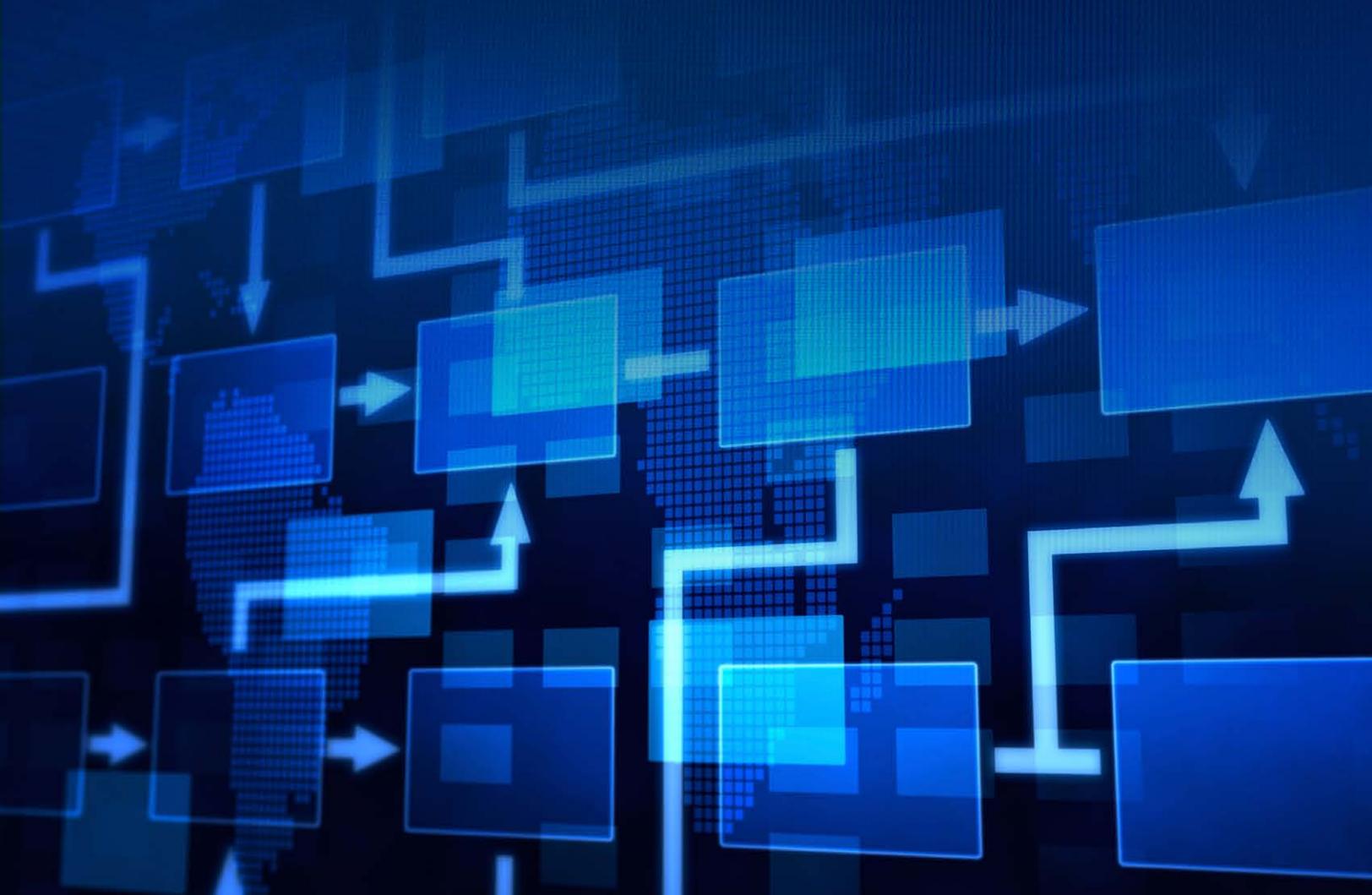


# THE MOTIVE MATRIX

## PROPELLING YOUR BUSINESS FORWARD INTENTIONALLY

An Interview with Carrie Wilkerson  
of BarefootExecutive.TV

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### DAN MORRIS:

Hey, hey, this is Dan Morris, today we're talking about the marketing calendar again. We're going to be speaking with Carrie Wilkerson of barefootexecutive.tv among other things. Our focus today is to figure out how do we put time into our schedule to move our business forward. We had been talking about putting time in our calendar for projecting when we're going to be talking about certain things. We've been talking about product launch, how to put those into your calendar, how to use a product launch to launch other things. We've talking about many parts of the calendar from the marketing perspective on the outside so today we're going to talk about the inside. I've asked Carrie Wilkerson to be on the call because she devised something she calls the Motive Matrix. I'd like to get Carrie on the phone and we're going to talk about what the Motive Matrix is and how it's going to improve your focus, your efficiency, your sense of urgency and moving your business forward on purpose.

