost and your brain gets a little dopamine hit.

If you use WhatsApp or Facebook Messenger, you can turn off the notification on any group. If you're in a group that's busy, turn off the notifications. You can always turn it back on later.

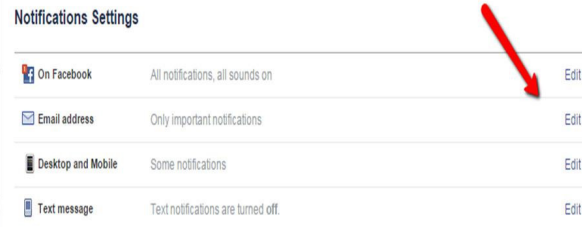
Step 1



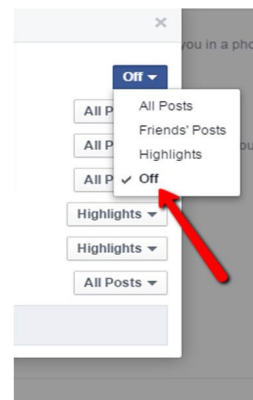
Step 2



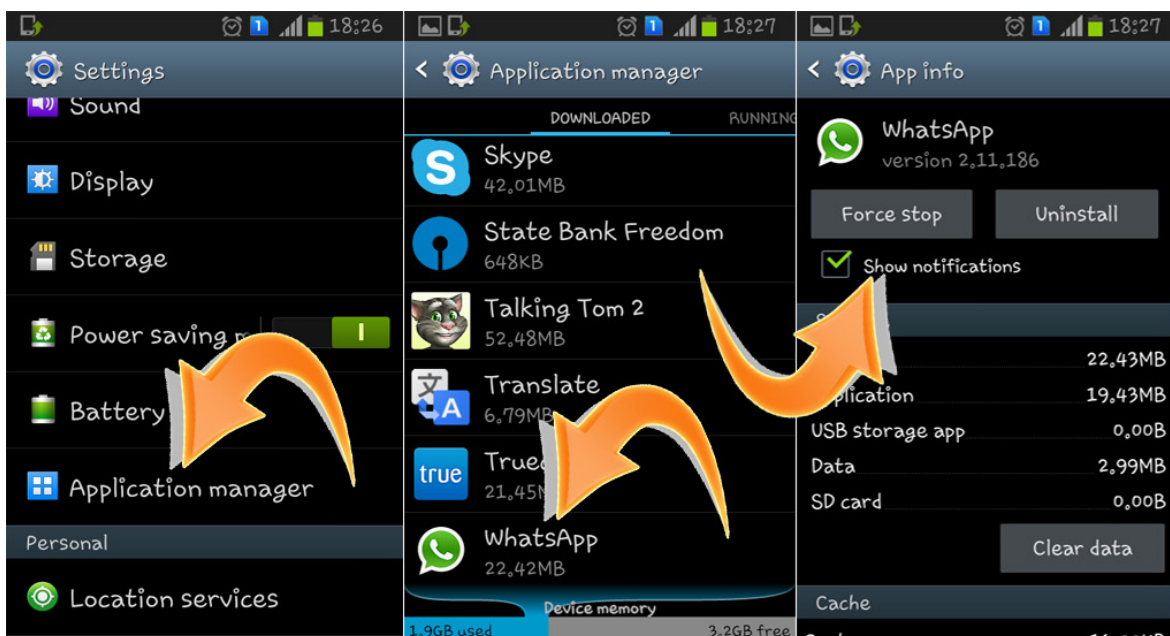
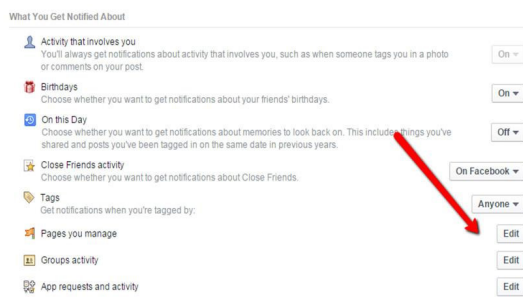
Step 3



Step 5



Step 4



Same goes for Twitter, and every other app that you use.

There is 1 exception to this which I'll discuss in the Focus Builders section.

DISTRACTION MINIMIZER #6: CLEAN YOUR RAM

Not only do we need to stop the external distractions, but we need to quiet down the INTERNAL distractions. For some people, their own thoughts are their biggest distraction.

This simple exercise is a wonderful way to turn down the volume of the inner chatter. It's a powerful "mental ram cleaner".

I heard about this exercise originally from John Reese.

Grab a notepad and a pen and just start writing everything that's on your mind.

- ◇ All the stuff that's bothering your emotionally including: resentments, fears, anger, sadness
- ◇ Things you could of done better and feel guilty about
- ◇ All the to-do's you have to take care of
- ◇ Goal
- ◇ Project ideas
- ◇ Dreams
- ◇ Visions
- ◇ Character defects that are bothering you
- ◇ Spiritual realizations
- ◇ Things that are inspiring you

You keep going until the pen STOPS. There is ZERO editing as you do this. This exercise is a STREAM OF CONSCIOUSNESS. It's a BRAIN DUMP.

