

Time Management for Internet Marketers

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Chapter 1 - Introduction

Time management is a term business people hear often, especially Internet marketers whose job descriptions run the gamut from executive decision maker to coffee maker. So what does the term really mean, and more importantly, what does the term mean to you?

Time management isn't just a lofty concept that conjures up visions of easy workdays and unstressed task completion. It is a process that, when learned and used properly, can actually make a difference in how successful your business actually becomes.

And, although the term time management encompasses many different techniques and rules, the key component to any successful time management plan is commitment: commitment to learning a new way of doing things, commitment to action, and commitment to long-term change.

Once you have the commitment the next step is learning how to plan your time and rigorously sticking to that plan. Although that may sound difficult, the success you will achieve will come quickly. By beginning with even the simplest of changes, you will immediately discover more time, better results and the lessening of stress.

So, how can time management techniques deliver these benefits? Time management techniques allow you optimize your efforts and focus your time and energy more efficiently on tasks that actually affect your bottom line. While doing so, time management techniques also allow you to decrease the energy and effort you waste on necessary

yet unimportant tasks. Together, these techniques help you ***raise productivity, reduce stress, achieve goals, and save time.***

Think of it this way: if you are currently wasting more than half of your time and effort on actions that are not results-driven, like answering repetitive emails or waiting on responses to phone calls, then less than half of your actual workday is dedicated to productive work.

To understand how much this misuse of time is really costing you and your business you need to understand just exactly how much, in dollars, your time is actually worth.

Start by figuring out the annual operating costs of your business. Include the cost of any office space you rent, equipment you use, office supplies you use, monthly charges your business incurs, and other expenses. To this figure add the approximate yearly salary (or profit) you intend to make.

Now, to calculate how much each hour of wasted time costs you and your business, determine how much it costs you to run your business for one hour on any given day. Assuming that you work 7.5 hours each day, you will have 1,500 hours of open for business time each year.

Using these figures, calculate your hourly rate. The number will probably surprise you. Do you really want to waste that amount of money checking unimportant emails or net surfing each day? Probably not. And if not, you are not alone. Time management is an important concern for most small business owners.

Now that you understand just how much your unorganized time is costing you, you need to decide if a time management renovation plan is right for you and your business.

Chapter 2 - Is Time Management Right For You?

Once you have determined how much your time is worth, you need to decide if you are utilizing it correctly. Everyone has busy days where they run from one task to the other feelings as though they will never get ahead. But, if that description sounds like your typical day, then it is obvious some changes are necessary.

To help you determine if time management techniques will work for you, and also to help you focus in on exactly where your biggest time management problems lie, take the following quiz.

Quiz

Is your workspace organized for maximize efficiency?

Are your processes set up for ease of use?

Do you handle a single piece of information only one or two times during the same workday?

Do you avoid procrastination?

Do you plan your time to avoid feeling rushed or constantly in "crisis mode"?

Do you end your workday at a scheduled time each day?

Do you plan for free time throughout the day?

Do you schedule your time daily?

Do you schedule your time weekly?

Do you schedule your time monthly?

Do you begin your "to do" list by estimating how many hours you will need to devote to work each week to achieve your goals?

Do you set specific goals for each workday?

Do you schedule time to answer emails and return phone calls?

Do you consistently meet your deadlines? Both internal and external?

Do you schedule your most difficult tasks during your most productive times of the day?

Do you set performance goals for yourself?

Do you balance your work and social time?

All of your "YES" answers indicate areas where you are already utilizing time management concepts. The "NO" answers indicate areas where you need to work on your time management skills. In the following chapters we will explore each question and related technique

more closely in order to discover how you can get the most benefit from your time management commitment.

Chapter 3 - Identifying Your Most Common Time Wasting Habits

In order to focus on improving your time management techniques, you first need to determine where your worst habits lie. Do you waste precious time surfing the Internet? Do you lose track of time each time you sort through your mail? Do you become easily distracted when returning phone calls and lose sight of your original goal?

Activity Tracking

In order to pinpoint the areas that waste the most time, you need to create a picture of your typical workday. The easiest and most revealing way to do this is to track and analyze your activities for one week prior to forming a time management plan.

By committing to the act of activity tracking you will not only be able to identify areas for improvement, but you will also be able to determine at which times of the day you are at your most efficient.

In order to track your current activities you need a tool that will allow you to make notations without adding further interruptions to your day. While any tool, such as a Day-Timer, a calendar - even a blank notebook - will work, an Activity Tracking Worksheet has been included at the end of this book for your convenience.

Using your chosen tracking tool, record everything you do each day and the amount of time you spend doing it. Write down how many minutes you spent fixing your morning cup of coffee, how long you spent shuffling through the afternoon mail, even how long you chat with your spouse on the phone.

Every time you move from one activity to another, take a moment and jot down the change. Do not make the mistake of relying on memory and making your notations at the end of the day. Your memory has a funny way of leaving out unimportant actions such as coffee making or ink cartridge changes, and also of underestimating exactly how many minutes you really spent enjoying your brownbag lunch.

Also take a moment to jot down how you were feeling while completing the noted task. Were you energetic? Tired? Alert? Stressed? These notations will help you later when you work to determine your most productive hours each day.

Aside from the previous three pieces of information, do not include any other notations. The key to this activity is to get a real sense of how you currently use your time. If you spend too much time on this activity it will disrupt the picture you paint of your activities.

Also, do not leave out or ignore your personal activities. As an Internet marketer, your business and personal lives most likely overlap.

Documenting how you spend every moment of your day will enable you to determine every area of your life where you could benefit from time management.

Once you have completed an entire week of activity tracking, analyze your entries to find your weak spots. You may be surprised to learn that you spend two hours each day leaving and retrieving phone messages, or shuffling paperwork from one pile to another.

Once you have identified the problem areas, read on to discover ways to decrease wasted time, increase productivity, and utilize your time efficiently.

Chapter 4 - Overcome Your Common Time Management Problems

Net Surfing

Let's face it. The Internet, with its extensive amounts of information, lightening fast speeds, and varied content, has become a necessary tool for any small business owner. However, that same information and interesting content is responsible for untold amounts of time wasting each day.

It is easy to fall prey to its charms. You log on to verify a shipment or research a new possible product line and it happens... you see a blurb about the hottest new vacation spot and off you go. Hours later you have read the latest international news, checked your investments, booked your next vacation and bought a pair of house shoes. Unfortunately, however, you haven't gotten a bit of work done.

So, with all the temptation and the necessary information to contend with, what is an entrepreneur supposed to do? The answer is simple; you need to find a balance that focuses your efforts more successfully.

Start by reviewing your activity tracking worksheet again. This time, however, only scrutinize the entries that are related to Internet use. Pay close attention to the amount of time you spent surfing compared to the amount of actual work you completed. Once you can see the

problem in black and white, you can actively see the need to do something about it.

Next, make an online "to do" list. While the heading "Internet" can be a daily entry on your regular "to do" list, you need to make a separate, more detailed list for your online activities each day. Include everything related to the Internet on this list including reading emails, ordering supplies, booking your vacation, even shopping for your mother's birthday present.

Once your list is complete, reorder the entries according to priority. Next, jot down an estimate of time next to each entry. For example, agree to let yourself spend ten minutes searching for and booking your hotel accommodations. Adjust the time allotment according to importance and degree of difficulty.

Once you have your list completed and your time boundaries in place, vow to adhere to the list. Also, select a dedicated time period of each day to concentrate on your online "to do" list. This will keep you from hopping on and off the Internet at many different times throughout the day and running the risk of varying from your online "to do" list.

So, now that you have your Internet time organized, how do you fight the temptation to wander off task? One good way is to take advantage of bookmarks. It is very easy to happen upon an interesting, and potentially important website while conducting a work related search. But, instead of ruining your well laid time management plans, bookmark the site and add exploring that site to a future "to do" list.

All browsers have a bookmark or "favorites" options that allows you to save web pages to a folder for later viewing. Take advantage of this time management tool by creating folders based on topic and interest and delegating all newly discovered sites to the appropriate folder for future viewing.

Email

There is nothing more discouraging then logging on to your email account and realizing that the high number of new messages is sure to throw off your carefully calculated time allotment for the task. But do not despair. By creating a quick and organized email plan you can ensure that all important emails are taken care of in a timely fashion, while still leaving room for the less important, or even mundane, messages.

No matter which type of mail system you are currently using (Microsoft Outlook, AOL, or any of the others) they all come equipped with tools to help you organize and prioritize your message. Spend some time now learning about these tools and organizing these systems in order to cut down on wasted time later.