### I'M CARRIE WILKERSON, THE BAREFOOT EXECUTIVE

and I just wanted to pop in today and say hello and how are you? One of my favorite quotes used to be and one of my favorite songs used to be "it's not where you start, it's where you finish". So if you don't know, I'm Carrie Wilkerson, who's this Carrie Wilkerson and what is she about? It's crazy, I think I'm the epitome of bottled up energy, I have come from a spot of extreme debt, I've gotten out of over \$100,000 of debt, I've been broke, beyond broke, I've lost over 100 pounds, I've overcome depression, you think you have obstacles we can talk about it later. My dad was a pastor and my dad would say "don't come to church waiting to receive a blessing, come expecting to give and in return you'll receive so much more". The number 1 biggest advice I would give you is focus on 1 mentor teaching you 1 method to service your 1 market. Then you build that market, you fill your list, fill your stadium, increase your tribe around you, so no matter what product, service or offering you give them they will love it because you're listening to them and they're listening to you.



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**DAN:** So today we're going to talk about the Motive Matrix. We're talking about how to deliberately move your business forward. My question is, before we get to the nuts and bolts, is before and after you're implementing this in your business and life, how have you been able to improve what you're doing?

**CARRIE:** That's a great question and it's something that I started doing not long into my business but kind of not intentionally and I just named it recently because I started teaching this and people would ask, what do you call this so I had to come up with a catchy name. It really is a Motive Matrix.

I believe that people aren't doing what they're supposed to be doing in their business because they get so busy doing other things and I believe we, also as a society, tend to function out of guilt. Oh I have to help so-and-so do this and so that tends to take priority over what our motives should be for our business.

If you really are growing a business instead of a hobby, you have to have some motives for that business and it just can't be money. We'll talk about that, but the way it changes things for me is that it functions as its own entity, I think this is what resonates with people like you, when I train on this Dan, is that it really functions as its own being in your business.

Oh, I have this opportunity to write a chapter for a collaborative book. Okay, before I say, oh do I like this person or not or oh, what's the title or oh, is this great, first you take it to the Motive Matrix, it becomes the CEO of your business in a way or let's say the COO. You take it to the Motive Matrix, you run it through the filters and before you even have to spend one ounce of brain power on do I do this, do I not do this, do I have time for this, should I, could I, would I, you run it through that and it gives you a yes or no answer.

It's almost like the Magic 8 Ball, except a little more decisive. You can shake it up and depending on what the Motive Matrix says, that's how you know to move forward in your business. Yeah, it helps me say no without guilt. It helps me make, you know that cluttered inbox you get of all the opportunities and the things you have to make a decision on, and it helps me make decisions without even thinking. I just run it through the Motive Matrix, its second nature to me now.

It helps me clear things out without guilt, it helps me prioritize things, and it helps me know without a doubt what I need to be focused on in my business at any given time.



**DAN:** That guilt that you mentioned, I don't know if that word guilt is resonating, but I certainly know the idea of saying no to a business opportunity or something that you perceive could be a business

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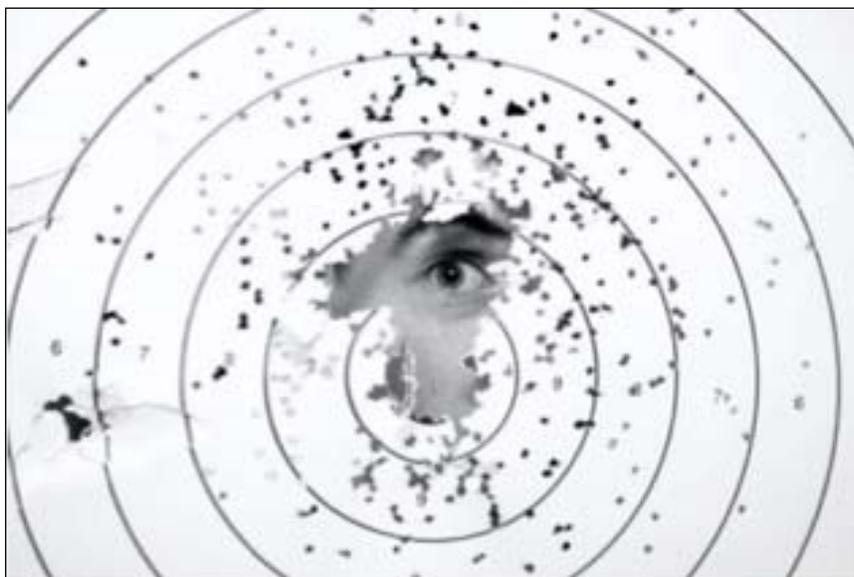
opportunity. To some people it's unfathomable because they're just starting and they think they have to grasp at every single straw that comes their way. But that is guilt and that's what you can avoid with this system.