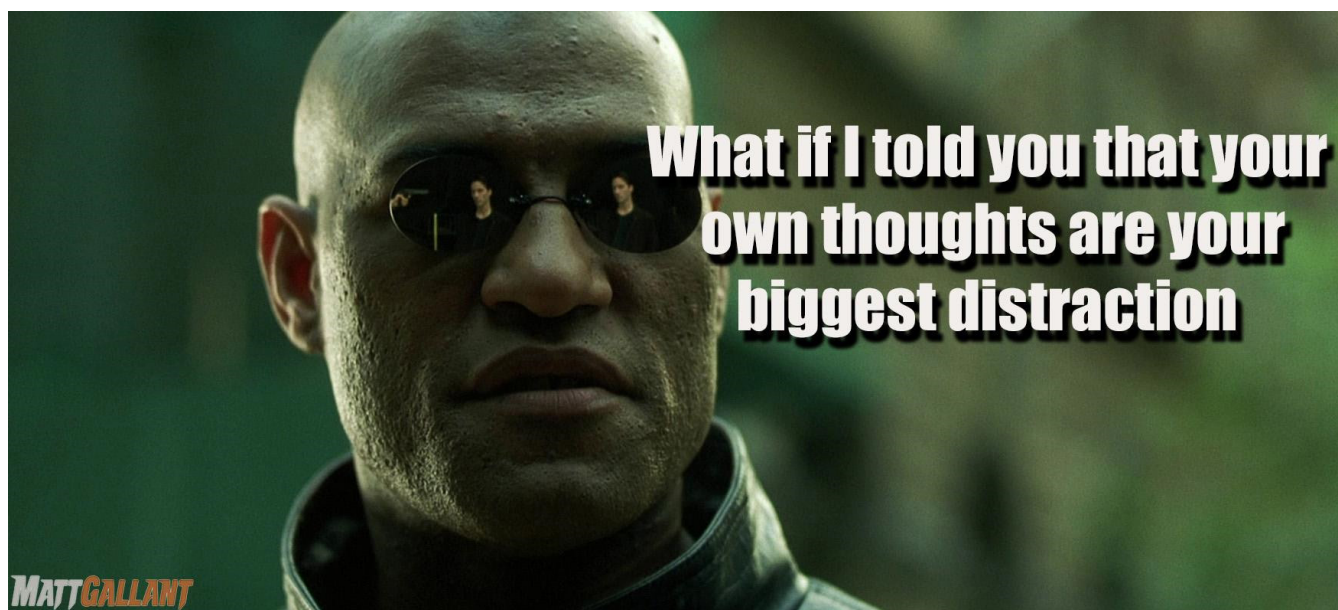
The brain is very limited as far as how much information it can hold. And the more you try to hold in your conscious awareness, the more it drains your RAM. People have way too much on their minds all the time.

Brain dumping is similar in some ways to power-thinking, but there's also some big differences because power-thinking is specifically breaking down big projects into tasks. This is far more encompassing and more of a "mental cleanse".

I suggest that you separate this from power-thinking. Don't take this time to break down business ideas into tasks. Instead focus on dumping all the random thoughts that are floating around unto paper.

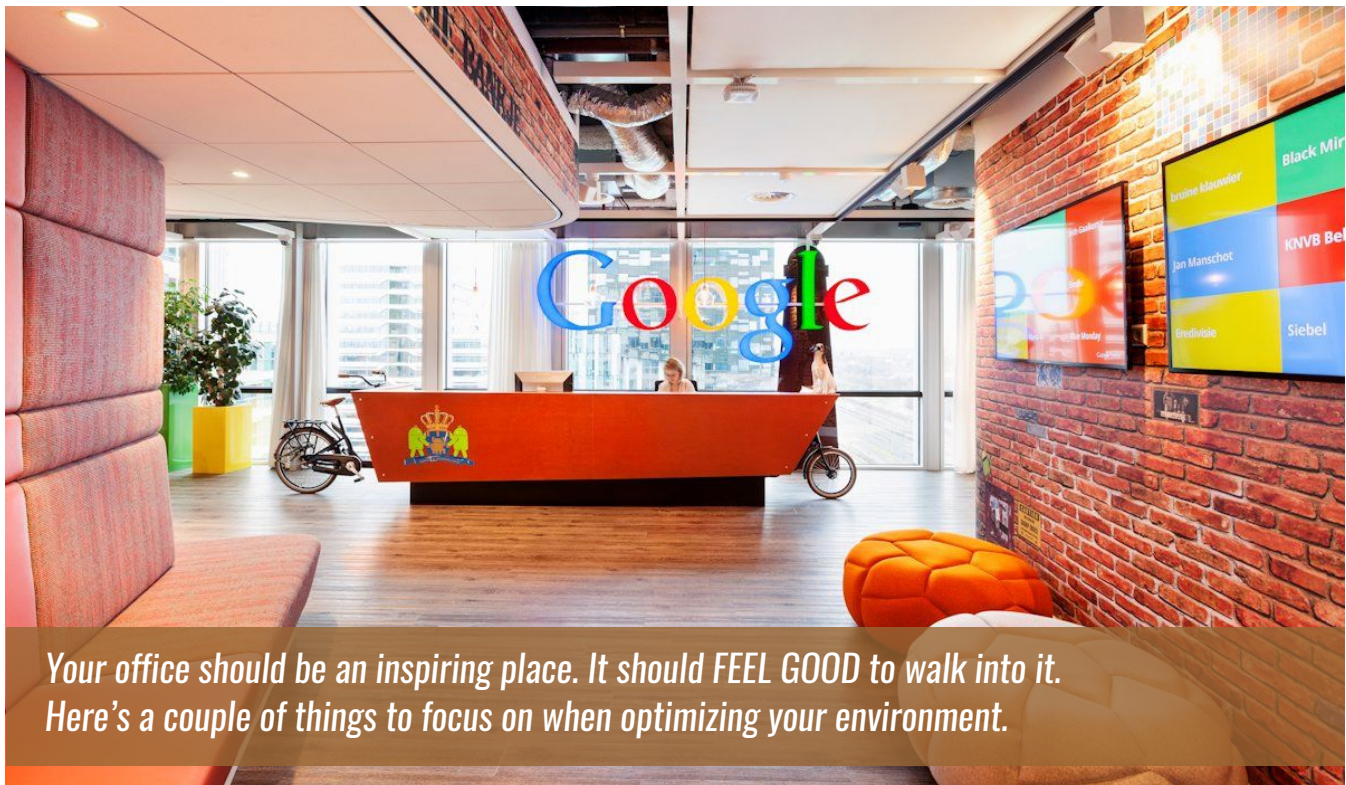
However, this exercise can help bring out a list of business ideas that you can power-think later. Keep note of them and power-think them during the right focus-window.