- **Make routine emails easy to recognize.** Many mail systems come equipped with a color-coding option. Use this option to identify emails from regular contacts so that you can immediately determine whom the message is from and what you need to do with it. When using Microsoft Outlook, choose the heading TOOLS and then ORGANIZE to select USING

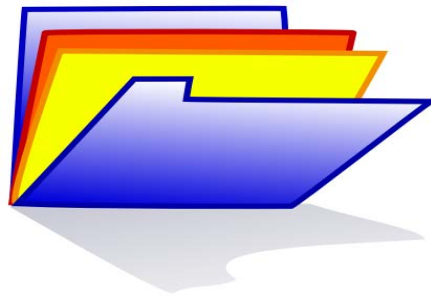
COLORS in order to select the color code you want for each contact.

- **Organize with labeled folders.** Most people already use this option to create folders dedicated to a certain contact or resource. But, you can also use the folders to organize your mail in action categories. For example, adding folders headed with the titles Immediate, This Week, and General, will allow you to quickly move the messages into the appropriate folders and store them in the order of priority for later review.
- **Use shortcuts.** Many mail systems include navigational tricks that can help you eliminate time consuming, multiple step tasks. Microsoft Outlook, for example, supplies navigational tools that help you move around quickly inside your in box. For example, pressing the ENTER key will open up a message and pressing ESCAPE will close it.
- **Simply your search.** Once a certain folder has become overcrowded with emails, use the sort option in your mail system to organize the messages in a way that agrees with your current task. For example, if you need a message that a supplier sent to you three months ago, do not waste time scrolling through the messages until you happen upon it. Instead, use the sort option to reverse the way the dates are numbered and move that message closer to the top of the list.
- **Streamline your decision process.** Another useful way to take advantage of the folder option in your email system is to create three folders titled Action Required, No Action Required, and Unidentified. As you scan through the subject lines of each message, move the message to the appropriate folder. Read and take care of the mail in the Action folder immediately. Read

and sort the mail in the No Action folder during a specified email session from your "to do" list, and ignore the Unidentified mail until the end of the week when you clean out your mail box.

Regular Mail

Now that you have the tools to organize your incoming emails, its time to apply some of those same tricks to dealing with your incoming paper mail. And luckily, the same basic principles apply. Again, organization is the key and being able to make quick decisions about each piece of mail is part of this organization.



Filing Folder Organization

Begin by dedicating five different colored folders to your desk organization system. One color should be dedicated to mail that needs to be dealt with immediately. In this folder place all mail that needs to be responded to that day, whether the response is a return letter, a phone call or even a date to be jotted on your calendar.

Next, dedicate a color to mail that needs to be dealt with this week. Delegate all the important, but not immediately pressing, mail to this folder to be dealt with at a designated time during the week.

Next, choose another color that will be dedicated solely to bills. This folder will contain all bills or invoices that need to be paid. As you place them in the folder, make sure that you place them in order by due date to free up time when it comes to bill paying day.

Another idea for organizing bills is to dedicate a folder of a similar yet different color to bills that have been paid. This can help you organize your receipts and invoices in a timely manner and make it easier to store these loose papers until filing day.

For your fifth file folder, chose a color to denote information that needs your attention eventually, like informational reading or ads for new products. Items such as magazines, flyers, letters, and newsletters should be delegated to this folder.

Then, the next time you find yourself searching for something to do while your computer defrags or you are enjoying your lunch, reach for this folder and eliminate some of its contents. Just be sure to take some sort of action with each piece after you have read it. File it, answer it, order it, or throw it away. Just be sure to never place it back in the informational folder.

Another great time saving mail option is to pay someone to sort it for you. This idea may seem extravagant, but this simple act could save you hours each week. By leaving the chore to someone else, you can

more easily resist the urge to look at every halfway interesting ad or article that comes through the door. Just be sure to fully explain what is important and what can be tossed to your assistant.

Phone Calls



Managing Phone Calls

Phone calls, both incoming and outgoing, can cause major disruption in your workday flow. Simple five minutes phone calls turn into fifteen-minute phone calls. Repetitively left messages turn a two-minute task into a thirty-minute chore. The game of phone tag extends a twenty-minute phone call into a weeklong business meeting.

No matter how you look at it, the phone can be a major problem for any time management plan. However, since the incoming calls, the ones you really have no outside control over, can be the most disruptive, we will take a look at some time management tips for those first.

The first step in managing incoming phone calls is deciding whether or not to answer them. This step isn't really about screening your calls and deciding whom is important enough to talk to. It is more about deciding how those phone calls, no matter which contact they are from, will affect your daily work plan.

So, how do you decide then? The decision is simple if you use the three-part Quick Decision plan. Thanks to the modern marvel of Caller ID on all cell phones and most home phone systems, you can determine who is calling before you pick up the phone. Use this technology to help you place the incoming call in one of three categories...

1. **Needs your full attention.** These calls are the ones from clients, suppliers, or other contacts that will need your full attention, and most likely some support paperwork, in order for you to complete any business during the call. These calls should be put through to voice mail. Then, when you are prepared for and focused on the matter, you should return the call.
2. **Pressing, but can wait an hour or two.** The calls that fall into this category are the ones that you had planned on making or returning later on in the day, or calls that you do need to attend to but that are not "drop everything" important. These calls should also be allowed to go through to voicemail and only retrieved when you are ready to carve out time for return phone calls.
3. **Vitaly important.** These are the calls that you need to take to continue working on your projects for the day, or calls that you

have been waiting on and there may not be the option of a better time.

Once you have made your decision, stick with it. If you let a call go through to voice mail, do not retrieve it or return it until the time is appropriate according to your individual time management plan.

And, if you have decided to answer the call? Well, you can save time there, too. Use the following simple rules to protect your time while still putting your best foot forward. After all, as an Internet marketer, most of your business is done online. What business you can do over the phone represents one of your best chances to impress your contact or customer.

- **Use a professional introduction.** Unless the incoming call is from a good friend, family member, or very familiar contact, it is best to start the call off in a professional manner. By beginning the conversation with a professional statement such as "Hello, Quick Corporation, this is John Smith speaking", you set the tone for a business only, focused interaction.
- **Provide the caller with your undivided attention.** Since you have decided to take the call, it can only mean that this particular call was of the utmost importance. Act accordingly and stop everything else that you are doing. Flipping through paperwork, typing on your keyboard, even quick glances at your calendar can detract from your attention and convey an attitude of disinterest. Not to mention the fact that all the extra activity will take your focus away from the matter at hand and end up

costing you more time when you have to ask for certain pieces of information again and again.

- **Step away from your desk.** If you are having problems staying focused, stand up and move a few steps away from your desk. This action will move the distractions out of your line of vision and keep you from wandering back to other tasks absentmindedly.
- **Manage the call.** Although you are not the one that initiated the call, you can still work towards controlling the conversation. If left unfettered, some callers will wander off topic or see the phone call as a chance to chat. Keep the call focused on track by asking direct, business related questions and by providing short concise answers.
- **End the call when the business is through.** Sometimes a conversation can be clear, concise and quick but when the business is completed the caller tends to hang on the line. Stop this practice in a polite yet firm way and avoid the trap of wasted time by supplying a closing statement when you realize the call is essentially over. Statements such as "I am so glad that we had a chance to talk. I needed this information to continue the project so now I can get right back to work. Thank you so much for calling".

Now that we have tackled the problem of incoming phone calls, it is time to take a look at ways to manage outgoing phone calls. Since you are in charge of placing these calls, they are ultimately much easier to control. By planning ahead and taking a moment to focus your thoughts before each phone call, you can easily shave hours off of your daily phone call routine.

- **Schedule phone calls into your "to do" list.** Set aside at least two time periods each day, one in the morning and one in the late afternoon, for making and returning phone calls. This scheduling will free up your time in two ways.
 1. You will not have to stop yourself in the middle of a project each time you remember an important phone call you need to make. At the very least, you may need to stop a minute to add the phone call to your list, but then you can forget about it until the designated time.
 2. You will have time to plan for the phone call and prepare all relevant documents you need if you know exactly what time you are placing the call. This step will save you from hunting around for information while on the phone and ultimately using up more time than you had intended.
- **Plan each phone call when you add it to your "to do" list.** Take a few moments to gather crucial information, think about the reasons for the call, and determine the desired outcome. By having a purpose in mind before you make the call, you will be more apt to stay focused and achieve the desired outcome of the call while taking as little time as possible away from your dedicated work hours.
- **Prepare yourself and work area for the task of making phone calls.** Prior to dialing the number at the top of your "to do" list, clear your desk and your mind. Keeping your desk clear from anything other than information pertaining to the call at hand will keep you from becoming distracted and prevent you from attempting to multi-task.

