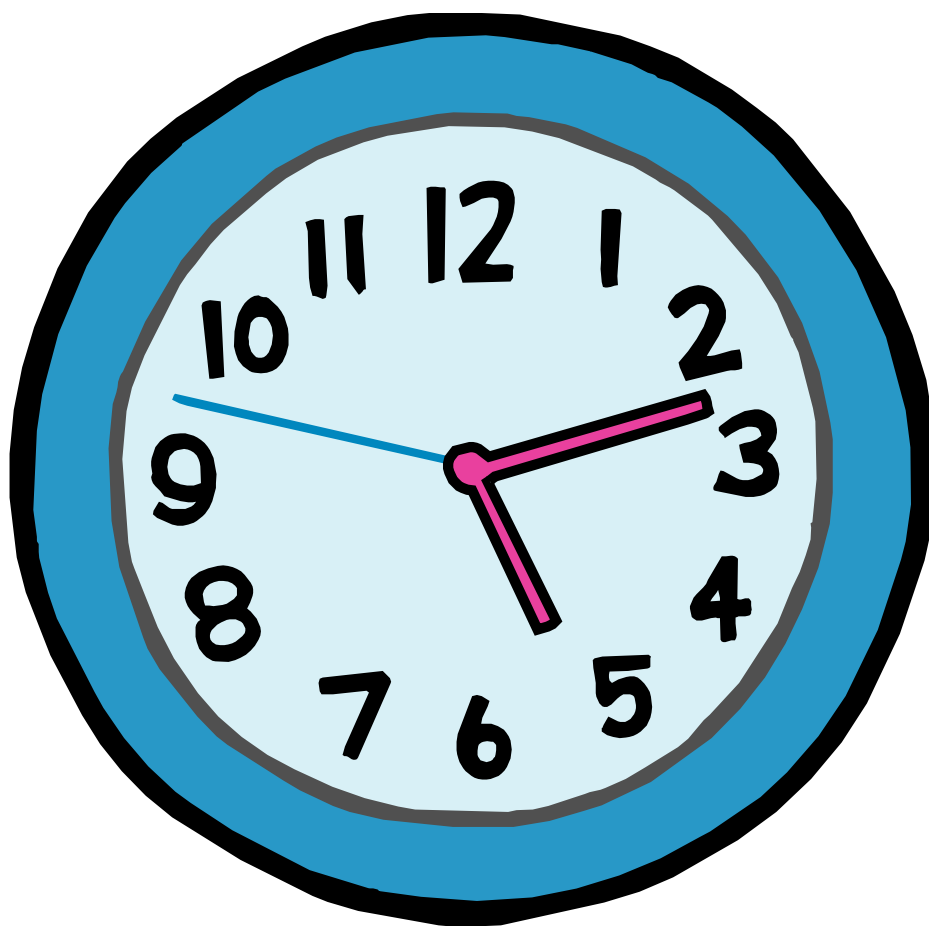


How Well Are You Using Your Time?

Hey, I'm not a pro at this either. But I do know that my number one enemy when it comes to making money online lies in not using my time as efficiently as possible.

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I risk losing some friends in saying this, but when I look at friends who make pretty good livings on line, they didn't all come from the top 5% of their graduating class. I didn't either!

But one thing they all do have in common is that they squeeze every second out of every day. I don't mean that they don't have time for fun--they certainly do. But the reason they have time for fun stuff to do is because that when they do work, they are very efficient at what they do.

Now, we all have our strengths and weaknesses. No one system of time management works equally well for everyone. So I am not trying to tell you that here is a system that will turn you from zero to hero in one day. But what I can tell you with certainty is that without a blueprint, without some kind of organized plan of attacking your online marketing chores--you will probably go nowhere.

It's all about focusing and keeping your time on task.

I love to fish. One of my good fishing buddies once made a comment that I always keep in mind when I'm on the water. He always used to tell us, "If your line ain't in the water, you ain't catching fish."

Now that's not exactly an earth shattering statement, but it's true. Sometimes I would sit there trying to tie some high tech, state of the art knot to fix a lure on my line. And I would take 5 minutes trying to get it just right. Or I would sit there, pole out of the water, eating a sandwich I had brought along. But during this time, my buddy Jeff would have pulled 3-4 nice bluegills into the boat. It's true, if you don't have your line in the water, you ain't gonna catch any fish.

The point of this applies to Internet marketing as well. If you're not actively involved in promoting products online, you're not going to sell anything. Well, that's not completely true, but you get my idea.

A lot of times at the end of the day I kick myself hard. I look back and think that I spent 80% of my time online today doing things that weren't directly involved in making me money. I farted around on forums, I watched some funny videos, I emailed my friends, I played some online games--and none of that stuff put my bait into the water. Damn!

So I try to organize what I do to minimize the amount of nonproductive things I do. I'm not saying this exact system will work for everyone, but if it helps--go with it. Better yet, develop your own kind of template to organize your daily activities. But whatever you do, get something down on paper to help you organize your activities.