It's a great habit to do this once a week.



FOCUS FINDER PART 2: Optimize Your Environment

AN INSPIRING ENVIRONMENT



Environmental Tip #1: Achievements

Sometimes we forget how far we've come. Sometimes we get caught up in the fact that we could be further along than we are instead of focusing on the progress we've made.

Todd Herman calls this "The Ow Brain" vs "The Wow Brain". The Ow Brain focuses on the gap between where you are and where you want to be. The Wow Brain focuses on the progress you've made since you started.

This is why filling your environment with ACHIEVEMENTS: awards, your best selling products, inspiring pictures will help keep you into a "WOW Brain" state more easily.

Environmental Tip #2: Imagery

"What you hold in mind, tends to manifest" -- David Hawkins

Vision boards, inspiring posters, your heroes, your materialistic goals... whatever moves you. Having images of these things around you will automatically have you thinking about these things and thus activating the nonlinear in your favour.



Tools Of The Trade:

Paper

As powerful as computers and Ipads are, there's something magical about pen and paper. I still prefer to do some diagrams and throw some raw ideas on paper first.

There's a feeling of mental freedom because I can draw and write anything I want. It seems to open up the right brain more than working with a computer.

White Boards

I get the same feeling that I get with paper when I work with white boards. If my office, I have 3 white boards side by side taking up the entire length of a wall.

White boards are one of the best ways to power-think as a team.

I know some entrepreneurs that covered every inch of their office with whiteboard.





I'M A BIG FAN OF “[Le Pen](#)”

Great Pen

I love a GREAT pen. A great pen’s ink flows, feels great in the hand, has the right amount of weight and looks awesome.

A great pen inspires me. It makes me want to pick it up and start creating just like a great guitar inspires a guitarist to flow with his ideas.

If you like to use color to communicate your thoughts, I’m a big fan of “[Le Pen](#)”.

Of course, if you want something more high end [Montblanc](#) makes very nice pens:

Great Chair

If you spend any amount of time in a chair, buy the best chair that money can buy. Herman Miller makes great chairs. For obvious health reasons, you want your back to have the [best chair](#).

Stand Up Desk

Research is showing that sitting down all day can produce some health issues. For this reason, stand up desks have become very popular.

There's a massive range of options from every budget level from:

<http://www.amazon.com/gp/product/B00JREVI5G?ie=UTF8&camp=1789&creativeASIN=B00JREVI5G&linkCode=sm2&tag=mattgaltv-20>

To top of the line Next Desk:

<http://www.nextdesks.com/>

My suggestion is to spend at least 2 or 3 hours ahead standing to switch your body's position.

Timers

It can be useful to have TIMERS in your office.
We're going to use them in Productivity Booster #9.

Over The Ear Headphones

Over the ear headphones and noise cancellation headphones are some of the best focus tools anyone can use.

They automatically block off excess noise and they tell the world "Don't bother me".

You can also play with various types of music.

Music

Music can be a hindrance or a booster.

What I've found is that there are two types of tasks and each one requires a different type of music to maximize focus. The types of focus windows are either: thinking focus-windows or brainless focus-windows.

Thinking focus-windows are when you have to analyze, strategies, solve problems, create, write, etc...

Brainless focus-windows are when you're doing repetitive tasks that don't require a lot of brainpower.

BEST MUSIC FOR THINKING FOCUS-WINDOWS

Emotional string-drive soundtracks from movies
Chill electronic
Jazz

BEST MUSIC FOR BRAINLESS FOCUS-WINDOWS

Electronic dance music
Rock/Metal
Blues

Music is highly personal, so play around with what works for you. For me, nothing works like soundtracks. The soundtracks give me an emotional backdrop without taking away my attention. I find it's the ultimate combo.