- **Place calls at convenient times.** Yes, you want to attempt to make all of your outgoing calls at a time that is most convenient for you, but you also need to consider the schedule of the person you are calling. If you know that a certain contact never arrives at his office until after 9 a.m. it won't do you any good to schedule a call to him at eight. Planning your calls based on your own schedule and the schedule of those you are calling will go along way toward cutting down on the amount of time you waste leaving messages, retrieving messages and playing phone tag.
- **Have a message planned in the event that you reach voice mail.** Having a planned message in front of you just in case will ensure that you leave all of the information you originally intended to. Plus, detailed messages will help your contact know how to respond to your call and save you time when you receive a call back. State your name, a detailed reason for your call, the time and date of your call, your contact information and the best time to contact you, and, most importantly, exactly what type of information you would like to be called back with.

Procrastination

Benjamin Franklin once said, "You delay, but time does not". That statement pretty much sums up the problems of procrastination. Those individuals who fall prey to procrastination often find themselves putting off important tasks, time and time again, until time has run out.

In order to beat procrastination, you must first understand why you let it happen. Maybe it comes from a subconscious fear of the project at hand. Maybe the pending task rates as the least enjoyable thing to tackle on your "to do" list. Maybe the project seems too large to ever accomplish. Maybe you are waiting for the "best" time to take on the project – a time that never seems to come.

Whatever your reason is for allowing procrastination to destroy your plans, it is time to learn how to control this major time management problem. While you will probably not be able to beat this destructive habit overnight, taking small steps each day to improve your situation will inevitably result in success.

The first step in beating procrastination is recognizing the problem. Do you put things off because you lack motivation or because the project scares you? If the problem is lack of motivation you need to pinpoint areas that you need to change. For example, if you usually tackle high-energy projects after lunch when all you really want to do is lay down and take a nap then you need to reschedule your workday to reflect your most productive hours.

If the problem is your fear of a certain project, review the project to pinpoint exactly where the problem lies. For example, maybe the third part of the project involves using software that you are unfamiliar with. This fear can keep you from tackling the project thus allowing you to avoid the possibility of failure. To overcome this problem break the project down into achievable segments and learn what you need to about the project to become more confident in your abilities.

After you have identified why you procrastinate you need to remove the word procrastinate from your vocabulary. The more you call yourself a procrastinator the more likely you are to become one. To help with this step start replacing the negative word with a more positive motivating one.

For example, if you have put off deciding on a new banner ad campaign instead of saying, "I need to stop procrastinating" say "I will begin this project in one hour and impress myself with how much I can accomplish". With the first statement you are cementing the negative habit and turning the act into a self-fulfilling prophecy. With the second statement you are reinforcing a positive action and increasing positive energy.

Another way to overcome the mental causes of procrastination is to stop and think about your behavior each time that you find yourself falling into this time wasting trap. The next time that you find yourself jumping at any excuse not to tackle a pending project, stop, take a breath and ask yourself what the problem really is. Why do not you want to complete or even begin the project? Even if this step doesn't motivate you to change your behavior right then and there, at least it will help you become aware of the problem and the thoughts that lead to the continuation of the cycle.

Once you have adopted the above mental tips, it is time to tackle the actual act of procrastination. The simplest, and most effective, way to do this is just to start. Many times people avoid a large or confusing project because they cannot visualize ever completing it. This fear of ending keeps them from ever beginning in the first place. The next time

that you find yourself in this position, force yourself to start the project without worrying about the end.

Starting something is usually fairly easy. The actual start, or beginning of a project, consumes only a small amount of time and lacks the importance of the actual body of the project. By using that mentality for each section of a project, you can keep yourself from becoming overwhelmed and actually finish a project before you feel as though you have even begun.

So, the next time that you are facing a large project, begin each day with a vow to "start" the project. Then, pick up where you left off last time, only this time tell yourself that you will just "start" the work and see how far you get. You will probably surprise yourself once the pressure is off and work longer and more intently on the project than you first expected.

Another great way to overcome the temptation of procrastination is to remove the things that trigger these thoughts. For example, if you have to clean up your desk or sort through a stack of jumbled notes before you can even begin working on a project, you are more apt to put it off than if it was all set up and ready to go for you.

Organize all of the paperwork on your desk. Keep your folders, both physical and those stored on your computer, organized and labeled for ease of use. Use color-coding or another organizing system to track and separate the different segments of the project and make them easier to work with and within.

If you have implemented all of the above techniques and still find yourself battling with the pitfalls of procrastination, motivation may not be your problem. More likely, you have problem differentiating between the importance of each task and end up doing too many things at once. This "being busy without actually accomplishing anything" mode can get out of hand and lead to your being bogged down with numerous areas of unfinished work. To defeat this type of procrastination problem, you need to learn how to better differentiate between important projects and urgent ones.

Important tasks are those that must be done in order to further your career, build your business, or add to your personal life. These projects must be done on a regular basis and are usually easy to focus on because they are driven by personal reasons to succeed.

Urgent tasks or projects, on the other hand, are those projects that require immediate action- your website is experiencing problems, your shipper cannot make a deadline, your wholesaler will be unable to deliver the promised product- yet are not as important to your overall goals as the important projects. Contacting your web designer to fix a problem with an ordering button will, of course, make business run better today, but it is still a problem that is easily fixed and will not affect the long-term outcome of your business.

Devising a company growth plan and working out the steps necessary to achieve this goal, however, will matter in the long run. Without a plan in place to research and navigate change and growth, your business will stay the same, or maybe even lose profits, a few years down the road.

While urgent projects cannot usually be planned for, they do need to be taken into account each day as you plan your work schedule. In the ideal time management plan, 75% of your actual workday will be dedicated to important tasks, those that grow your business and ensure your success. The other 25% of your day should be dedicated to urgent tasks, routine tasks, and "housekeeping".

So, what do you do if every time you sit down to work on an important task, an urgent one interrupts you? The most effective thing you can do is plan ahead. By knowing that these tasks will pop up and having a clear plan as to what you will do when they occur, you can minimize the amount of time it takes to fix each problem or tackle each task.

Plan ahead by making a list of the possible emergencies or urgent tasks that could pop up. Then, make a notation next to each item regarding possible actions and solutions for each scenario. Possible courses of action include documenting the names and numbers of individuals that you can effortlessly delegate the task to, documenting the names and contact information for experts you may need to rely on, and planning out step-by-step plans that will lead to a speedy solution.

If, after you have explored all of the areas of procrastination and implemented each of the above techniques, you still find yourself losing numerous hours to procrastination each day, it maybe time to bring in some outside help. The most effective option, albeit the most expensive, is to hire a procrastination coach. These experts have years of experience working with even the most stubborn

procrastinators and can use their knowledge and experience to formulate a plan that addresses your individual needs.

If the cost, and maybe even the awkwardness of hiring a stranger to watch your every move, intimidates you, you may think about asking a friend or mentor to become your procrastination coach. This person could be in charge of checking on your progress throughout the day and making you feel accountable for your actions. Usually, just knowing that someone will be judging the amount of work you have accomplished each day, especially someone that you respect or look up to, is enough to force you to let go of your procrastination habits.

If nothing else, at least try to find a friend or business associate that has overcome the habit of procrastination and ask them for advice. Sometimes just knowing that this habit can be beat is enough to motivate you to keep trying.

Whatever you choose to do about your procrastination habit, vow to start now. Tell your friends and family members about your goal, write it down on a piece of paper that you post by your desk, do whatever motivates you to avoid letting your procrastination habit kill your procrastination goal!

Chapter 5 - Setting Time Management Goals

Goal Setting

The ability to set goals is a key factor in any time management plan. Without proper goal setting knowledge and skill, the best laid time management plans will never lead to success.

In order to reach your destination - successful time management - you must first be able to define exactly what you want to achieve and the steps that it will take to get there.

The first step in mastering the ability to goal set is to understand the purpose of setting goals. The act of setting goals gives you a long-term vision. Seeing your goals in writing enables you to visualize your future and what you have expected to achieve.

Goal setting helps you keep your focus. By seeing concrete levels of success in writing, you are able to focus your time, concentrate your resources, and organize your efforts in a way that will better enable you to achieve your goals.

The act of setting goals, and achieving those goals, also increases your motivation. Once you achieve a goal, your self-confidence increases and you are propelled to try to achieve even more.

You can also use goal setting as a way to track your progress and measure your success. By meeting the deadlines that you have set forth for each goal, you build a record of achievement. This written record helps you keep track of your progress and determine how much longer you will need to continue working on a goal.