**CARRIE:** It's also a way for you to overcome what I call opportunistic paranoia. That's the fear of missing out on something. That's the fear of never being asked again. That's the fear of being thought uppity or snotty or too good for, it's opportunistic paranoia, what if I never get this chance again? Opportunistic paranoia. So, I will have to say that using this system, this year, I have said no to at least 8 collaborative book projects, at least 12 collaborative speaking events, online speaking events, probably 6 actual live in person speaking events and I can do that without second guessing, without looking over my shoulder, without regret. I can do that quickly and my staff knows how to back me up on that because of the Matrix.

*Opportunistic Paranoia: The fear of missing out on something. The fear of never being asked again.*

**DAN:** That puts into perspective that whole idea that when you go to a conference and ask someone to do something and they say no. You think that they're not a nice person but they may, in fact, be operating their business as a business and the request doesn't fit.

**CARRIE:** Right. Because I feel like there's only, you can only focus on 2 areas of growth in your business at a time and 1 primarily and 1 secondarily. It's when you try to spread yourself out and say, oh but a book would be great, oh writing columns would be awesome, oh let me go speak here, oh let me create some new products, oh let me seek out this new joint venture. Holy smoke, what are you really working on? It's no wonder you're not really growing or profitable, you're buck shot. Rather than buck shot, let's have the rifle shot that's really directional, I'm sorry, it's really hunting season here in Texas, so using the hunting analogies, in the spring we always use fishing analogies. Buck shot is the reason that we're not getting a lot of our trophies; truthfully, this is a way to really laser in on what you need to be focusing on and it helps you accomplish more. Even if you have to say no more. It seems counterintuitive but Dan, as you know, it really is very effective but it does require a little bit of leg work in the beginning.



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**DAN:** Excellent. Alright, so, nuts and bolts. We're talking about the calendar. Now, I've set aside time, when helping people set up this calendar, to work this Motive Matrix into their week. So what is it we're fitting in?

**CARRIE:** Well, that is about you and that's up to you and that's what's awesome about the Motive Matrix, it's not my Motive Matrix, it's not Dan's Motive Matrix, it really depends on you and your business. First I want you to write down these 5 things. I believe these 5 things to be the 5 core motives in most business models. I can't say all, I can't say every, but this is what I've seen working with the thousands of clients I've worked with is, that we tend to look at prospects.

Okay, they're all going to start with P so FYI. Prospects those are leads. Yeah, that's the preacher's daughter coming out in me.

The Motive Matrix™

<b>Prospects</b>	
<b>Profits</b>	
<b>Products</b>	
<b>Positioning</b>	



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### 1. Prospects

2. **Profit** - I think that one is self explanatory.

3. **Products** - that would be your product line or your information products or even if you're an affiliate marketer that would be what you're representing.

4. **Positioning** - is credibility in the market, for instance a book, writing a book tends to satisfy positioning or being seen with or being at certain conferences, that's what I mean by positioning.

5. **Pathways** - okay pathways, what I mean by that is systems and infrastructure.

Depending on where you are in your business, you need to be focused on 1 primary motive and 1 secondary motive at a time. Now, and what you'll have on the screen is a grid to show you how I do this. Alright, if you have all of the motives on the left and side, then you need to say and you really need to spend a few minutes on this because the answer may not be as obvious as you think it is.

This is background work so this quarter, this 3 months of your business, what is your biggest need in the growth of your business? Now everybody thinks they're building their business because of money, but the truth is I have different quarters of my business that I know the money is going to come anyway so I need to be growing a different area.

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Is it really money? Is cash your biggest goal this quarter, your motive this quarter? Or maybe leads, maybe you know you really want to build up leads and prospects this quarter because you're going to be doing a big promotion or launch next quarter.

Product creation, are you happy with the products you have or offering? Are you happy with affiliate things you offer? What is your primary motive this quarter? Don't say I need to work on all of them.

Duh. We all need to work on all of them but what is the primary thing you need to focus on?

Let's just say, for sake of argument, that cash is your number 1 motivator this quarter. Incidentally, the motive is the root of motivator. The reason that most people aren't motivated in their business Dan is because they don't know what their motives are.

When you're really clear on your motives its super easy to get motivated, honestly.