<https://www.focusatwill.com> is a website that specializes in creating music that is NON-DISTRACTING. Check it out.

Plants

A simple powerful upgrade is having PLANTS in your office. Not just for aesthetics, but also for your health.

Researcher Kamal Meattle gives a fabulous talk on Ted TV. His 15 years of research reveals that all you need is 3 common indoor plants to grow your own fresh air. You can watch it here: [click here](#)

Further, studies have shown Kamal Meattle has the healthiest office building in India – and if you spend 10 hours in his building your blood oxygen levels will increase by at least 1%. You will have more mental energy if your blood oxygen rises.



GROW YOUR OWN FRESH AIR WITH 3 COMMON PLANTS:

1. Mother in laws tongue (bedroom plant) (Converts CO₂ into oxygen at night)
2. Areca Palm (living room plant) (removes CO₂ and converts it into oxygen)
3. Money plant (removes formaldehyde and other volatile chemicals – the specialist plant)



Bonsai



I'm a big fan of bonsai. Ever since I went to Japan and saw a 300 year old bonsai in a monk temple, I've been hooked.

What's fun about working with bonsai is that you're co-creating with nature. You can shape the tree however you want. You can use wires, gravity and other shaping tools to influence how it grows.

People assume that taking care of a bonsai is difficult. IT'S NOT. It's as simple as any other plant.

Even the trimming is simple. See the vision of what you want your bonsai to become in the future and trim it in that vision.

I have an 11 year old bonsai that I only have to trim every few weeks.

FOCUS FINDER PART 3: Strengthen Your Focus

Focus is a MUSCLE that is built over time. People tell me all the time when they start meditating, “I can’t focus for very long.” I reply “Why would you be able to? You’ve never trained this muscle.”

A study from Microsoft Corp., found that since the year 2000 (or about when the mobile revolution began) the average attention span dropped from 12 seconds to eight seconds.

This highlights the effects of the relentless interruptions from smartphones on the brain. This also makes BUILDING FOCUS twice as important.

The ability to focus for extended periods of time is a SUPER POWER. Mental endurance is one of the best mind attributes you can have for productivity.



FOCUS BUILDER #1: USE THE RIGHT KIND OF NOTIFICATIONS, BLIPS AND BEEPS

The only notifications that I think have value are reminders that keep you focused. To track my habit changes, I use an app called “Momentum”. So I get a notification at 10:30 pm about my goal of being in bed by 11:15 pm. I get a reminder at 9:15 am to review my goals.

I take a boat load of supplements twice a day and I tend to forget, so I have alarms with songs that come on at those times to remind me.

FOCUS BUILDER #2: MEDITATION

Meditation is one of the most effective focus builders and it’s rewards can come FAST.

McGonigal writes in Willpower Instinct:

“Neuroscientists have discovered that when you ask the brain to meditate, it gets better not just at meditating, but at a wide range of self-control skills, including attention, focus, stress management, impulse control, and self-awareness. People who meditate regularly aren’t just better at these things. Over time, their brains become finely tuned willpower machines. Regular meditators have more gray matter in the prefrontal cortex, as well as regions of the brain that support self-awareness.”



Researchers at University of California at Santa Barbara had 48 undergraduate students take either a mindfulness class or a nutrition class. Classes were for 45 minutes four times per week for two weeks. The mindfulness class "emphasized the physical posture and mental strategies of focused-attention meditation."

RESULTS: Scores improved in the meditation group, but not the nutrition-trained group. Their average GRE verbal score went from 460 to 520 in two weeks. They also showed improvements on working memory and focus.

Here's a really great meditation training program that I did and enjoyed. It's called Headspace - <https://www.headspace.com>

Headspace is great for beginners because it's only 10 minutes. A perfect amount of time to get started with.

There are hundreds (if not thousands) of different meditation styles, techniques and brands. They ALL WORK. Just find the one that works for you and go for it.

FOCUS BUILDER #3: FOCUS-WINDOWS

Focus-windows are by definition an awesome FOCUS TOOL. The goal is to: STICK WITH THAT ONE THING until the focus-window is done.

At first, it will be hard. Your brain is going to want to escape. That's your brain's focus weakness coming out. It wants you to relieve it of the strain.

If you just CAN'T stay focused for an hour, then try shortening the focus-window to 30 minutes to start. Less than 30 minutes is not enough to get into a flow state.

With time, effort and consistency, your mental endurance will go up.



PRODUCTIVITY BOOSTER #9: MAXIMUM LEVERAGE FACTOR: FOCUSED FEROCITY

Now we have come to the factor that will MULTIPLY your output in the same amount of time: focused ferocity.

Focused ferocity is applying all your mental and physical energy into your focus-window. It's about being FULLY ENGAGED for that set amount of time.

Intensity is the ultimate leverage factor because of its multiplicative powers.

It's simple, if you're 3X as intense and produce triple the normal output in 20 hours, you'll accomplish more than most people do in a 40 hour week.

Let's compare 2 people to illustrate the power of focused ferocity on productivity.

Bob and Tom are both email writers for a marketing company.

Bob, who's never read this report or use any of its techniques, works like a normal employee. His output is about 1 email per hour and he usually tries to write for about 4 hours a day. His output is 4 emails a day on average.