So the first thing I recommend is to design some kind of planning page to help you stay focused on your most important tasks.

On the next page you can see a sheet I put together that helps me do this. Here is how I use it. First, I print out a copy of the next page.

The image shows a 'Daily Planning Guide' form. On the left, there is a vertical column of time slots from 5:00 A.M. to 4:00 A.M. in one-hour increments. On the right, there is a 'Date' field followed by a grid of task slots. The top section of the grid is shaded light red and contains ten rows, each with a left and right column for task entry. Below this shaded section are four more rows, each with a single large box for task entry. A large red arrow points from the 8:00 A.M. time slot on the left towards the first row of the shaded task grid.

Then, I fill in the section I have shown to the left with the activities that I do almost every day. You know, things like checking emails, writing articles, stuff like that.

Once I fill in my common daily activities, I make copies of the page which I use every day.

Take a look at the next page for the full-sized template, and then look at the page after that to see how it all works.

Remember, this is just an idea--it works for me, but you can probably design a page for yourself more targeted to your own daily

activities. Still, this could give you some ideas to help you put together your own planning page.

Daily Planning Guide

Date _____

5:00A.M.	_____
6:00A.M.	_____
7:00A.M.	_____
8:00A.M.	_____
9:00A.M.	_____
10:00A.M.	_____
11:00A.M.	_____
12:00P.M.	_____
1:00P.M.	_____
2:00P.M.	_____
3:00P.M.	_____
4:00P.M.	_____
5:00P.M.	_____
6:00P.M.	_____
7:00P.M.	_____
8:00P.M.	_____
9:00P.M.	_____
10:00P.M.	_____
11:00P.M.	_____
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1:00A.M.	_____
2:00A.M.	_____
3:00A.M.	_____
4:00A.M.	_____

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Daily Planning Guide

Date _____

5:00A.M.	_____
6:00A.M.	_____
7:00A.M.	_____
8:00A.M.	_____
9:00A.M.	_____
10:00A.M.	_____
11:00A.M.	_____
12:00P.M.	_____
1:00P.M.	_____
2:00P.M.	<u>Skype Amy B.</u>
3:00P.M.	_____
4:00P.M.	_____
5:00P.M.	_____
6:00P.M.	_____
7:00P.M.	<u>Robert D. teleser</u>
8:00P.M.	_____
9:00P.M.	_____
10:00P.M.	_____
11:00P.M.	_____
12:00A.M.	_____
1:00A.M.	_____
2:00A.M.	_____
3:00A.M.	_____
4:00A.M.	_____

<input type="checkbox"/> <u>check product sales</u>	<input type="checkbox"/> <u>read RSS subscriptions</u>
<input type="checkbox"/> <u>check emails</u>	<input type="checkbox"/> <u>check my Google listings</u>
<input type="checkbox"/> <u>build backlinks</u>	<input type="checkbox"/> <u>check forum news</u>
<input type="checkbox"/> <u>article research & writing</u>	<input type="checkbox"/> <u>FaceBook postings</u>
<input type="checkbox"/> <u>monitor online class</u>	<input type="checkbox"/> <u>Twitter postings</u>
<input type="checkbox"/> <u>email marketing</u>	<input type="checkbox"/> <u>check CB CJ stats</u>
<input type="checkbox"/> <u>monitor membership site</u>	<input type="checkbox"/> <u>ping blogs if needed</u>
<input type="checkbox"/> <u>video marketing</u>	<input type="checkbox"/> <u>find new backlink sites</u>
<input type="checkbox"/> <u>build & monitor blogs</u>	<input type="checkbox"/> _____
<input type="checkbox"/> <u>product development</u>	<input type="checkbox"/> _____
<input type="checkbox"/> <u>marketing research</u>	<input type="checkbox"/> _____
<input type="checkbox"/> <u>work on interviews</u>	<input type="checkbox"/> _____

<u>Complete revisions in Lesson 4 of online course</u>
--

<u>Finish transcribing last interview</u>

The section in red is filled out first. Then I make master copies of this page with that information filled in. I then fill in the sections in blue on a daily basis to help guide my daily activities.

I check off the sections in the red area as I complete them each day.

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I have a theory. If we were to take the top 25 Internet marketers out there and somehow take their businesses away from them--and force them into another line of work--I am quite certain that they would all be successful in their new lines of work.

Sure, they are no doubt pretty sharp guys, but one of their keys to success lies in the fact that they are good at organizing their time. Without that skill they would never have achieved their level of success.

But like I said, I'm not claiming to be the most organized guy in the world, but I do try to know my limitations. And one of those limitations is how efficiently I use my time. The more efficient I am in time management, the more money I make. That is simply a fact.

Anyway, I hope that maybe this little report has given you some ideas.

My Best,

Mike McMillan