

# **FOCUS** ON **YOUR** **SUCCESS**



## **IDEA GENERATOR**

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## Introduction

Have you ever wondered how quickly a day goes? Are you disappointed in not getting enough done at the end of the day?

You are not alone, and in this idea generator, you will learn how to manage your time better and with purpose.

Are you ready to focus on your business success? The truth is that you need to master is your time. If not, important things can fall through the cracks and will leave you feeling overwhelmed and stressed.

## Schedule Appointments with Yourself

While it may sound ridiculous to you, however, it works. If you have a project you are working on, plan time on your calendar to work on it.

For instance, if you write a weekly blog, you should block the time to write the posts. Consider these 'appointments' just as important as any other appointments. Don't skip or miss them. Your time is valuable, so use it wisely.

Think about it – when you have a doctor's appointment on your calendar, you keep it. If not, you typically will be charged by your doctor for missing it. Don't let yourself break appointments with yourself.

## Set a Timer

Using a timer is a great way to help you stay on task and on time. You select how much time you want to spend on a task, set the timer and soon you will be amazed about how much you are getting done daily.

A timer with an audible ticking sound helps keep you on task. The ticking is a subtle reminder that you are working, so if your mind wanders and you

decide to check into your social media platforms, your subconscious mind will keep you focused.

If you do want to check on your social media, then block off time on your calendar specifically for that.

## Take a Day Off

Have you noticed how much work you get done the days that are leading up to vacation? You get super focused and motivated to get things done that tend to pile up.

Some of these tasks can be:

1. Return calls you've put off
2. Clean out your email inbox
3. Write those blog posts caught up – or, ahead of schedule

Plus, anything that represents an 'open loop' in your life or business.

A simple tactic to get more stuff done is to schedule a day off. Not only will you feel extra motivated to get things done before the day off, but you may also find that 'extra' day in your schedule to work on whatever you want. Have a new program or product you have been talking about creating? Now is a perfect time to handle it.

## Just Say 'No'

Do you feel like you can't say 'no'? Many business owners believe they should never turn away business. But, you need to consider how much time and effort saying yes means.

You can't do everything. If you try to help everyone, you will end up overwhelmed, stressed, and your time management skills suffer.

Saying 'no' means you work with only the clients you want to work with and use your time doing other things you enjoy.

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## Take a Break

Pushing yourself to meet a deadline at the last minute is never a good feeling. Stepping away from your desk or office for a break can positively impact your energy towards completing a project.

Go for a walk – nature has an amazing way to recharge your mind.

Play with your kids, paint, read, or do anything other than work. It will enhance your perspective and give you the energy to resume your day.

## Give Up Control

Do you feel as if you need to do everything in your business? Overwork and overwhelm never is good in business. If you believe that no one else can do as well as you do in your business, you are setting yourself up for failure. Determine tasks that you can give to a VA so you can spend your time working on the money generators.

## Focus

Do you multitask regularly?

Do you have multiple browser tabs open while you work?

Have you listened to a webinar while responding to email?

What about skimming through Facebook while writing a blog post?

These habits are huge time-wasters that can make a 30-minute task take all afternoon to complete. THAT is what makes the day go so fast with limited and poor production for the day.

What you call multitasking is task-switching. Every time you stop to 'quickly' do something else before completing the task at hand costs you additional time and you lose focus.

Close all of the browser tabs, turn off the webinar, put a block on Facebook, and regain your focus. You will be much more productive and less stressed because you are completing tasks.

## Schedule Shorter Meetings

Take control over your meetings. Schedule them only when necessary and have a written agenda. Skip the small talk and use email to discuss non-urgent topics.

Of course, this does not apply to client meetings, but you can make those more productive and shorter by using the tips above.

## Reduce Interruptions

Skype conversations, text messages, email notifications, social media notifications, and other interruptions add up to hours of lost time each week.

Make it a habit to turn off your phone, Skype, email, social, and other instant message applications while you're working. Between tasks, schedule a quick check-in if necessary, but don't allow these interruptions to dictate the course of your day.

## Work Remotely

Working at your desk can put you in a work rut. Are you looking to get more done? Change it up. You started your business for more freedom, so enjoy it while you get more done in the process.

- Go to the park on a beautiful day and be inspired. Take your laptop and develop your next product or content creation plan.

## Plan Your Day the Night Before

Do you begin your day by checking email or Facebook because you don't know what to do first? Do you look at your calendar to see what you need to do first? Schedule 15-30 minutes at the end of each day to plan out tomorrow. This ensures you plan out the next day instead of wasting the morning throwing darts at projects.

## Pick 3

Your productivity suffers when you don't plan for it. Avoid overwhelm and bouncing from task to task, trying to get everything done.

A better plan is to narrow your list down to 3 things you need to get done. Prioritize them, set your timer, and get it done.

