

Productive Time Management

Entrepreneurs are always looking for ways to “manage time” and be more productive so they can get **more** done in **less** time.

The question is, ARE we actually doing **productive work**?

What exactly IS productive?

Productive time/work is simply: time spent that is directly related to income.

So how much of your day is actually productive? Before you answer, consider this: One study of Fortune 500 CEOs estimated they had 28 productive minutes a day. Another one estimated it at 38 productive minutes a day.

Think about how much a CEO in a Fortune 500 company has to do. They are struggling to focus on profit building activities.

You probably don't have the same level of responsibilities they do, so you have more productive time available to you. But productive time doesn't just magically appear.

In a minute I'm going to share some insights I learned from Rich Schefren about productive time.

But first ***I want to point out examples of non-productive time***; talking to friends, surfing the web, Facebook, twitter, checking and reading email, answering your phone, studying and learning time, checking web stats, organizing your desk and office space.

I was shocked to learn that reading a book or taking a home study course, even if it's about “making money”, is not productive time. **It only gets productive when you actually do the work or leverage someone else to do it.**

Rich said “this is a very important distinction because so many opportunity seekers confuse learning with earning. New knowledge has no worth to your business unless its implemented and acted upon.” I agree with him.

What do YOU think? Can you think of anyone in your circles that is just out there absorbing new information but doing nothing with it?

What about all the people you see in seminars listening to the SAME information but are still stuck on moving forward?

Do you believe their reason “*I'm educating myself for the better of my business?*”

There comes a point where you begin to realize ACTION and STRATEGIC decisions are the only “missing” piece you need. Rather than reacting to the day and “seeing what comes up”.

Let's move onto a short exercise to see how much of your time is actually spent doing productive activities that will help scale your business.



Productive Time Examples*

Non-Productive Time	Productive Time	Super Productive Time
<ul style="list-style-type: none"> • Talking to friends • Surfing the internet • Checking & reading email • Answering your phone • Studying & learning time • Checking website stats • Organizing your desk & office 	<ul style="list-style-type: none"> • Creating products • Marketing products • Managing \$\$\$ products • Creating scale 	<ul style="list-style-type: none"> • Creating systems that create products • Creating systems that market products • Creating systems that build scale

How Much Is Your Time Worth?*

How much do you want to earn in the next 12 months?
(or use your current salary) _____

How many days a week do you work? _____

How many hours a day do you work? _____

How many productive hours a day do you work? _____

How many productive hours a week do you work? _____

How many weeks per year do you work? _____

Total hours available to you right now to produce desired income: _____

What you must generate an hour: \$ _____

Divide by 60 to get your minute rate: \$ _____

How Much Is Your Time Worth? (example)*

How much do you want to earn in the next 12 months?
(or use your current salary) **100,000**

How many days a week do you work? **6**

How many hours a day do you work? **10**

How many productive hours a day do you work? **2**

How many productive hours a week do you work? **12**

How many weeks per year do you work? **50**

Total hours available to you right now to produce desired income: **600**

What you must generate an hour: **\$416.66**

Divide by 60 to get your minute rate: **\$6.95**