Tom, who embraces intensity and uses this report, gets laser-beamed for two, one-hour focus-windows a day on email writing. His output is 3 emails per hour. His output is 6 emails a day on average. Tom is producing 50% more work in half the time.

These numbers aren't taken out of thin air. I've worked with many email writers and my output is between 3-4 emails an hour. Most email writers produce about 1 email an hour. Of course, experience, skill and proficiency come into play. However, most people operate at a LOW level of mental intensity or a low level of proficiency. Most people are lackadaisical with their work ethic.

Focused Ferocity is an extremely valuable mind attribute. You could call it: MENTAL SPEED. Just like focus, it's buildable. There's a major caveat:

"Speed is a byproduct of SLOW, good practice." – Guthrie Govan, one of the greatest guitarist alive

Before you focus on unleashing Focused Ferocity, you should be at level 4 of competence.

The 4 Levels Of Competence

1. **Unconsciously incompetent:** You don't know that you don't know.
2. **Consciously incompetent:** You know that you suck.
3. **Consciously competent:** You can perform if you actively think and focus.
4. **Unconsciously competent:** You can perform automatically without thinking.

Before you start "going crazy" and working at hyper-speed, keep in mind that you only want to PUSH YOUR INTENSITY when you start going from stage 3 to stage 4 of competence.

As you start moving towards stage 4, now is when you start PUSHING YOUR MIND AND BODY.

How To ENJOY Intensity

Some of you might be reading this and thinking, *"This doesn't sound fun, I just want to go with the flow."* I'll discuss "flow" in a minute.

Here are some reframes that will make focused ferocity enjoyable:

a. **Compete against yourself.**

Your brain gets dopamine hits anytime you realize you're improving. Competing against others may be stressful at times, but competing against yourself is rewarding.

b. **Track your output**

"If you can't measure it, you can't improve it." – **Peter Drucker**

A simple way to track your output is to measure your work. For an example, I'm writing every day and I record how many words I wrote and how many minutes. This gives me a word per minute count and that's my intensity measurement. My goal is to double it in the next twelve months and triple it in the next 24 months.

c. Enjoy your evolution

You won't triple your output overnight, so enjoy the journey. Be grateful for where you are, how far you've come.

d. It feels better

It FEELS GOOD when you learn to push your mind. The sensation is similar to finishing a kick-ass workout. You feel great about yourself. It's a powerful self-esteem booster.

e. You will love the end result

If you can triple your output in the same amount of time, you'll feel great about it. Once you have the right team, you can cut down your hours if that's your goal and work on the critical money moves.

FLOW STATE

Once you're at stage 4 competence and you embrace focused ferocity, you will begin hitting flow states. This is where you will perform at your best. This is the maximum productivity zone.

In flow, you're producing magic effortlessly. Your creativity is at its peak. You're naturally intense without forcing it. Things get done quickly and efficiently. Your actions and decisions occur seamlessly.

In his book, [The Rise of Superman](#), Steven Kotler, one of the top experts on flow decodes how extreme athletes get into flow. Stephen has interviewed top athletes along with top scientists to break down what these athletes are doing to consistently achieve flow.

Kotler writes, "Action and awareness merge. Our sense of self vanishes. Our sense of time distorts. And performance goes through the roof,"



In a 10-year McKinsey study, top executives reported being five times more productive while in flow. The study's researchers said if you could increase the amount of time in flow by 20 percent, workplace productivity could double.

Here are the four stages that Steven explains that we go through in order to get into flow:

Stage One - STRUGGLE

The first stage feels like the opposite of flow. This is when you're struggling to get into the groove, researching, and brainstorming. If you're starting a new project, this is often when you feel confused and overwhelmed. Most people never push past this first stage, which is why they don't hit a flow state.

Stage Two - RELAXATION

One of the big keys is to RELAX during overwhelm. Not let your brain run with the confusing and create more stress. When you're in that state it helps to recognize that's it's normal. Listening to relaxing music, going for a walk or doing something physical can help. We will discuss more relaxation strategies in Productivity Booster #10.



Stage Three - FLOW

This is the magic zone where creativity, action and intensity merge into an effortless experience. You come up with the best ideas, and you often surprise yourself by your own performance. You're operating at your highest levels of performance on auto-pilot. It's a beautiful thing.

Now that you understand that achieving flow doesn't happen in 10 seconds. This is why the cost of distractions is SO HIGH and you must protect yourself from them because a distraction will take you out of flow in seconds.

Stage Four - RECOVERY

Flow is taxing on your mind and nervous system. It takes a lot of energy to produce and maintain flow and it can drain you.

You go from feeling like superman in "Flow", to feeling like absolute exhausted in "Recovery". This is where MASTERING recovery is critical which is what the next section is all about.



We cannot sustain focused ferocity without a strong recovery program. You will either: hit the wall and burnout. Or your performance will slowly drop over time.

By properly scheduling your recovery on a day to day basis, you'll be able to achieve flow consistently.

When In Social Environments

Forget about focused ferocity when you're meeting people. It's best to be relaxed and go with the flow. You'll have a stronger presence if you just relax and enjoy talking to everyone.

This also applies for team meetings. Meetings should have an intensity to them, but they should also be fun.

One of the simple things Google does to make meetings quicker and more productive is that they must be conducted standing up. This reduces the lackadaisical factor.

