

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



## **TEXTBOOK**

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## Introduction

All successful businesses require a high level of time management. If you want to have a thriving business with plenty of time to spend with your family or living your ideal life, you need to manage your time wisely.

In this planner, you will learn the same time management strategies for better productivity and management of your time that successful entrepreneurs use.

If you want your business to grow and flourish financially, you have to be organized. Avoid unnecessary stress and things slipping through the cracks by developing a calendar system. If you are trying to squeeze everything in at the last minute, you risk producing poor quality work because you failed to plan for the project.

If you are stressed, worn out and exhausted because you are scrambling to get things done, you are in the right place. You will learn how to create a simple calendar that houses everything needed for your business.

Your income will no longer suffer when you properly manage your time. Today you will learn how to avoid getting off track while getting more done in less time. Say goodbye to frustration and overwhelm! You can focus on your success when you master your time.

## Time Trap #1 Administrative Work

Administrative work is necessary for all businesses. It includes everything from email management to bookkeeping to project management. It's critical to keep your business running, yet none of it makes you money.

Many business owners figure it is easier and better for them to do them. However, they can consume a lot of time that could be spent on income generators such as a new program or product.

These tasks can be delegated to someone else. And, if you still think you want to do them, at least we can show you how to make them easier and faster to do.

## Keep a Time Diary

Chances are you don't know how much time you spend on any given task in your business. The first step in gaining control of your time is to understand what it takes to handle the tasks.

Take a notebook and begin documenting your tasks and the time it takes to complete them. This time diary will give you great insight into where you are spending your time as well as reveal what you can streamline.

### **Here is a simple example of how you can list your time spent:**

8:00-8:30 am – Email review and processing

8:30-9:15 am – Phone calls

9:15-9:45 am – Facebook Group

9:45-10:15 am – Breakfast

10:15-11:30 am – Write a blog post

11:30am-1:00pm – Coaching calls

1:00-2:30 pm – Customer support

2:00-2:30 – Social Media Check-in

2:30-3:15 – Review today's calendar and execute tasks left

3:15-4:00 – Email review and processing

## Create Templates

Your biggest planned blocks of time are likely to phone calls and emails. Yours follow up with past and current clients, billing issues to manage, and customer questions to answer.

For example, if you find yourself writing emails to request payment or testimonials or to reach out to potential clients, these are significant indicators that have a template created that you only have to copy/paste and edit to reduces the time from minutes to seconds.

Want to save even more time? Give your templates to your VA and have her manage your email follow-up. You can easily outsource with consistently to testimonial requests.

An added benefit: if you don't like asking for payment, then handing this task over will save you time and stress!

## Systematize

Are you spending a lot of time answering client questions, that may be an indicator to set up a simple help desk and FAQ page on your website?

With a FAQ page, clients can easily find answers to their common questions.

### **Here are some basic questions to include on your FAQ page:**

- How do I schedule coaching time with you?
- How do I cancel my coaching plan?
- How do I log into your website?
- How can I change my credit card info?
- How can I know if you're a good coach for me?
- What kind of issues can you help me with?

"Canned responses" are useful to answer the most common questions. This is easy for your VA to help clients find the information they need, and you won't have to be involved at all. Imagine the time you will save when you

are not having to worry about retrieving login details or cancelation requests from clients!

## Time Trap #2 Technical Support

Have you heard the expression 'working in your business rather than on your business'? This phrase likely refers to technical work.

It's the things that have to get done so you can build your brand and get paid but are not on your list of things you like to do. Things like setting up webinars, creating shopping cart links, and installing new landing pages.

If you're letting these tasks waste your time, then you are working 'on' your business. That is not the path to growth and higher profits, so let's take these things out of your hands so that you can do more of what you love.

### Make a List

Brainstorm a list of things you do every day that involves some type of tech work. It could include creating a new mailing list or track down missing links or uploading videos to YouTube.

Keep your time diary near, so as you go through your day, you can document what you face. Write things down every time you have a tech need. By the end of the week, you will see just how much time you are spending on these tasks.

### Document Your Value

Do you know how much your time is worth? You know what you charge for your client's work, but that's not an accurate gauge of your true worth.

### Outsource

Now that you know your actual value, it should reveal to you that you can afford to outsource. The more time you spend doing non-revenue driven actions, the easier it should be for you to hand off your admin list to someone else.

## **Keep these points in mind if you still think you cannot afford to outsource:**

- Skilled VAs often spends less time completing a task than you will. The cost will be lower than you think. It may take you three hours going through the documentation for your webinar management system just to integrate your autoresponder. At the same time, a VA familiar with the software can do it in far less time.
- The time you don't spend on technical tasks can be spent working with the clients, your JV partners, creating new content, or paid programs. You won't be wasting hours watching YouTube videos, so don't think about outsourcing as an expense, but as a way to make more money.

## Time Trap #3 Continuing Education

As a business owner, you can't afford to let your skills and knowledge go stale. Online businesses are expected to be current or on the latest edge of what you need to help your clients and customers prosper.

Pay attention to new technology that will benefit your target clients. If you spend your time learning instead of implementing what you learn, that can affect your bottom line. This common time trap is to spend time learning without applying.

How do you manage running your business, working with clients, and put in the time to stay on top of the latest developments in your niche? With intentional prioritization and planning.



## Schedule Your Study and Education Time

You must use your calendar for everything you have to do. If something needs to be done, it should be on your calendar. It includes the time it takes for your ongoing education.

### **Review your calendar:**

- How much time do you have available? It's probably less than you think.
- What days and times are you less productive? These are ideal times to watch a webinar or read a business book.

Block off a few hours each week for continuing education time.