Goal setting also allows you to monitor your efforts and enables you to catch problems before they get out of hand. For example, if a deadline for a goal is fast approaching and the action steps that you are currently taking are not moving you towards that goal, you can change your action steps before the deadline has come and gone.

Now that you understand the purpose of goals, you need to know the most effective way to define and write them.

Define Your Goals

Let's start with how to define your goals. Begin by making a quick list of the things that you want to accomplish by learning how to better manage your time. This list can include things such general items as work less hours each day, or accomplish more each month. But, it can also include more specific items such as find time to research more sales leads, or spend less time filing paperwork.

Now that you have a direction that your time management goals need to take you, you need to break these goals down into smaller ones that can include more detail and actual action steps that lead in that direction.

No matter what your ultimate goals are, there are a few smaller goals, or action steps, that are universal to all time management plans. These goals include such things as organizing your systems, delegating and outsourcing nonessential tasks, and eliminating tasks that waste your time. In the next chapter we will explore these goals in more detail. For now, we will look at ways to write a goal to ensure its effectiveness.

The Proper Way To Write Your Goals

Although the main point is that you get your goals in writing, it helps to know how to write the goals in order to ensure effectiveness and achievability. The following is a list of goal writing tips and techniques that will increase the success of any time management plan.

- Make sure that the goal is achievable. Working one hour less each day is an achievable goal. However, vowing to answer fewer emails each week is an unattainable goal because the numbers are never the same. This fluctuation would make it impossible to document your success or improvements.
- Make sure that your goal is realistic. It will not do you or your long-term vision any good if the goals that you set may be unreachable. It is OK to dream about reaching ten million dollars in Internet sales within one year, but not necessarily realistic. This is especially true if your current sales have only reached \$100,000!
- Make sure that the goal is in keeping with your main, larger goals. If your main goal is to increase your time management

skills, yet one of your smaller goals is to eat fast food less often each week, then that particular goal does not belong in this goal plan.

- Make sure that your goal isn't too difficult or too easy. Goals that are too easy do not cause change and goals that are too difficult cause frustration. Balance the difficulty of each goal so that you stay motivated while still affecting improvement in your daily habits.
- Write the goal in a positive manner. Negative goals, such as "I will stop being a procrastinator" only work to make you feel bad about yourself and your current shortcomings. Goals with positive spins, such as "I will execute each task in a timely manner" will motivate you and increase your confidence about achieving the goal.
- Phrase the goal in the present tense. By using the words "I will" instead of "I want" you place the goal in the present tense. This simple trick can cause your subconscious to view the goal as already achieved. Once your mind believes that you have reached a goal, it drives your actions and thoughts to act accordingly.
- If necessary, add motivation to the goal. If you have written a goal that you think will be hard to achieve but that is still necessary to your overall plan, you may need to include some extra motivation. For these goals, jot down a line or two of incentives to keep you focused on achieving the goal.

Now that you have learned how to write an effective goal, let's look at a few examples of well-constructed goals. As you read the following goal

statements, take note of how each of them incorporates the main points from the guidelines above.

"I will increase my sales by 2% this month by increasing my use of banner ads."

"I will decrease my rate of returns by 5% in the next six months by rewriting my product specifications."

"By the end of the year, I will stop working twenty minutes earlier each day by delegating my filing to my assistant."

Notice that each goal statement follows a similar pattern. Each goal statement contains a specific goal, an action step, and a deadline.

Now that you have mastered proper goal writing, take a few moments to write a few of your own goals.

The goals that you have just written will form the basis for your new time management plan. Take a moment to review the goal management plan provided in the appendix and add your personal goals and actions to that basic formula. Once you have your own individual plan complete, it is time to start implementing that plan.

Chapter 6 - Implementing Your New Time Management Plan

Eliminate Common Time Wasting Habits

In order to eliminate your main time wasters, review chapter 4 and use the techniques and guidelines supplied there to change your habits. These techniques include ways to deal with net surfing, emails, phone calls and procrastination. Once you have defeated these common time wasters, it is time to improve other time consuming areas of your workday.

Organize Your Systems

Just as organizing your incoming mail saves you time when it comes to in and again when it is time to send it out, organizing your other systems can perform double duty.

By organizing your computer files you will save time when you create a document by already have a place (folder) to save it in. And, you will save time again when you go to use that file and do not have to waste precious seconds searching for it.

Begin organizing your computer systems by reviewing your current documents, headings, and folders and devising a simpler, more organized system.

For example, to house all of your advertising documents create a main folder titled "Advertising". Then, inside of this folder, create more folders in order to designate what type of advertising information they contain. Make separate folders for your banner ad ideas, your print ad information and your pay per click designs.

Remember to create a folder inside each of these folders that is labeled "Contract Specifications". In this folder store all of the legal and logistical information that deals with that type of advertising.

Repeat this process for every type of document you currently have. Be sure to include picture files, design files, and even personal files.

Once you have a place for everything on your computer, and you have put everything in its proper place, you will be able to save a considerable amount of time. However, even with all of your organization techniques in place, it may still be easy to misplace a file or even forget exactly where you chose to store it. This is especially true if some of your topics or documents overlap.

Solve this problem by installing and using a search tool. Yes, your computer probably already has a search tool. This would be the tool you find by clicking on the start menu and choosing "search". However, a faster and easier to use tool is available.

The Google Desktop Search Tool is one such tool. With this tool finding a document on your computer is as easy as determining the whereabouts of your college roommate on the web.

To try this tool go to Google Search: <http://desktop.google.com/>.

By downloading this type of search utility and allowing it to index your computer files, you are always just one word away from finding the exact document that you desire.

No longer will you have to remember the title you gave your document or the name of the folder that you stored it in. Instead, you will just need to type in one word that you know appears in the document and hit search.

Now that you are confident that you can find any document, either electronic or paper, anywhere in your office in record time, let's look at how automation can further increase your time management efforts.

Automate Your Business

If you are a successful Internet marketer, or at least have plans to be, then sooner or later you will need to deal with a large volume of customers.

While achieving the mark of high volume seller is every Internet marketer's dream, the details involved with taking care of all of those customers can be time consuming. The fastest, and easiest way to deal with this potential time crunch is to automate your business.

The use of autoresponders can save you time in many different areas of customer communication. For example, autoresponders can be

used to answer emails that request technical support. These responders contain a message confirming the customer's request and include information regarding the timeframe in which you will fix the problem.

Autoresponders can also be used to reply to customer's requests for price lists, to answer commonly asked questions, and even to deliver a free "report" or mini-ebook on the topic of a product or service you provide.

As far as frequently asked questions go, you can also monitor those questions and opt to create an FAQ web page or add to the one you already have established. This option can be used instead of the autoresponder option.

There are many different types of autoresponder services on the market. Deciding which service will work best for your business will depend on what you want that service to accomplish. To try out a free autoresponder service, log onto www.automatic-responder.com and see what options work for you.

Another area that you need to automate under your time management plan, if you haven't already done so, is your shipping operation. There are numerous automatic shipping options available to day that can help you with every detail from the moment a customer orders your product to the moment it arrives at their door.

By using an automated shipping system you can decrease the amount of time you spend each week or day typing and entering address, printing labels and calculating shipping costs.

Automated shipping services, such as those offered by delivery companies such as UPS and FedEx, offer a wide variety of shipping tools that include such time-savers as automatic printing of shipping labels, printing of packing slips, and one-click options for tracking packages. This last option is especially useful as it cuts down on the amount of time you spend answering such queries over the phone or via email.

If your business is still too small to benefit from a fully automated shipping system- especially true if you are still stocking your product in your basement and preparing shipments at your dining room table- then you should at least look into automating how you purchase shipping supplies.

Small businesses can buy stamps automatically and save a trip to the local post office. They can also order most shipping supplies -boxes, packing materials, labels- online and set up an automated delivery schedule to restock supplies.

Once you have set up any and all automated systems that you care to use, it is time to look into another time-saving tool: delegation.

Learn To Delegate

Delegation is one of the easiest, yet most overlooked, time management options. Many Internet marketers, especially those wary of spending unnecessary funds or giving up total control over their business, fail to consider the benefits of this useful option. Or, some individuals choose to ignore this option until their business has grown so large that they can no longer thrive without help.

Either way, these entrepreneurs are doing themselves and their businesses a disservice. Any business, whether it is an established operation or a small start-up operation, can benefit from the help of some form of assistance.

In order to avoid the cost and fear that comes with hiring an employee, start small and delegate a few smaller jobs to computer software. For example, you can use a software program like GoldMine to automate and organize your contact tasks. This software can be programmed to deal with contact information, appointment setting, email scheduling, and lead follow-ups.

