



Dominate

YOUR DAY

Here's a condensed playbook for how you can regain control of your valuable attention to make progress in the things that matter when it comes to business and the rest of life.

Take the Buffet Line Approach

You're going to see a lot in the next few pages. You don't have to do them all (*though that would be a very high-achiever thing to do*), feel free to pick & choose.



Your Big Picture Results

If you can consistently protect your time...

- ▶ **You'll be interrupted far less** so you can make consistent progress on the vital things.
- ▶ The team's to-do list should be much longer than your to-do list.
- ▶ **Ultimately YOU'LL control your time rather than other people controlling your time.**

I. AWARENESS REFRESH



Identify your Base Earnings Target.

- ▶ Ideal annual income $\div 220 \div 8 \times 3$ = hourly Base Earnings Target.
- ▶ “is what I’m doing right now worth \$BET (your base earning target)?”

Delete invisible time thieves.

- ▶ What are the big time thieves that create resistance in your life? What obstacles currently exist between you and getting the most valuable things done?

II. TACTICAL ACTIONS

Eliminate **time vampires** so you can regain control of your attention.

- ▶ Set specific times to check social media and email
- ▶ Turn off or turn down notifications.
- ▶ Set your phone to airplane mode or DND when you’re working.

Never defer a decision you can make immediately.

- ▶ Slay those tasks before they grow.
- ▶ If you cannot make the decision now, make the next steps crystal clear and scheduled.



Put a stop to interruptions.

- ▶ if you choose to take an unscheduled call, set time expectations immediately.

Decide to NOT attend any meeting going forward unless you clearly understand:

- ▶ why **you** must be there.
- ▶ that whoever should be leading the meeting is enabled to lead it.
- ▶ the agenda, beforehand.

Recoup valuable time.

- ▶ Set meetings at the office whenever possible.
- ▶ Replace in-person meetings with phone or Skype calls if there's no clear benefit to meeting in person.
- ▶ Batch commutes/driving when possible.

Set up your personal peak productivity environment.

- ▶ Choose and place more wealth triggers and triggers that remind you of what you want.
- ▶ Eliminate any negativity triggers immediately.

Eliminate, delegate, automate or streamline tasks that you shouldn't be doing.

- ▶ Once you're clear on who you eventually want to be responsible for a project or task, begin to enable them to do so.
- ▶ "Faster" in the short-term has often morphed into a time thief in the longer-term. From now on, rather than helpfully doing something "for" a team member because it seems to be faster, look to enable them to do it instead.



*"Distraction is the only true luxury of poor people.
Laser-beam focus is mandatory for success."*

III. STRATEGIC PLANNING



Set and work on major priorities over just your to-do list.

- ▶ Big 5 vs. to do list.
- ▶ Link any tasks you do back to your goals.

Choose your daily disciplines.

- ▶ Non-negotiables aligned with your values that you'll do every day no matter what.

Script more than schedule.

- ▶ Don't start your day without choosing how you'll spend your time.
- ▶ Only schedule the things you want to get done.
- ▶ Schedule and hold to your daily disciplines.

Make time to think.

- ▶ Block uninterrupted regular time for strategy & big picture thinking.

Communicate any changes to family & team.

- ▶ You're going to train or retrain those around you to respect your time.

Review your system and adjust to make it work even better for you.

- ▶ After a week, adjust as needed. Do more of what's working, less of what's not.
- ▶ Eliminate, delegate, automate or streamline.

"Lack of strategic planning is an invisible time thief."

GUIDING PRINCIPLES

Have a standard for the value of your own time — most people do not respect your time because *they do not respect their own time.*



Lack of strategic planning is an invisible time thief.



Make inviolate appointments with yourself.



Wherever you can remove resistance from your life to create the shortest path to what you want, do it.



Ensure that the right people are working on the responsibilities you want them to eventually handle, even and especially if you think it would just be “faster” to do it yourself.



Replace unconscious habits with conscious decisions.



Their emergency is not your priority.



Your environment is more powerful than your willpower.



Never defer a decision you can make immediately.



Discipline = freedom.



Time management ultimately is self-management.



*"Lack of direction, not lack of time, is the problem.
We all have 24-hour days." — Zig Ziglar*

FOCUSING QUESTIONS

Any time you catch yourself being off track, pause and ask yourself:

- ▶ What is the highest and best use of my time right now?
- ▶ Why am I doing this? What's the payoff of this activity?
- ▶ Is what I'm doing right now moving me measurably closer to my goals?



"Never automate something that can be eliminated, and never delegate something that can be automated or streamlined. Otherwise, you waste someone else's time instead of your own, which now wastes your hard-earned cash. How's that for incentive to be effective and efficient? —Tim Ferris