Okay so, let's say that cash is your M1, I like to designate that with M1, motive number 1. Let's say

**The Motive Matrix™**

idea	M1 = Profits	M2 = Prospects
<b>Ebook about Adoption</b>		
<b>Collaborating on Book effort</b>		
<b>Hosting a Boot Camp</b>		
<b>Affiliate Promo &amp; Contest for Jack</b>		

that leads is M2, that you also want to be aggressively growing your list too this quarter so that next quarter when you launch something or promote something you have double the list or whatever. Yes products is always a thing but it's not necessarily in the top 2 positions. Positioning is one of those luxury ones that comes depending on what your business model is and how big you're growing. And infrastructure is when your business gets to the point that you really need to have some good systems, some automation, etc. We're just going to stick with cash and leads right now.

So then Dan let's so those are your 2 motives and I come to you and I say hey, I'm doing a who's who in internet marketing collaborative book project. We're going to have 12 chapters, 12 different people, we're only featuring the top people in your industry and you came immediately to mind, it's only going to be one chapter, 1200 to 1500 words, we're going to feature your links, point back to your site, we'll do an audio interview after it's done and we'd love to have you participate.



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**DAN:** So then my question automatically is, does it fit into my Motive Matrix in terms of cash and leads?

**CARRIE:** Yes, if you've been trained...

**DAN:** How do I overcome that shiny button syndrome that I have that thinks it'd be great to be on with Carrie Wilkerson's name on something I do?

**CARRIE:** That's right. I think ADD/ADHD having attention issues, bright shiny object syndrome, whatever that is, as a high school teacher I will tell you that it's a real syndrome. ADD and ADHD is actually a very real syndrome. I'm a mom of a child with ADHD and so I've seen it really manifest itself physiologically.

Do entrepreneurs have that? I think what he has is a lot of ideas and a lot of interests and a lot of enthusiasm and I think we tend to be big picture people and big idea people. What we lack is the attention to detail or the ability to pin ourselves to a chair to be able to execute that.

Since we don't think in the Matrix style, we're going to say, who else is going to be featured, thank you for thinking of me, oh can I repurpose some articles that I've already written and when do you need this by and how are we going to promote this, we launch into all these things that are going to help us make the decision.

Because, and let me tell you guys a secret, I call that vanity marketing.

People who are trying to use their content for their promotion, they're trying to appeal to your vanity. You want to be featured with those other people. Oh what a great opportunity, ah what an awesome opportunity. Okay, stop, first you say, you know what, my immediate motive this quarter is cash so then you can say to them, how does this benefit me cash wise?

**DAN:** Yeah.

**CARRIE:** Am I paid to be included? And of course the answer's going to be what, Dan?

**DAN:** Never.

**CARRIE:** Never.

**DAN:** But thank you for offering.

**CARRIE:** Right or you say, actually you're not paid to be included but we're taking up a collection to help with marketing, you are going to be responsible for your own marketing. Truth is, it's going to take



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money out of your pocket. Second question is, is it going to help you build leads? Well we are asking everyone to drive traffic to this site; they'll be able to download a bonus from you. What that means is diluted traffic if everybody, all 12, promote the way they're supposed to promote.

Right? This never happens.

I hate to be the one to rain on that parade. That never happens either. The truth is it doesn't satisfy the number 1 or the number 2 for you. It would be good for positioning, however, that's not in the top 2 so you can say to Carrie Wilkerson, Carrie thank you so much for the opportunity I love that you thought of me, however, it doesn't fit in my top 2 priorities this quarter maybe we can revisit that at another time.

**DAN:** So you have to be really loyal to your Matrix. Your Motive Matrix.

**CARRIE:** Yeah, this means that you have to be loyal to your business. You have to be loyal to what's important to you, what motivates you, what builds your business. Why are spending so much time trying not to hurt other people's feelings and build their business and do favors for them? We're not being true to our business and our shareholders.

The Motive Matrix™

<b>Prospects</b>	New leads from opt-in forms, social media, live experts, audiences... folks that are new to you, your product or service. If you need to grow your list, choose this.
<b>Profits</b>	Cash, profitability, revenue, income – lots of ways to say it but if MONEY is your #1 focus right now – choose this.
<b>Products</b>	Do you need to create additional offers, packages, affiliate resources, a class, training, speeches? If adding to your 'sellable' mix is key - choose this.
<b>Positioning</b>	Do you need credibility? Social proof? Do you need to be seen with experts or published? Positioning is usually for established biz or those moving into BIG spaces.
<b>Pathways</b>	Infrastructure. Systems. Automation. Outsourcing. Team Training. If making things in your business is your MAIN priority, choose this.