Other types of software can be utilized to automate computer check-ups, virus scans, scheduling reminders, and even stock reordering. Depending on your needs, delegating any type of menial tasks to software programs can certainly save you time and money.

But what do you do if you need to delegate a more hands-on task - especially one that you just do not feel that software could handle? You hire an assistant, of course. But you do not have to hire an expensive, forty-hour-a-week assistant to benefit from this type of delegation. Other options definitely exist if you know where to look.

Let's say that you just need someone to read your ads or other reports for typos or grammatical mistakes. For around two dollars a page you can hire a freelance proofreader to check your document over the Internet. Simply email the document to your freelancer, and within a day or two, the corrected document will be waiting for you in your in box.

This type of online assistant can also help you with other tasks such as scheduling, writing follow-up emails, and setting appointments. And because these freelance assistants work from home and have the flexibility to carry multiple clients, their rates are usually much cheaper than those of a full-time assistant.

Do you like the idea of an online assistant but also wish that you could afford someone to help out in person on a more varied list of projects? In that case, you may want to look at hiring a part-time intern. Interns are usually college or high school students who are looking for a way to make a little extra cash and gain some experience in their chosen career field.

Many business course interns can be hired to run errands, sort mail, pack boxes and type documents. They agree to perform these menial

tasks in exchange for experiencing the activity associated with a small business.

To see if this option is right for you and your business, contact the career development department of your local junior college or high school.

A third, and maybe most efficient, delegation option is to hire a family member. Spouses, children, nieces and nephews often make great employees and will usually agree to work odd hours for lower rates of pay. Plus, if the arrangement works out well, and your family member enjoys what they do, you may just find your first full-time employee.

Once your new delegation plan is in place, it is time to review how you accomplish the rest of your remaining duties. The best way to accomplish this is through scheduling.

Learn To Schedule Your Business Day

With all of the hats that an Internet marketer is expected to wear, it can become quite difficult to stay on top of every task everyday. After all, someone has to monitor the web site, organize the product, answer the phone, pack the shipments, make the coffee, and buy the stamps. And, most likely that someone is you!

In order to ensure that every task gets done in a timely manner everyday, you need to learn how to schedule every portion of your day. Scheduling is a fact of life for any business owner. There are only

twenty-four hours in each day and there is nothing you can do to increase that allotment. You can however, use those hours wisely.

With a well planned daily schedule you can easily determine how much you can expect to achieve during a given time period, plan the best use of that given time period, and cut down on the stress that you experience when you inadvertently over commit your time.

Although your exact schedule will change each day, there is a basic formula you can use to ensure that you stick with your main time management plan and continue to use your time wisely.

Basic Formula for Schedule Designing

- Determine how much work you have to do and the amount of time that you are willing to devote to doing it.
- Allocate mandatory blocks of time to those tasks that are essential to the running of your business.
- Schedule all "high priority" tasks first to ensure that they get done.
- Schedule all necessary tasks such as filing, answering mail, and tidying up so that they do not get pushed aside.
- Allocate free time to dealing with unexpected events and to tasks that consume more than their original time quota.
- Schedule personal time to help separate work from pleasure.

Following this formula, begin planning your time with a monthly master schedule. On this schedule, identify exactly what tasks have to be

accomplished during each specific month. Include meetings, product ordering, web site upkeep, and all other tasks that will be required to keep your business running and growing.

Next, estimate the amount of time that you will need to commit to each of these tasks each week in order to complete them in an acceptable fashion. Do not allow too little time because the quality of your efforts may suffer. However, by allowing too much time for each task, you run the risk of wasting time that could be used completing more important tasks. Find the right balance for you and your business needs.

Now, divide those hours by five to determine how many hours you will need to devote to these tasks each workday. Once you have a clear picture of how much time you need to spend, divide that time and those tasks up throughout the week to create a simple schedule.

Be careful about how you divide your time so that you avoid over-committing yourself and losing sight of your schedule. Break bigger tasks, such as revamping your web site, into one or two hour blocks that you can spread out over a three or four weeks. This will help keep you on track without breaking your time budget.

Also, assign blocks of time on two or three days each week that you can devote to necessary tasks such as supply ordering. To help you stick with your schedule you can schedule these types of tasks for the same days and hours each week.

Each day, be sure to include smaller time allotments for such tasks as returning phone calls and answering mail. You may even want to

schedule these tasks two to three times a day for fifteen minutes each time.

On your daily schedule, also remember to include free time so that you can take a break, clear your mind, and take a moment to review your schedule to keep yourself on track.

Once you have a solid schedule in place, you can benefit by going back over your schedule and setting some time limits on certain activities.

Set Time Limits

The term "time limit" makes most people think of racing the clock. "I only have five minutes to do this!" or "Hurry, I have to finish this project in the next ten minutes or it is over!" But, time limits do not necessarily have to conjure up fears of rushed time. In fact, the act of setting time limits can actually make your work efforts more efficient and lead to a better organization and use of your allotted time.

So, how can you use time limits in your management plan in a positive way? Start by timing some of your more mundane activities. Do you need to file a stack of invoices? Make a list of supplies to reorder? If so, use these activities to become more comfortable with racing the clock. Since they are not important, thought consuming activities, there will be no pressure from making sure the job is extremely well done.



Beat the Clock

Start by setting a kitchen timer or other type of timepiece to a ten-minute limit. See how much you can accomplish in that allotted amount of time. Did you finish filing the invoices, or did you need more time? Use the results of that time limit test to acquaint yourself with the amount of time it takes to realistically complete these types of tasks.

Then, the next time that your schedule calls for filing or list making, break out your timer and race yourself. Can you beat your last time? And if so, by how many seconds or minutes?

These "beat the clock" games can make mundane tasks seem more exciting and actually work to keep you focused, increase your productivity, and increase your interest in a repetitive task.

Another way to positively use time limits is to use your knowledge of how long certain tasks take. If you know that it takes you ten minutes to sort through your incoming emails, or to print that weekly sales report, you can use that time limit to tackle other tasks that also take that long to finish. And, since the time limit is so short, you can use race the clock to quicken your efforts.

For instance, if you are adhering to your written schedule and find yourself waiting for a report to process or print, you can tackle a few or all of the tasks on your "ten minute" time limit list.

The final way that you can use time limits in your new time management plan is by limiting the amount of time you spend taking on extra tasks. Although you may want to believe that you can do everything –run a business, spend time with your family, host a charity event- the truth is that no one person can possibly take on every responsibility.

Your time is important and how you choose to spend that time and mean the difference between a successful Internet business and one that no one will remember five years from now.

Use realistic time limits to determine exactly how much you can commit to doing. Learn how to say no in a positive way to the things that would ultimately tie up too much time without adding enough benefit. The art of saying no is a very useful time limit technique. Use this technique to protect your time and your business. In other words, use the word no to set time limits in a way that reflects how highly you regard your time.

Aside from using time limits to maximize your efforts, there is another way that you can ensure that you get the most benefit from the time that you spend working. This option involves the use of routines.

Establish Routines

Think about your current routines for a moment. Your morning routine of showering, shaving, brushing your teeth and getting dressed, or, your starting-work routine of bringing in the mail, making your coffee and clearing off your desk. These are all things, or tasks, that you do each day, usually around the same time each day. What's more, you probably do them without giving them much thought.

In fact, while working through these acts you probably do not think about the actions that you are performing at all. Instead, you probably let your mind become occupied with other thoughts such as items to add to your "to do" list, or the logistics of changing your web site. The great thing about these routines is that they allow you accomplish a great deal of mundane tasks while simultaneously allowing you to let your creative thoughts flow.

So, what does all of this talk about routines mean to you and your new time management plan? Simply that by establishing certain routines each day in order to complete your mundane tasks, you can accomplish more items on your "to do" list while still managing to carve out time for free flowing thoughts and brainstorming.

There are two keys to establishing good routines. First, make sure that the items that you place in the same routine category are similar in act, or at least in location. Secondly, make sure that these items can be completed during the hour of each day.

For example, sorting your incoming mail, clearing your desk of paperwork, and paying bills can all be included in the same routine. These items are mostly similar in act, they are all done at the same location –your desk-, and they can all be done around the same time each day.

If you schedule this routine first thing in the morning on your "to do" list, then you can use the time to think about the day ahead and mentally review your schedule. If you plan this routine towards the end of your business day, you can use the time to contemplate your "to do" list for the next day.

No matter which set of actions you choose to incorporate into routines, or what time of day you choose to complete them, once they are established you will begin to save time almost effortlessly.

Now that we have explored a number of ways to implement your new time management plan, it is time to look at a few ways that you can customize that plan for your Internet marketing needs.