Wrap Up

Focused ferocity combined with focus-windows is the only way you can consistency TRIPLE your productivity.

Keep track of your performance. Become highly skilled, effective and efficient and then slowly start pushing your speed up.

PRODUCTIVITY BOOSTER #10: RECOVER LIKE A PRO ATHLETE

EVERYTHING CYCLES IN THE UNIVERSE

Everything cycles in the Universe... The Universe itself expands and contracts... the Earth spins around the sun, producing nights and days... your heart beats...

It's vital to cycle your INTENSITY if you to MAINTAIN hyper-productivity.

The Price Of Burnout

Burnout is a horrible experience. It happened to be earlier in my career before I implemented this key factor. Burnouts can take someone out for months.

Everyone has a limit and once you go PAST IT, the mind and body force you to shut down. Lack of motivation, lack of drive, depression and low energy are normal once you hit burnout.

But the price begins LONG BEFORE people burnout.

Most people cannot sustain focus and attention for more than 60 to 90 minutes. After that time span, focus and attention begins to nose dive and with it productivity. That's an example using a small time frame.

Let's expand the time frame. Clay pushes himself 14 hours a day, 6 days a week and only sleeps 6 hours a night. He keeps it going the first week by pounding coffee and other stimulants. His adrenal glands are being squeezed hard and fueling him with adrenaline.

How many weeks can Clay keep this up? That depends on his genetics, age and overall health. But Clay is paying the price.

Where's The Ceiling For Hours Per Week?

John Pencavel of Stanford University, did a study and examined data that revealed that reducing working hours can be good for productivity.

Going from 55 to 50 hours a week, only affects output a little bit.

The results are even more shocking when examine very long working hours. Productivity at 70 hours of work differed little from output at 56 hours. That extra 14 hours was a waste of time.

Is There Exceptions?

Some people that are on missions to change the world like: Jeff Bezos, Elon Musk and Steve Jobs break this mold.

Their passion and purpose fuels their minds and bodies to push themselves to superhuman levels. They are the Ironman champions of the business world.

Think Like A Professional Athlete

It's powerful to manage your energy like an athlete. Top level athletes understand every aspects of recovery and know that it's vital for their success.

Power Of Full Engagement

One of the books that set me on the right track in regards to energy management is ["The Power Of Full Engagement" by Tony Schwartz and Jim Loehr.](#)

They were studying top tennis pros and trying to find what was their edge. Why were the top 5 better than the rest?

They analyzed everything: their swings, their serves, their cardio and they couldn't find a clear edge.

Finally, they saw that the top guys would play with their rackets in between plays. They would get their mind off the game for a few seconds. This would allow them to recover just a little bit mentally and physically in between balls.





The 3 Levels Of Recovery: Micro, Macro And Meso

Athletes use different levels of recovery to maximize their results.

They use micro recovery to keep themselves at a peak level during a workout. Athletes might take rest between sets of 15 seconds to 2 minutes.

They use macro recovery to recover from tough workouts and they need a break. Athlete usually take 1 to 2 days off a week to allow their nervous system and muscles to recover.

They use meso recovery to cycle through various types of workouts and give their bodies a deep rest to prevent burnouts and injuries. Some athletes will do some completely different style of training for several months like a strength training cycle. Some athletes will take 1 to 2 weeks off, once or twice a year to allow their bodies to recover from small injuries and to replenish motivation.

How we can apply this principle in our lives to maximize productivity?

Micro-Recovery

Micro-Recovery is vital to keep mental focus strong and fresh throughout the day.

For work:

Option 1: Work 25 minutes take 5 minutes off.

Option 2: Work 45-50 minutes and take 10-15 minutes off.

Option 3: Work 90 minutes and take 30 minutes off.

Business expert, Eben Pagan, recommends that we “change the channel” during our micro-recovery. It’s powerful to CHANGE the environment.

Here’s some powerful micro-recovery ideas that will change the channel:

Going for a walk in nature

Rebounding

Catch some sun and a tan

Play an instrument

Eat

Call a friend, a loved one or your family

Cuddle with your partner

Play with your pet

Taking a nap

Having Fun And Conscious Craziness

There’s another type of micro recovery that happens DURING work. I call it “conscious craziness”. Conscious craziness is when you consciously use your right-brain and create some humorous non-sense.

Most business meetings are left-brain marathons that tire the mind. By switching to right brain wackiness, it relieves the left brain, creates laughter (which produces several physiological and mental benefits) and creates a memorable meeting.

I usually like to START and FINISH the meeting with conscious craziness. It’s a quality that I share with all my partners and it’s something we look for when we hire new team members.

Macro-Recovery

We also need some days completely off to refuel the tank. I don't personally know anyone who has worked several weeks non-stop WITHOUT hitting the wall.

Work is not the be all end all of life. If you haven't read my "Limitless Life" report, check it out. There are other factors (especially #1 and #7) that are far more important than work.

For you macro-recovery days, aim to create YOUR PERFECT DAYS.

Perfect Days

I rarely work on weekend. I use them to spend time with friends, enjoy life, eat great food, watch movies and relax deep. Every weekend, I feel I live my perfect weekend.

FRIDAY:

It starts on Friday which is "wife night".

I dedicate that evening to going on a date with my wife.