**DAN:** So it would make sense to me when you're putting together your Motive Matrix that you do it with whoever in your business, your husband or wife, you do it with a clear head so that you can always go back knowing that you made that with a clear head and sincere intentions.

**CARRIE:** Right.

**DAN:** So you've got to stick to it.

**CARRIE:** Right. You have to stick to it.

**DAN:** Cause then the guilt works for you.

**CARRIE:** Right. Exactly, because you're saying, I have to be true to my business, I have to be true to my shareholders. I didn't have any trouble turning down all those opportunities this year. I had an opportunity to be on the US's most popular, I can't say its name because of privacy clause, but most popular reality show called me.



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**DAN:** Nice.

**CARRIE:** To be a representative, they wanted a power mom; they wanted a business owner, blah, blah, blah. They found me on social media, they were following me, and they were enamored, asked me to be on it. 12 weeks of fame, right? 12 weeks on national television, 12 weeks. I could have said, oh so many more people will know about The Barefoot Executive, oh wow I'll be on TV, oh I'll be able to say, oh and the losers always get interviewed on the TV shows as their picked off, I could go do that. But it didn't fit within the Matrix and so I said to them, this is going to shock you, cause they said, we want you to think about this, talk to your spouse about it, I said, I'm sorry, I love that you thought of me I'm really super flattered and I'm going to use this as a social media case study but I have to say no. I had to say no because it didn't fit with my priorities this quarter. If you would like to contact me again in a future quarter then we can revisit the idea then.



**DAN:** Well if that scavenger hunt around the world show ever calls you, you can just forward it to me because that's on my bucket list matrix.

**CARRIE:** There you go. And see reality TV isn't on mine. I have no doubt that I'll have a talk show or something at some point, but the reality show, that kind of thing really didn't fit and so a lot of people would have been tempted. Oh how can I work this into my brand? Oh how can we...? But it just really didn't fit, so I could say no. I had the opportunity to speak with somebody rather famous this year but it didn't fit into the Matrix and so I said no. And this allows you to say no to friends, to say no to family, to say no to famous people, to say no and overcome opportunistic paranoia.

So, hey I have a promotion coming out, I would love for your to mail for this and I'll mail for you whenever you need me to. If it doesn't make sense for you cash wise, if it doesn't fit into your Motive Matrix of 1, cash, because you don't know how it converts or you know that you could sell your own product and make more or you know of a higher converting promotion that pays faster, whatever it is, you have to be able to run it through the Matrix.

It helps you a lot. It helps you overcome the bright shiny object syndrome, the other thing that helps you overcome that syndrome, and this is always a shocker when I say this to people is, unsubscribe from all the dad gum lists that you're on. Pick 1 person to follow. Pick 1 person to listen to.

Ideally it's your coach or your mentor, ignore everyone else. Quit worrying about what your competition's doing; quit worrying about what your coach's competition is doing. Quit worrying about all the launches

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of other promotions, get off all those lists and clear your head out a little bit and work on your business. Those people are not worried about your business. They're worried about their business.

**DAN:** That goes directly back to your opening, for taking responsibility for your actions. If you have shiny button syndrome it's because you've put yourself in a position to have it.

**CARRIE:** Right. Because we like it. It gives us an excuse for not doing more and being more and earning more.

**DAN:** Alright, so, how do you propel M1 and M2 during your quarter? How do you work on your top 2 things?

**CARRIE:** Okay, so, the most important thing is you immediately have more time on M1 and M2 because you're disregarding the other 3. Now, here's what's great, sometimes we have opportunities or projects that will meet more than 1 objective. When you're going through your Matrix, every opportunity, say, here's my top 10 list of ideas for this quarter or the things that I'm excited about. You run them through the Matrix. You say, I really want to create that product with Dan, does it meet this objective?

**DAN:** Everybody says that by the way.

**CARRIE:** Say it meets the cash objective but I know that Dan's not going to share the list but it also does help with creating a product. So we're creating a product that creates cash, but it's not necessarily going to help with new leads.

So you would say it does help with cash and it helps with products well product is not in the top 2 but cash is, so it satisfies the cash need and also satisfies a sub-need so don't disregard it just because it doesn't satisfy the leads, okay? When you're then ranking your ideas its okay if you're working on one that satisfies cash and product even if it doesn't satisfy leads.

But you wouldn't want to work on something that satisfies product and positioning and neither cash nor leads. This is why you have to do the grid, to see where it fits. To see, you know, sometimes, there are models for instance, a tele-summit model, I like that model for some of the things that I do because it satisfies need for leads, for cash, for creating new products, for positioning with other experts and if I have the right infrastructure behind it, it can become an evergreen promotion.