Chapter 7 - Internet Marketing-Specific Uses For Your Time Management Plan

As a small business owner you have many areas of common business operations where the previous time management plans will improve your use of time. However, the reality of the situation is that your job description of Internet marketer brings about many business responsibilities that are unique to your type of business alone.

In this chapter will explore some of those unique differences and how time management plans can be customized to deal with the distinct time management pitfalls that you will face.

As an Internet marketer your main responsibilities fall onto three categories: purchasing your product, presenting your product, and promoting your product. If you just dive into these responsibilities without a solid plan to guide you, you risk running into avoidable problems and wasting precious time.

Choosing Your Product With Time Management In Mind

If you already have an established product you can skip this section, or use the information it contains to help you expand your current product line.

In order to adhere to basic time management rules, you need to begin this step with a written plan for choosing your product. When we use

the word product in this section, we do not necessarily mean a material product. Of course you may deal in actual printed books, but the word product can also describe ebooks, membership sites, web hosting, order fulfillment, or any other type of digital product or service.

There are two main ways to use time management skills in order to accomplish this step. First, avoid wasting time on the wrong product by using surveys and keyword searches to determine what type of demand currently exists for each product that you are considering.

Use these tools to determine the commercial viability of your idea before you devote any time to researching any other aspects of the product.

Second, once you have researched and decided on a product, stop searching for other product possibilities. There are an unlimited amount of viable ideas that you could choose from. If you continue to search after you have reached an educated decision, you run the risk of second-guessing yourself, changing your mind time after time, and essentially wasting all of the time that you put into choosing the first product.

Once your product is chosen, it is time to concentrate your efforts on devising a presentation for your product. Again, by utilizing a time management plan, you can avoid repetitive steps, mistakes of omission, and unproductive work hours.

Presenting Your Product With Time Management In Mind

Since your main form of presentation will most likely be a web site, you should create a time management plan that details all of the steps that you will need to take to get that web site up and running.

First, decide how you will create your web site. If you are unfamiliar with or uncomfortable with designing a professional looking web site be honest about your feelings and skill level now. Nothing you can do at this point will waste more time than struggling to build a web site that ends up looking amateurish. In that event, you will either have to keep redoing the site over and over again until you get it right, or scrap the entire effort and hire the job out.

Start out right with time management as your main goal. If you want to design and build the site yourself, spend sometime first researching and experimenting with web site building software. The time that you invest now in learning about web site creation will save you time later when you go to execute that knowledge.

If you decide to hire a web designer take some steps to research that option as well. Before hiring a web designer review their work check their references. Visit a few sites that they have designed and navigate through them carefully to check for quality, accessibility, and ease of use. Contact the owners of the sites that you visit, if possible, and ask for their comments regarding the web designer's work. For even more information about a specific designer you can check with a Search

Engine Optimization company and request some general thoughts on the designer's work.

Once you have decided how you are going to build your site in the timeliest manner, you need to make sure that the information the site will contain is also time management focused.

By paying close attention to the types of information your web site originally contains, you can cut down on the amount of questions and problems you face later.

For example, as more and more customers use, explore, and purchase from your site questions, concerns, and problems are sure to arise. Things like product description questions, return policy questions, and questions about your company in general can take enormous amounts of time to answer individually each day.

You can, however, avoid this pitfall by offering the right type of content from the start. Pages that include frequently asked questions (FAQ's), company contact information, return policy or guarantee information, and clear product specification descriptions can really help save you time.

Also, in order to get the most benefit from your efforts now and save time in the future, ensure that your site is easy to use, that all links are in proper working order, that navigational buttons are clear and concise, and that all of your content is informative and easy to read.

Promoting Your Product With Time Management In Mind

Once your web site is built and your main pages are set, it is time to look at two key factors that are important to product promotion. The first key factor is effective web page content. And, the second key factor is advertising.

Writing Effective Web Page Content

Filling your web pages with effective written content can be time consuming in two ways. One, if you are not a great, or even decent writer, then creating clean, professional, and informative content can take much longer than it should. And two, if your written content is not informative, or it is full of omissions or mistakes, no matter who wrote it, you will be forced to make the time to rewrite it or correct it over and over again.

Avoid this pitfall by brushing up on your writing skills, or by hiring a freelance professional writer. If you choose to do the writing yourself, spend some time researching the content of highly successful web sites. Jot down notes about the way that their content is organized, what type of formatting they use, and what type of information their pages contain.

Then, using their work as an example, begin to craft your own content. If you still seems to be struggling with the act of writing, you can purchase books devotes to the subject to increase your skills or improve your ideas.

If the previous option seems too time consuming, you can always go with the option of hiring a freelance writing professional. Not only will this option save you a lot of time now, but also since the content will be professionally written, you will save time later when you do not need to add missing information or make corrections.

Professional freelance writers can easily be found online. Sites such as www.elance.com, or www.craigslist.com allow you to post your writing project and receive bids from freelancers all over the world, usually at rates that are very affordable for small business owners.

When thinking about web page content, it is important to keep one thing in mind. No matter how well written or in-depth your original content is, you will always have the need for new content. Whether this content writing involves just a simple update to a product description or the new, and original writing of a newsletter or blog. If you have chosen to write the content for your web pages yourself, make sure that you are comfortable with writing these additional documents.

If you have hired a freelance writer to create your original content, you can also contract for that writer to supply you with blog entries, forum postings, newsletters, ebooks, and bonus reports. This outsourcing will save you time and free up space on your "to do" list that you can devote to the other responsibilities of promoting your web site.

Another angle to consider when contemplating what type of content to include on your web pages is advertising. Obviously the goal of any content is to entice your customers to buy what you are selling. But,

with the right approach to this content writing, you can make it seem as though you are just offering information and that the wish to buy is just the outcome of reviewing a very well written article. And you can save yourself advertising time and effort later.

Or, with a well-written article, you can even convince your customer of a need or problem they did not even know they had. Once you have pointed out this problem or need, your article can move on to point out a practical solution - the practical solution of course being your product or service.

For example, if you sell educational tools for teachers, you could place an article on your web site that focuses on the need for parents to be able to help their children with their homework. The article could go on to say that many parents wish to help but that the work is beyond their comprehension. Be sure to point out that this predicament is in no way the parent's fault. It can be caused, however, by the changes administrators have made in what is taught in the school and the formulas that those new practices use.

After setting the problem up in an epidemic type of way, your article could go into a discussion about how parents can purchase and use teaching aids to acquaint themselves with the way certain items are taught at school. Then, using their new knowledge they could become a bigger help to their child. Then, you could finish up the article by casually mentioning how some of the products that you carry that could help solve this dilemma. You do not have to mention them by name at first. Just by simply eluding to the fact that they exist and that they can help can get your new customer thinking about a purchase. Once the

idea of the teaching aid is on their mind, you can provide a link at the end of the article that will help them find the teaching aids they are looking for- your teaching aids!

So how would that type of article really help your advertising needs you may be wondering? Simple. When a parent goes online to search for homework help, your article will appear on the search results page because you expertly used the keywords "homework" and "help". Then as they read your article they will recognize themselves in your information. Seeing their need in print will encourage them to buy the solution- your product. And since they are already on your site, well, all the better.

Plus, this type of article can produce results in a second way. When teachers log on to search for this type of information, they too will read the article. Seeing that it addresses a concern many parents voice, they will be apt to print the article for inclusion in a newsletter or to use it as a handout to their students. Soon, every parent is reading your article, wishing they had the answer. Then, when they finish the article the answer is there. Bingo, more sales!

Content articles such as these are limitless. When devising your content do not discount the advertising powers that it holds.

Speaking of advertising, good content can only get you so far. With that out of the way, it is time to look at some good, time management conscience advertising options.

Advertising

Now that your content is taken care of, it is time to look at ways that you can save time with efficient and effective advertising. As an Internet marketer, your main goal is making sure that potential customers are aware that your web site exists. You accomplish this goal, of course, with advertising.

There are many types of advertising options available to you: word of mouth advertising, search engines, pay per click ads, email marketing, direct mail campaigns, and even radio or TV spots. For our purposes, however, we are only going to look at three of these.

The three advertising options that we will concentrate on- pay per click advertising, search engine optimization, and email marketing- all have one thing in common. These types of advertising are very time management friendly.

Let's start with pay per click advertising. Pay per click, or PPC, advertising sounds just like what it is. This type of advertising allows business owners to bid for special positions on search result pages. The ad campaign benefit of this type of advertising is that it allows you to concentrate your advertising efforts on those customers that are searching for one of keywords. The time management benefit of this advertising is that once you have set up your pay per click bids, the process is virtually hands-free.