SATURDAY am:

Workout

Spiritual work

SATURDAY afternoon:

Poker, Cigars and Bro Time

SATURDAY night:

UFC or chillin'

SUNDAY am:

[Spike days](#)

Spiritual work

SUNDAY afternoon:

Lunch with the bros

Massage

SUNDAY evening:

Movies or chillin'

To me that's the perfect weekend.

Create Your Own Perfect Day/Perfect Weekend Rituals

TIME	What to Do
8:00 AM	
9:00 AM	
10:00 AM	
11:00 AM	
12:00 PM	
1:00 PM	
2:00 PM	
3:00 PM	
4:00 PM	
5:00 PM	
6:00 PM	

Meso-Recovery

Meso-recovery here means VACATIONS.

I believe it's OPTIMAL to take at least 9 days off (which is a week off including 2 weekends) every 3-4 months.

Don't Touch Work

Don't open your business email (turn on your vacation auto-responder). I usually ignore Skype (cause I have a lot of business threads).

Ideally, don't even bring your laptop. Don't bring business books (read fiction instead).

The one exception is: bring a notepad and write down anything that streams in. But don't TRY to power-think. Don't sit down with the notepad trying to think of new ideas. Only write down what streams in during your vacation.



Relax DEEP

Keep in mind, when you're going ALL OUT with Focused Ferocity and you're loving it... It's going to take SEVERAL DAYS for your brain to sloooooooww dooooooown.

When you're operating with Focused Ferocity on a daily basis, your brain waves are mostly in beta mode (faster).

One of the goals of your vacations should be to SLOW DOWN your brainwaves into alpha.

There is major benefits to doing this.

Get Altitude

As your brain slows down into alpha, you will naturally start to see things in new ways. Even when you try NOT to think of work, when you're on vacation you will almost always have epic insights, ground-breaking revelations and next-level integrations.

Eben Pagan called this "Getting Altitude". The metaphor is, instead of being in the trenches of the day to day operations, you're now flying over the battlefield and you can see things you couldn't see before.

I always come back from vacations with new business-changing upgrades and 100% drive and energy.



Go On Adventures Or Deep Chillin'?

I have two types of vacations I like to take: super relaxing or new adventure.

For my Christmas vacations, it's all about deep chillin'. I go home with my family and the deep familiarity allows me to relax deeper than anywhere else in the world.

Other times, I want to break my comfort zone and get stimulated. That's where visiting a new country satisfies that urge.

Give yourself what you need.

Mini-Vacations

Another suggestion is to take a mini-vacation once a month. This can simply be taking a Friday off, leaving Friday morning and coming back on Sunday. It's another powerful little recovery strategy to keep things fresh.

Value Appreciation

It's easy to get lost in the day to day grind and forget the bigger picture.

As businessmen and workers, we are VALUE CREATORS. Each day, we go and create values for our companies and the world. We make the world a better place one idea at a time.

One of the intrinsic rewards that we get for this is: VALUE APPRECIATION.

Value appreciation is when you reflect and actively appreciate the values you've created. It's an internal celebration of your creations.

It's a powerful idea to make this part of your life.

Obviously as a company you can celebrate major milestones, goals and achievements also.

However, VALUE APPRECIATION is something you can do on a daily basis by yourself.



THE MASTER POWER-THINKER

A Lifetime To Master

This system is like poker. It takes 5 minutes to learn and a lifetime to master. Until you own your own island and run 400 companies like Richard Branson, there's another level to master.

A True Master

Out of all the entrepreneurs I'm aware of, few embody the principles inside this report like Richard Branson. It's safe to say that Richard has mastered the principles inside this report and has used them to build a multi-billion dollar empire.

Branson's Money Moves

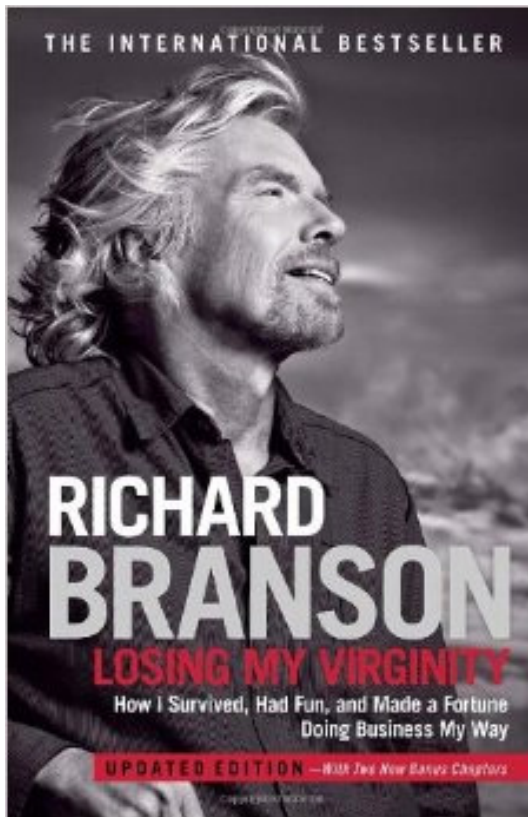
*"I think Richard embodies the principles better than anyone I know, because he's focused on the business, **adding new businesses** and making sure **he's got the right people** in the businesses and **doing things differently** and **really changing the game**. It's the combination of those things that makes him one of the great entrepreneurs of our generation."*

-- Josh Bayliss, CEO of Virgin Group

Josh reveals Branson's main money moves:

- ◇ Power-thinking new businesses by focusing on creating unique, next-level services and products
- ◇ Building the right teams
- ◇ PR. His marketing stunts are world-famous from jumping off the Palms Casino in Las Vegas to driving a tank down the street to going around the world in a hot air balloon.