Very rarely can you find something that can meet every motive, but something like that is kind of a win, win, win. That's why you have to run through your top 5 ideas, top 5 plans, and top 5 things on your calendar and see how they fit into your Matrix. Don't do things just a favors for other people, unless their reciprocal favor meets your Motive 1 or Motive 2. Does that make sense?



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**DAN:** Yes. So, the first major benefit for you is focus.

**CARRIE:** Focus, right. So then how do we stay focused? Well, my top tip for focus comes down to an hour a day. And you've heard me train on this too and I will die training on this because I so believe in this. I think that business owners can grow a profitable business if they just discipline themselves, and we hate that word, but discipline themselves, use their Motive Matrix and then work on a really effective power hour. 1 hour a day. And here are the rules for that. The power hour is this, turn off everything incoming, no incoming phone, no incoming texts, no incoming social media, no incoming e-mails, no incoming instant messaging, no, no, no, no, no. Unless you sell blood, heart or lungs, probably somebody is not going to die in the next hour.

**DAN:** Well at least nobody you know.

**CARRIE:** Nobody we know. Nobody can prevent death by accepting their phone call. There's that. Okay, so set a timer, I use a 2 dollar kitchen timer. I love it, it's kind of stress inducing, it's right here, hear it? It's kind of stress inducing which I love and it's also loud, which I love, and so my kids are like Pavlov's Dogs, when they hear the timer go off they know I'm done with my power hour and they immediately come to my office.

**DAN:** Nice.

**CARRIE:** Yeah, like can we hang out now? Is it time to play? So they're trained, the husband the same way, he knows if the timer's on, leave her alone. When the timer goes off, they're all at the door. It's hysterical, but...

**DAN:** Kids adapt to that very quickly.

**CARRIE:** They do and the ticking reminds me that I'm on task.

**DAN:** It keeps that guilt in check.

**CARRIE:** It does, it does and it also gives you a sense of urgency. I read a statistic that said, for trade shows when they're launching the iPhone 4 or the new laptop this or the iPad or whatever, right before the trade show, the majority of all the demonstration of all the equipment, the demo models, are finished within the 18 hours before the trade show. This demonstrates that principle that says the task expands or contracts to fit the time allotted.



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The fact is, especially when we work in offices or when we teach school, we get everything done the day before we're going to be off because we have a limited time frame. We get our term papers done the hour before they're due. We study for our exam the hour before we go take it. It's how we're wired, so what happens when we become business owners ourselves is we don't have that urgency and so it doesn't get done.



The Power Hour

Choose to work on 3-5 things

Which ones?

The ones that move you closer to M1 & M2 from your Matrix

Be intentional  
Be relentless  
Be disciplined

For just ONE hour per day!

Even if you're very driven, like I am, and like Dan is, it doesn't get done unless you have some kind of deadline, timeframe, etc. So this is why the calendar is so important. What Dan is teaching you is so important. The timer is like a mini calendar every day. You set the hour, this is business building hour, you can't have anything incoming, you're not going to be reactive to one darn thing, you are in charge of that hour, you have a list of things that have to get done, I recommend 3 to 5 things that can't be related to the house, to the family, to the doctor's appointments, to any of that. It has to be 3 to 5 things that are directly connected to Motive 1 or Motive 2.



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**DAN:** You know, what struck me from that just now is that all of us feel like we're the only ones who can make stuff happen. We do it all, we direct, we hire, we fire, we get everything done, but the fact of the matter is if you don't have that sense of urgency and that focus, that the Matrix gives you really nothing gets done that's valuable.

**CARRIE:** Right.

**DAN:** You just get all kinds of stuff done that doesn't mean anything.

**CARRIE:** Because we spend so much time being professional firemen. Not even professional firemen, we're not even getting paid. We're volunteer firemen. Putting out everybody else's fires, reacting to everything else, answering everybody else's e-mails without putting our business first.

And we think that's selfish but how else is your mortgage going to get paid? How else is your car payment going to get handled? How else are you going to invest in the growth of your business otherwise, if you're not willing to invest an hour a day of really directed effort? I promise, you try the power hour and the Motive Matrix for 1 week and it will revolutionize your productivity, it will amaze you.

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Now I've taken the power hour a step further. I also do a power hour every day related to family and what I mean is that hour I spend on family administrative stuff. Calling the bank, calling the doctor's appointments, making the dentist appointments, you know, the family stuff, otherwise you spend all day saying, oh I need to call the dentist, oh I need to make sure the kids go do this, oh I need to take that deposit by the band hall for her trip.



The Power Hour

– the 'magic bullet' of productivity!

No incoming – anything!