The downside of this type of advertising is the cost. Depending on the cost of each click, and the number of clicks that your listing receives, the monthly cost of this advertising can run into the thousands of dollars range. However, since it usually takes some time before you listing receives that many clicks, this option is still a great way to build up some customer interest.

If you are interested in trying pay per click advertising, there are three main PPC engines that you should look into.

- **Kanoodle.** This PPC engine is not as large as some of the other pay per click search engines, but that means that it is also not as expensive as the larger ones are.
- **Espotting.** This PPC engine is currently focused on European countries, but has plans to merger with the US search engine FindWhat in the near future.
- **Overture.** This PPC engine is probably the most expensive one to try but it also offers the greatest chance of results. Overture listings appear on many major search engine sites and the service is currently working on a feature called content match. This feature will allow Overture to provide similar listings when users search for articles or other reports.

Of course, there is a lot more to pay per click advertising than what was just described, but as you see this type of advertising really can be time management friendly.

Now, let's take a look at search engine optimization. Every Internet marketer is vying for the highest position possible on a search results

page. If a potential customer types one of your keywords into the search box on Google, then you want your web page listing to pop up right on top. Unfortunately, this isn't as easy to achieve as it sounds.

The position that a web site reaches during a particular search is based on a variety of things. However, keywords, and their placement, are the key. For the best results, the keyword (that is the word that person who is conducting the search is looking for) needs to be included in the title of the web page, the text of the web page, and again in the link for the web page. Again this is not as easy as it sounds.

When constructing your pages for search engine optimization you have two choices: one, you can do it yourself, or two, you can hire a company to do it for you. While it can be done, you will probably need to spend a lot of time becoming familiar with how keywords and search optimization really work. Then you will have to spend some more time writing the titles, text, and links to reflect what you have learned.

Since our focus with advertising is on time management, the obvious way to go is to hire this type of advertising to be done for you. Then, not only will you save time constructing your links, but you will also save time building up your advertising campaign and your customer base.

The final form of advertising that is time management friendly is email marketing. This type of advertising is aimed at your current customers, or at least those individuals whom have already visited your site. The

point of this advertising is to generate new and repeat sales from the customers in your existing database.

This type of advertising works by encouraging individuals to sign up for a newsletter or other type of email correspondence upon visiting your site. Once they have supplied you with their email address, you can begin sending them information that is also targeted to increase or promote sales.

Good pieces of information to include in any email marketing campaign are weekly, or monthly newsletters, bonus reports, industry updates, ebook excerpts, sale notifications, and thank you messages that advertise another popular item.

The good news is that these campaigns usually work, and that they work well with your current time management plan. Once you have an email message constructed, all you have to do is add it to your autoresponder list.

There is one drawback to this option, however. This type of advertising does not work to get you new customers who have never been to your site. You can only send out these blanket emails to individuals who have agreed to receive them. Even so, they are a great advertising idea, and setting them up will not break your time management budget.

Now that you have more details for your specific Internet marketing time management needs, it is time to look at some tools that can make working with your new plan a little easier.

Chapter 8 - Time Management Tools

Time Tracking Software

Just as with any job or responsibility, having the right tools can make carrying out any time management plan easier. Not only will these tools help you save time, they can also help to keep you focused on your newly formed time management plan.

The first tool that any effective time management plan should include is good time tracking software. These types of software packages allow you to track your time precisely as you move from project to project. This feature makes it possible for you to manage your time more efficiently and to determine which projects require the most of your time.

There are numerous types of time tracking software currently on the market. The ones that we will explore, however, are easy to learn, run on windows, and include extra reporting features.

1. **Time Writer Time Tracking Software.** This software allows you to track your time via an on-screen scheduler. The entry screen consists of a weekly grid displaying hourly entry areas. The benefit from this type of screen is that entries can be made quickly and without much effort. Another benefit to this software is that aside from the time tracking feature, it also offers a great report compiling function.

2. **TraxTime Time Tracking Software.** This software contains another simple to use time tracking system thanks to its "punch clock" type feature. With this type of entry system, adding start and stop times is quick and easy. This software also includes a memo feature, a customizable report feature, and the reports can be viewed in a wider variety of formats.
3. **Track-It Light Time Tracking Software.** This software is unique in that it offers a variety of time entry methods. Using this feature, entrepreneurs can experiment with different methods until they find the one that works best for their tasks and their system. Another great feature of this software is its ability to handle multiple projects. This feature can come in handy as you work to combine your numerous responsibilities. But, maybe best of all, this software is relatively inexpensive and does not require the large amount of computer resources that most time tracking software systems do.
4. **Responsive Time Logger Time Tracking Software.** This software is similar to the others in that it easily and efficiently allows you to track your time. It does, however, contain two unique features that may cause it to stand out from its competition. One is the drag and drop feature that allows you to customize on-screen reports. The other is its Palm O/S interface that allows you to track your time even when you are away from your computer.
5. **Prof Clock Pro Time Tracking Software** This time management software contains all of the basic features of the other examples –time tracking, expense management features, and customizable reports- plus, it can be used by multiple users.

If you have hired an intern or family members as an assistant, this feature may become very valuable to you.

With the great number of time tracking software packages to choose from it is best to start simple until you become more accustomed to their uses. Then, when you have a better idea of what features you will use the most and what type of entry system you prefer, you can upgrade if you need to. And, as your business grows and changes, so will your time tracking needs.

With a good time tracking tool in your time management arsenal, it is now time to explore the use of some other tools, namely Day Timers and calendars.

Day Timers and Calendars

While time tracking software can help you monitor the time that you spend completing certain tasks, tools such as Day Timers and calendars can help you plan that time in advance. These tools are necessary when using the schedule that we talked about and devised in chapter 6. The key is to get that same schedule organized in three distinct ways- with a Day Timer, a calendar, and a "to do" list. Since the Day Timer and calendar are similar, we will explore those first. In the next section we will tackle the in and outs of "to do" lists.

Although it may seem repetitive at first glance, any successful time management plan really needs to utilize both a Day Timer and a calendar. The calendar will soon become your master planner, and

your Day Timer will become your daily planner and the container for your "to do" list.

Let's start out discussion with calendars. It doesn't really matter which type of calendar you choose, however, you should pick one that contains large enough spaces in each square to hold multiple entries and notes. To use your calendar efficiently start by importing the tasks from the schedule that you completed earlier.

Since your Day Timer will contain all of the detailed information from your schedule, you do not need to make entries on your calendar like sort incoming mail at 2 p.m. You do, however, need to enter all meetings, appointments, time sensitive report running, and major deadlines.

For example, your meeting with a client at 9 a.m. on Monday, your 10 a.m. Tuesday appointment with the web designer, and your 5 p.m. deadline on Friday for advertising bids should all be included on your calendar.

Your calendar is also the place to add entries regarding entire days that need to be devoted to conferences, large computer projects, and personal events such as family dinners and birthday parties.

Since you will be recording both personal and professional entries on the same calendar, it can help if you start color-coding these entries. For example, you can record all professional entries in red or black ink. Red ink can be used to denote outside engagements, and black ink can be reserved for engagements that will take place at your office or

home. Then, blue ink can be used to denote all personal entries. By using this color-coding system you can more readily grasp the extent and nature of your commitments with a single glance.

Once you have entered every appropriate schedule entry onto your calendar, it is time to break out your Day Timer.

When scheduling with your Day Timer your objective is more complex. Your calendar entries were made in order to guide your general schedule for the month and provide you with a master plan. Your Day Timer entries, however, will be used to guide your efforts on a weekly and daily schedule.

Using the same type of color-coding that you used with your calendar, begin entering your tasks into your Day Timer. However, this time you not only want to include more detail, but also specific time allotments that you have determined are necessary for the completion of each task.

For example, when entering the 10 a.m. appointment on Tuesday with your web designer block out the hours between 9:30 a.m. and 11:30 a.m., or however much time you will need to complete the appointment and travel to and from it. You also need to include information such as the web designer's phone number, address, and directions to the meeting.

By making detailed entries such as these in your Day Timer you can make sure that your time schedule is efficiently planned and avoid

searching for supporting information each time that you prepare to move on to the next scheduled task.

Continue adding items from your calendar and schedule to your Day Timer until each day is organized and each task is assigned its own time slot. At this point, you still need to exclude "to do" list activities. Those items will be addressed later. For now just continue filling your Day Timer with the above information.

As you fill in each day and week keep the following points in mind...