Without the pressure and distractions of an endless task list, you can concentrate on what needs to be completed. Plus, you will be more likely to get your projects done quickly.

Once those three are complete, choose the next three tasks to do or take the afternoon off. You deserve a break!

## Schedule Time for Email

Do you keep your email open with notifications on each day? Are you constantly checking it to see if there is anything new?

Allowing email to dictate how you spend your time is a huge distraction. It stops your focus, and you have to re-group and change your productive course.

Just as you put time on your calendar to perform your other projects or tasks, allow yourself 30 minutes in the morning and 30 minutes each afternoon specifically for reviewing your email and processing your inbox.



Categorize your email in 4 different ways:

1. Respond to it right now
2. Do it (if it is a task)
3. Delegate it
4. File it

The goal is to have zero emails in your inbox each time you process your emails and spend less time looking at emails.

## Break Projects Down to Small Tasks

'Write a Book,' 'Create a New Coaching Program' and 'Build a New Opt-in funnel' are undoubtedly critical items on your list. They help you grow your business and can mean the difference between making a profit or not.

They can look so overwhelming to do, many times they remain undone because you don't know where to start, so you do nothing.

Be a time-management slayer and break your projects down to the smallest tasks possible so you can focus on each part a little at a time. Soon, you will complete the project with less stress and frustration.

Instead of 'Creating a New Coaching Program' as a whole, you can break it down like this"

- Create a market survey to ask what my clients need next
  - Sign up for SurveyMonkey
  - Review recommended survey types
  - Create a shortlist of questions
  - Prioritize questions and distill down to 6 most important
  - Build a survey
- Decide format (group or private, video, written, audio, etc.)
- Brainstorm name

Now, doesn't that take the project into something manageable? Remember to put each task on your calendar to allow for the time to accomplish it.

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## The 2 Minute Rule

As with your home budget, where small purchases can add up to significant expenses over time, tiny tasks can turn into a huge time suck when you're trying to be more productive. The 2-minute rule will help keep those small jobs from becoming overwhelming.

Here's how it works:

Whenever a task shows up in your life—whether by email, a phone call —ask yourself, “How long will this take me to do?” If less than two minutes, do it immediately. If it will take more than two minutes, put it on your calendar for later.

This one simple change will help keep your task list much more manageable.

## Automate and Systemize

How many times each week do you “re-invent the wheel?” If you have to think about the formatting every time you write a blog post or spend several minutes hunting for your video splash image before you can upload it to YouTube, then you're wasting time.

Create a system for everything you do more than once, and automate everything you can, and you'll save hours every week.

## Overestimate Timelines

Just like we underestimate costs, we underestimate the time we'll need to spend on a project. If you've ever replaced a faucet or painted a room, you'll know this to be true.

You can eliminate the stress and calendar backlog that results from projects that run over on time by building in some “padding” right from the outset. For every task, you add to your calendar, increase the time estimate by at least 25%.

## Know Yourself

Are you a morning person or a night owl? Do you fall into a mid-afternoon slump? Get your second wind after dinner?

By knowing yourself and your work habits, you'll be better able to schedule projects for the best, most productive time.

For example, if you routinely pop out of bed refreshed and ready to face the day, then mornings are your best time to do work that requires heavy thinking, such as writing or product creation.

If you know you slow down after lunch, then schedule those low-energy, brain-dead tasks for the afternoon.

Don't fight your natural rhythms. Instead, learn to work with them, and you'll be far more productive.

## Keep a Clock on Your Desk

If you've ever looked up from Facebook to see you've lost 2 hours watching funny cat videos, then you know the dangers of "losing track of time."

You can quickly put an end to this unfortunate habit by merely keeping a clock within sight on your desk. Being fully aware of what time it is will allow you to stay focused on the task at hand and not get sucked into time-wasting activities that destroy your productivity.

Another tip to help you stay on track is to set alarms. Most smartphones have an app to do that.

## Batch Similar Tasks

When you are focused, it helps to group similar tasks for ideal productivity.

For example, instead of writing daily emails to your list each day, spend one afternoon to write them all at one sitting. You stay in the flow, which will

help your emails sound more cohesive because you didn't write them a day apart.

Think about how good it will feel to have that task 100% done and marked off your list for the week.

## Track Your Time

Ever wonder where your day went? You started work at 8 am, and now it's 6 pm and time for dinner, and you feel like you didn't get anything done?

A time diary will help.

It can be as simple as a notepad you keep on your desk throughout the day. Set a timer at 30-minute intervals, and each time it goes off, jot down what you've done. You'll have a clear picture of exactly where your time went.

Here's another benefit >> you'll naturally strive to be more productive. Just knowing you have to write down what you did will help you resist those times sucks such as Facebook and Pinterest. After all, no one wants to write down that you spent an hour on Facebook!