No text, cell, instant messaging

No social media

No email

No new ideas

No editing or tweaking

No 'surfing' or blog-jumping

Set a timer...

No moving until the hour is up!

You just can't function that way so

I have a power business hour and

a power family hour and that is still, in case anyone is hurting on the math there, that's still only 2 hours out of the day. Even if I'm working a full time job, parenting full time. No matter what I'm doing, I can still do 2 hours a day and grow a business and maintain my family.



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**DAN:** I need to do that with my wife more.

**CARRIE:** We have to schedule time and to sit and talk about the family stuff otherwise he comes in when it's not a good time for me and then he gets irritated when I'm impatient and then the back and forth on the e-mails can wear you out too.

**DAN:** This is living life on purpose?

**CARRIE:** Yes. We'll just set aside that time to talk about the administrative task things that have to be done.

**DAN:** I would say, just to add to that, that power hour that Google Calendar has changed the lives of my wife and me in terms of coordinating everything. The idea that our 2 calendars can be on the same thing and I can see it on my phone and everywhere else just makes life so much easier. But if we did that we could get a lot more done.

**CARRIE:** So put that hour in your calendar.

**DAN:** Yeah, that's awesome.

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**CARRIE:** Even if you're not in the same place at the same time you can set aside the same hour as she does and then that's when you can back and forth about it.

It really does and as a mom of 4 and very busy in my community and my church and my family and writing a book in the middle of all it this year and creating the videos and the training I do I have to have a purpose or I'm just running around like a crazy person all the time. This year I took more time off, I set aside several weeks to write the book that I mentioned earlier, I take about 2 half days off during the week, like Monday I take a half day, Friday I take a half day just to hang out with the 4 year old. Then I'm taking weekends off too, so it's just crazy, that business is still growing, I've got a book that's just hit the shelves and I'm not as busy doing the junk. I'm also functioning with less staff which is kind of crazy.

**DAN:** That's perfect.

**CARRIE:** Yeah, no housekeeper, no nobody helping with the kids, I have less on my outsource team and it's because now that I'm really clear on what we're doing, I'm not having to pay so many people to help me with tasks that aren't moving me towards Motive 1 and Motive 2. And I also, if you have an assistant and she's really clear on the Motive Matrix like my assistant knows that the only interviews I'm doing right now are related to the book or related to the 4 pillar training. I mean period, if somebody says oh can I talk to Carrie about work/life balance or we want to talk to Carrie about the mom blog, she knows, some things she can say no to before they even get to me because they don't meet the Matrix.

**DAN:** Speaking of that, since in your Motive Matrix, that's part of the purpose of this. Is to help propel your business as well. Where else are you teaching the Motive Matrix? In your 4 Pillars of Profit?

**CARRIE:** **4 Pillars of Profitability** is a core training I developed this year. I taught it live, it's available as a home study course that's primarily where the ideas to income section is and that's how to go from what's in your brain to money in the bank. I teach my time management, my Motive Matrix, the power hour, money management, all the 4 pillars we teach in there. So you go to [blogbarefoot.com](http://blogbarefoot.com) or [BarefootExecutive.tv](http://BarefootExecutive.tv) and jump on to one of my lists. I know we told you to unsubscribe from lists but that's where you're going to stay notified but I'll also get Dan a link to the 4 pillars of profitability and if you want to check it out there's just more of this really meat and potatoes and really juicy stuff in there. I'm not a fluff trainer; we are getting good results and still having a life in the mean time, go figure.

**DAN:** How much of the **4 Pillars of Profitability** have you already had a chance to teach and see the results?

**CARRIE:** Oh the **4 Pillars of Profitability** I would say that this has all been in process since I've been in business. It's just that I never crystallized it and put it in the same place. I've never taught money management in person but everything I've learned from getting out of debt and the way we, my husband and I, manage our business we taught on stage and fact is it was amazing how the light bulbs

# THE MOTIVE MATRIX

## PROPELLING YOUR BUSINESS FORWARD INTENTIONALLY

An Interview with Carrie Wilkerson of BarefootExecutive.TV

were coming on for people on how simple it can be but as far as the Motive Matrix and the power hour, those 2 things alone can revolutionize your business. What the most common testimonial that we have that since implementing the power hour, they're accomplishing more in 1 hour than they've been getting done in a week because they have direction and they are turning off all the distractions. As far as the Motive Matrix, 1 of the top comments we usually get is this helps simplify and get rid of the over-whelm so that I know what to say yes and what to say no to in my business. An hour a day? People just do realize how little they're actually working in their business. I read the other day, let me think where I read this, I think it's in Hamlet's Blackberry, it's a book I'm reading right now about the digital age, says the average work day, 26% of the average work day is spent managing distractions. Managing distractions.