Branson On Power-thinking



Branson's first book, [Losing my Virginity](#), was almost titled Talking Ahead of Yourself. Branson goes on to say:

"Because I sometimes think in life you've got to dream big by setting yourself seemingly impossible challenges. You then have to catch up with them. You can make what people believe is impossible possible if you set big enough targets. Flying from New York to Australia in, say, two hours. Can we do it in our lifetimes? I'm determined to try. If you don't dream, nothing happens. And we like to dream big."

The other component of Power-thinking is breaking things down into tasks. Richard believes in always keeping track and organizing your tasks and ideas in lists.

"I have always lived my life by making lists: lists of people to call, lists of ideas, lists of companies to set up, lists of people who can make things happen. Each day I work through these lists, and that sequence of calls propels me forward."

Branson On Team-Building

Investing in the people you're working with and trusting them with responsibility is another key ingredient to building a successful business, Branson says.

How He Gets Into Flow

Richard and his collaborators agree that the best business ideas have risen on Necker Island.

"Freed from the daily stresses of my working life, I find that I am more likely to have new insights into old problems and other flashes of inspiration." Richard says

Recovery

Tim Ferriss and a group of people assembled on Richard Branson's private island to brainstorm. Branson was posed with the question, "How do you become more productive?"

Branson leaned back and thought for a second. Then he said, "Workout." He said that working out gave him at least four additional hours of productive time every day.

CONCLUSION

The ideas inside this guide are ALL PROVEN and they synergistically work together.

I feel that increasing your 3X productivity is realistic for most readers. I believe that some readers will 5X or 10X their current levels of productivity using these 10 productivity boosters.

To sum up this entire report in 5 steps it would be:

1. Efficiency (Choosing YOUR ideal Core Money Moves)
2. Effectiveness (Achieving Stage 4 competency with those Core Money Moves)
3. Multiply yourself by building a great team
4. Focused Ferocity (Putting the pedal to the metal for short time bursts)
5. Recover and enjoy life

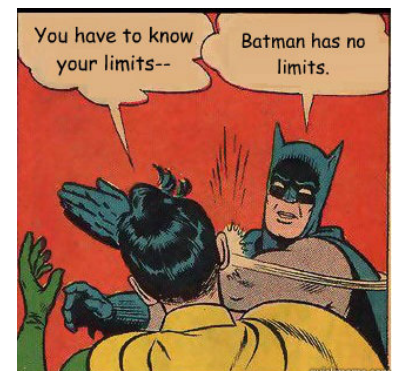
KNOW YOUR LIMITS AND EXCEED THEM

With the exception of bitch-slappin' Batman, most of us have limitations.

Being aware of your limitations, with the plan of surpassing them is powerful.

Here's a list of potential limits that might hamper your ability to manifest things using this system:

1. **Financial resources:** Do you have enough money to sit at the poker table and stay long enough to win? The solution is to focus on money moves with focused ferocity.



2. **Human resources:** The size, strength and effectiveness of your organization. This is solvable as your revenues grow and you hire a team of superstars.
3. **Knowledge:** Do you (or your team) have the knowledge needed to execute the game plans? Building a Jedi-council of coaches, mentors, experts and consultants can easily prevent this block.
4. **Weak power-thinking:** If your vision isn't powerful or you didn't break it down accurately, things may go awry.
5. **Time Limits:** Do you have enough time to co-ordinate, power-thinking, hire and optimize your team and still execute your Money Moves?
6. **You love chaos:** If you're the type of person who loves going with the flow and not having a schedule, you might struggle with the focus-windows. Keep in mind that you are in control of what you create. Create a schedule that works with your natural tendencies and flow.
7. **Low mental endurance:** If you're a multi-tasker who's not used to being LASER-BEAMED for an hour straight with focused ferocity -- you will struggle in the beginning. Keep in mind that MENTAL ENDURANCE is something that you will BUILD over time.

OTHER RESOURCES FROM ME

The Limitless Life

Download your copy of my other free book, “*The Limitless Life: The 7 Sacred Choices That Create The Life Of Your Dreams.*”

When you read it you’ll discover ...

- ◇ **The 7 sacred choices that make or break people’s happiness.**
- ◇ The 3 “passionate profit ingredients” that allow you to build incredible wealth while loving what you do everyday.
- ◇ **The 12 habits of the healthiest people in the world. These include athletes, entrepreneurs, celebrities, and more.**
- ◇ How to surround yourself with people who will help you build the life of your dreams.
- ◇ **And more ...**

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[The Limitless Life: The 7 Sacred Choices That Create
The Life Of Your Dreams](#)

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In September of 2016 I will be launching a brand new copywriting course that shows you exactly how to write high converting copy that’s compliant with Facebook, Google, and important governing bodies like the FTC.

[Click here now and sign up to be notified first.](#)

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