## Plan Your Study Time Effectively

Daily you are flooded with offers to watch a webinar or register for yet another course or a new social media tool. You have been grinding so hard to get your business making money, that they can seem just what you need. The truth is you must keep focus and not sign up for everything you see.

Avoiding the trap of endless buying and learning requires self-discipline and prioritization. You will not be able to use everything you come across daily, regardless of the 'deal' or the promises. To spend time learning something you aren't ready to use is a waste of your money and time.

### **Ask yourself:**

- Do I need it right now?
- Will it help me make more money, reach more people, or grow my business within the next month?

If you respond 'no' to those questions, then don't purchase. If you cannot use it now, don't waste your money or your time learning something you can't use.

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## Time Trap #4 Overthinking Product Creation

We want to create valuable products and programs for our clients, and it is important for us to meet and exceed their needs.

### **Your Process:**

- Identify the need
- Outline the solution
- Discover another angle
- Outline the solution
- See an interesting aspect
- Outline the solution
- Explore the idea of a membership site
- Outline the content
- Research membership options including three days for testing
- Reject the membership idea
- Return to outlining the content

And the list goes on and on. If you have tried to create a program, you know how much time and energy the process can take. Overthinking can cost you much. If you have ever felt overwhelmed and stuck, you know what a vicious cycle it can be.

Don't let this time trap cause you to miss out on sales, research, and reputation. Create a detailed plan by blocking time on your calendar to go through the stages of program creation with deadlines built-in.

## Determine Exactly What Your Audience Wants and Needs

As a business owner, you keep your eyes and ears open in your market. Some reliable places to listen:

- Private Facebook groups
- Blog comments
- Emails from your readers
- Conversations on social media
- Your help desk

For more specific results, you can create a survey designed for creating a new product.

## **Some questions you can ask:**

- Where are you with your business?
  - Just starting
  - Established, but not making as much as I want
  - Well established and earning significant revenue
  
- Have you ever worked with a coach before?
  - Yes, with excellent results
  - Yes, but didn't work out as well as I wanted
  - No, but I want to
  - I don't believe in coaching
  
- When investing in business training, which format do you prefer?
  - Audio-based
  - Video-based
  - Written training
  - Combination of above
  
- When investing in business training, which time frame works best for you?
  - Self-paced
  - Scheduled lessons weekly
  - Scheduled lessons with the option to download the entire course
  - Self-paced with group Q&A
  
- What are your more significant challenges in growing your business?
  
- What do you feel is easy about running your business?

- If you could invest in a program to [enter your specialty here], how much would it be worth to you?
- Less than \$500
- \$500 - \$1,000
- \$1,000 - \$1,500

By offering a multiple choice and written style questions, you will get valuable input about precisely what they need, how they want it as well as the words and phrases your market uses to describe their strengths and pain points. Keep the responses close because they will help you create the sales page in their language.

## Take a Look at Your Competition

Smart businesses know what their competition is doing. They pay attention to new products and promotions, study the content on their websites and social media accounts. Savvy owners will sign up to their lists and free webinars to see how they conduct their businesses.

If this is a new concept to you, you should explore it. The idea is to simply research, but never copy. Use the data to bring your unique product to your audience in a different way that other people are doing.

You can have your VA research for you (create a template that she can fill in) and create bullet points from the data. This technique allows you to keep an eye out on your competition without feeling overly influenced by their work in your work.

## Develop Your Idea

You know what your market needs and wants as well as what they will pay for it. You also know what format and length that your program will be.

The lower-priced offers will be a shorter program and not included in a membership platform. Typically these courses will not include coaching.

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## *One problem – one solution.*

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This concept keeps the program focused by avoiding giving everything all at once and avoiding the time trap of keeping you stuck in program creation mode.

With higher-end programs will give you greater flexibility, such as adding a coaching package with the program.

Higher-priced products can include video and audio with a membership component, and group coaching. Additionally, they can cover more in-depth content.

## Create Your Program

All of your hard work and time spent researching and gathering data is ready to put your ideas on paper. This is where many people freeze up in the process.

### **Here are some ideas for easier content creation:**

#### **Repurpose**

- If you have been in business for a while, you have plentiful content in the form of blog posts, ebooks, YouTube channel, email archives, and other content. Put them to work for you!
- Your VA can create a list of existing content that matches your new program topic. You can save much time delegating this task and simply take the list and update content instead of creating everything from scratch.

#### **CrowdSource**

- If you have signed up for virtual summits, you understand the power of crowdsourcing. When you gather experts to share their knowledge, you can get your product seen by a larger audience and have JV partners, you can work with again and again.

## Outsource

- Short on time? Find a VA or ghostwriter to write content for you.

## Rebrand

- PLR (Private Label Rights), also known as DFY (Done for You) content, is a strategic kickstart for your product creation. You purchase the right to use their content and can brand it as your own. This is a valuable short-cut! Check the rights you get when you purchase PLR and heed their guidelines. Many times you can change the title, cover, and content and claim it as yours. Make sure you purchase from top-quality PLR.

When you create content, don't forget about the editing and formatting. It doesn't have to be your task to edit and format the documents, or to edit the 'ums' and 'ahs' from videos. These tasks take up your time and should be one of the tasks you delegate to your VA or someone else skilled in those tasks.

Your focus is on serving your client better with what they need and let someone else 'pretty up' the content.

## Final Thoughts on Time Traps

We have covered the most common time-suckers here. Your business probably has areas that you have identified going through this process. No matter what your particular time traps are, there's a solution for them.

Think about what is holding you back from greater success and determine how to rid time traps and focus on your success. Keeping and managing your calendar for every task and project you need time to perform is vital. Once you begin documenting them on your schedule, you will have more control over your business.