**DAN:** You said that the most common testimonial is that they get so much more done in an hour but I have to warn you that if you're thing that all off a sudden you're going to have this hour where you're going to get all your e-mails answered and you can call people you need to call and work on this and work on that, you're not really doing the Matrix.

**CARRIE:** Exactly.

**DAN:** You're just having some private time.

**CARRIE:** If you're answering e-mails, you should be answering e-mails. I like to say that if you're going to turn on technology it should be to write something or create something that's on your Motive Matrix. Answering e-mails isn't in the Motive Matrix. That's in administrative time and that needs to be a separate time. That's a whole other time management concept too is keeping your e-mail closed except for a couple of times a day with a really specific time line on those.

**DAN:** Yeah so I would urge you, press rewind and go back.

**CARRIE:** Yeah.

**DAN:** And figure out, really dig in and figure out what you're really supposed to be accomplishing in that hour. Because it's not really just an extra private hour in your day to get your stuff done.

**CARRIE:** No, if you're really, really behind and you want to block in some extra time to do that but as far as productivity and



The Power Hour

– the 'magic bullet' of productivity!

No incoming – anything!

No text, cell, instant messaging

No social media

No email

No new ideas

No editing or tweaking

No 'surfing' or blog-jumping

Set a timer...

No moving until the hour is up!



carrie wilkerson

The Barefoot Executive™

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moving your business towards your goals an hour a day really focused on your critical list that's propelled by your Motive Matrix will make a big difference. You're right, it's not for catch up activities, it's not for administrative, it's not to touch base with people, that's not really what it's about.

**DAN:** So our principle is probably going to be something about trying to figure out your 5 core motives, what goes in there and how are we going to put that into our calendar. To make it actually work for us, instead of us working for the calendar.

**CARRIE:** Yes.

**DAN:** That is what we have to work on. All these calls and videos and tutorials they don't help you in the end when it's up to you to figure out how to run your business. These are the guidelines.

**CARRIE:** Absolutely.

**DAN:** The hard decisions are still in your court.

**CARRIE:** Yeah and that's why you still have to do that background work. You have to sit for a few minutes and say, what is really important in my business right now. A lot of people have this pie in the sky idea of writing a book and being on talk shows and being seen with important people but really that's not the core motive of your business.



That's an icing on the cake laser maybe but that's not going to be core right now. So quit worrying about meeting so and so famous marketer and being seen with them and being interviewed by them or being on the Rachel Ray Show or whatever that positioning move is because that's not going to help you if you don't have the rest in place. And I have yet to teach this but the people in the audience and the people listening do go, wow, wow, okay, that's going to help my decision making a lot. That's going to help.

The fact is, those of us that have cluttered inboxes, cluttered e-mail boxes, the reason they stick there is because there's decisions waiting to be made. 9 times out of 10 the things you haven't answered or deleted are decisions waiting to be made. What if you had an easy way to make that decision? What if the decision was premade before you even opened your e-mail?

**DAN:** Wow, that's cool.

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**CARRIE:** And it's just a fun concept and it really is one of those, if they'll just implement it, it makes so much sense and it becomes second nature. This isn't something I have to consciously think does it go through my Matrix, I just now consciously think Motive, Motive 2, Motive 1, Motive 2, and we're just going to disregard all the other ones.

A client of mine sent a word study, 1 of the 4 Pillars of Profitability is decisions. Being decisive and she sent me a word study on the word decision and decide and suicide and infanticide, all the ideas, that's means to kill, right? So, decide means to kill the alternatives.

**DAN:** That's cool.

**CARRIE:** Yes. So you have the 1 thing to focus on. Our problem is we have a fear of killing the alternative. We have a fear, the opportunistic paranoia that it will never be available again.

**DAN:** On the flip side of that, I would say, I would disagree that we have a fear; I think we just don't have enough focus.

**CARRIE:** Well, that's right. That's why we don't know what we're focused on so we're afraid to get rid of those other things because what if I need them? It's like a hoarder, they're afraid to get rid of things in case they need it.

**DAN:** We're irrationally afraid because we just haven't lived on purpose.

**CARRIE:** Right, absolutely. It's about intentionality and purpose you've got that just nailed right on the head.

**DAN:** That's fantastic. Well like I said, I greatly appreciate that. I'm going to put links up to everything. I really hope everyone takes a look at the 4 Pillar of Profitability that's some fantastic stuff that you're going to take home, take inside and really turn your business around. This is a calendar, that's life.

**CARRIE:** Yes.

**DAN:** Well, I hope you have the best of days Carrie.

**CARRIE:** You too.