- **Keep work and personal activities separate.** Do not schedule a stop by the bank during a lunch date with a friend unless it is absolutely necessary. Doing so could result in your getting carried away at lunch and running out of time at the bank, or taking too much time and the bank and short-changing your friend. To keep from botching your schedule, separate all tasks, assign them each their own time allotment, and concentrate on each task individually.
- **Use one Day Timer for both your personal and professional schedule.** Some entrepreneurs choose to utilize two separate planners, however, this option usually results in conflict. Unless each planner is consulted in unison every time you go to use one or the other, events get double scheduled and stress arises.
- **Follow the Day Timer entry rules.** Not including enough information (just copying your calendar entries), or including too much information (entering in every detail from your "to do" list) defeats the purpose of the Day Timer. Stick with the rules of

entry for a Day Timer and you will ultimately produce a planner that you can and will use.

- **Be flexible with the supporting rules that you create.** A time management tool is only as good as its ease of use. If you create personal rules that are too time consuming, such as all entries must be made in printed letters using a ruler for a straight edge to ensure readability, you will eventually become frustrated and stop entering items all together. On the other hand, if you create rules that are too lax, such as allowing yourself to enter scribbles and directions in unidentifiable shorthand, your planner will not contain enough useful information and you will eventually stop carrying it around.
- **Keep your Day Timer with you at all times.** No matter how well organized your planner is and how much information it contains, if you cannot consult it, it cannot help you. Get in the habit immediately of taking it with you everywhere you go and stopping to consult it often.
- **Use all of the features your Day Timer provides.** Get the most benefit from your planner by taking a few moments when you first purchase it to enter important phone numbers and contact information, directions to unfamiliar places, needed account numbers, emergency contact information, and other useful information for quick reference and quick location.
- **Empty out and update your Day Timer at least once a week.** Since your Day Timer will be with you every hour of every day, it will have a tricky way of accumulating a lot of junk and clutter. At the end of each week dump the scraps of paper, receipts, business cards, and other unnecessary items into a box. Add the organization of this box to your next week's "to do" list.

Speaking of "to do" lists; it is now time to explore this extremely important time management tool.

To Do Lists

Everyone makes "to do" lists- from middle school students to those individuals trying to fill their retirement hours. However, not people do not make (or know how to make) a time efficient list.

With the proper "to do" list you can get your time and your life under control in short order. Think of your "to do" list as your daily bible. If it is on the list, then it will get done. If it is not on the list, it is not a priority. It is that very philosophy that makes "to do" lists so important for Internet marketers.

As an Internet marketer you face a different reality than your 9 to 5 counterpart. Your business responsibilities are all inclusive, often vary greatly, and can crop up at all hours of the day and night. With all of this variability and almost complete lack of boundaries, ensuring that each of your responsibilities get taken care of can be quite a large job.

To ensure success and reap the benefits of being able to set your own schedule, you need to create and follow a comprehensive "to do" list. In order to create the most useful and efficient "to do" list follow the suggestions below.

- First, brainstorm and list every task that you need to complete on a weekly basis in order to manage and grow your business. Some tasks that you should include here are merchandise purchasing, description writing, shipment preparation, pay per click bidding, blog or forum posting, ebook research, article writing, and the securing of advertising.
- Next, list all of the tasks that you need to complete each week in order to keep your operations running smoothly. Think of these tasks as your "housekeeping" tasks. Items such as sorting mail, making phone calls, filing, and report generating should be included here. Now, every task that you complete each week in association with your business should be accounted for.
- Now, review the list and check for any tasks that need to be broken down into smaller tasks. For instance, posting to your blog is really a few tasks in one. First you need to post a new blog entry. Then later, you need to check that entry for any responses or comments. Depending on what you find, you may then need to post again. Break items such as these into the appropriate amount of necessary steps and include them on your list as separate actions. If you skip this step you will be unable to accurately allocate your available time.
- Next, review your list for any items that must be completed more than once each week. Retrieving phone messages, for example, may look like one task, but actually it could constitute as many ten tasks since you will probably want to check your messages as least twice a day five days a week. Once you have identified these types of tasks, break them down into the appropriate number of entries and write each entry separately in order to create a clear picture of what you actually have to do.

- Now, review the list and note any tasks that have to be completed on a specific day. For example, if you offer an ezine as part of your Internet marketing business and that ezine always goes out on Friday, then that task always has to be entered on Friday. Plus, certain aspects of putting an ezine together must be completed by certain days prior to its release. Break those tasks down also, and be sure to enter them on the appropriate days.
- The final step is to place an unassigned tasks in the remaining time slots on your "to do" list. As you fill in the available time slots, keep two things in mind. One, place high-energy tasks in the time slots where you have determined you are at your most productive level. If you are a morning person, place high-energy tasks on the list before noon. If you get your second wind around 2 p.m., place your high-energy tasks in that time slot. And two, try not to schedule two difficult tasks back to back. By doing so you run the risk of running out of steam before you can complete the second task. If at all possible, schedule only one difficult task per day. At the very least, try to schedule a few hours of easier tasks between each difficult one.

Now that your "to do" list is essentially complete, it is time to add a few finishing touches. First, review your schedule for mistakes. Doing a quick double check now can save you a lot more time later on.

Also, check the list for any items you may have omitted the first time around. Sometimes the simple act of rereading your list can jog your memory and help you remember something that you initially left out. If this happens, just go back through the previous steps with the

forgotten task in mind to ensure that it gets entered into your "to do" list correctly.

At this point you may be thinking, "Wow, this seems like a lot of work. Do I really need to go through all of this trouble each week?" And the answer is yes and no. Yes, you need to take the time to complete a "to do" list each week, but no; you will not have to go through so much trouble each week.

For one thing, after you have made a comprehensive "to do" list a few times you will not have to think so much about each step as you complete it. Plus, once you have your first comprehensive "to do" list done you will most likely find that many of the items can just be left in the same slot on the same day each week. In fact, if you create your "to do" list on a computer updating your list on Friday for the upcoming week could be as easy as just adding or subtracting a few items.

Actually, after working from your "to do" list for a month or two, you may find that it does not seem like a chore at all anymore. You might find instead, that you couldn't imagine ever living without it. In that case your only problem might be that your list becomes too routine and you find that you have to change it up a little to avoid getting stuck in a rut.

One final note on "to do" lists. Once you have gone through all the trouble to create one, it is essential that you vow to stick to it. After all, every task on that list is one that you decided was essential to your business's success. Knowing that, you would be doing yourself and your business a grave disservice by ignoring the list.

Chapter 9 - Life Beyond Next Month: Using Time Management To Achieve Life Goals

In the previous chapters we have covered every reason why you would need a time management plan in your professional life. We have even lightly touched on some reasons why you would want to use those same techniques to protect your daily personal time. However, there is one more benefit you stand to gain from everything you have learned so far.

Now that you have the knowledge, tool, and desire to control and plan your short-term goals, it would be a waste of that knowledge not to spend a little time contemplating your future as a whole.

In this chapter we are going to explore a broader section of your life: your personal goals and interests. And as we do, we will discuss ways that your current time management plan can help you work toward and achieve those goals.

In order to begin, you need to spend a few minutes contemplating your future and the goals that you hope you have achieved by then. Let your mind dream a little. Picture yourself nearing retirement and looking around at what you have accomplished both in business and in your personal life. Does the dream look good? Well, just as your business won't grow without a little preplanning, your dreams cannot come true if you do not start preparing for their reality today.

Now that you have a destination in mind, ask yourself the following question in order to narrow down your fantasies and turn those wishes into actual goals.

1. What level of success do you eventually want to achieve with your business ventures? How will you mark that level of success? With an actual dollar amount? A name for yourself? A certain number of acquired businesses?
2. Where do you want to stand financially in the future? What level of savings, investments, and income do you need to reach in order to view yourself as a success? What level will leave you feeling comfortable about taking care of your children and grandchildren? What level will leave you free to enjoy many worry-free retirement years?
3. Is your current level of formal education sufficient enough to take you where you want to go? Or, do you dream of adding another degree to your current skill set? In the future, what type of education or training will you need to accomplish your new goals?
4. How do you see your home life a few years down the road? What endeavors or activities will you want to take on in order to ensure your happiness and the happiness of your family? Will you want a larger home? Will you want to start, or restart a family? Do you dream of taking an extended vacation overseas?
5. Where do you see yourself, health wise, in ten or fifty years? What type of physical activities do you hope to enjoy in the future? What health risks do you need to be mindful of given your history and current habits?

6. Do you dream of making your mark on the world in a charitable way? What would you need to do in order to feel as though the world was a better place because of your presence in it? How can what you do for a living benefit the population as a whole?
7. What other personal dreams do you harbor? Do you want to learn how to paint? Or, maybe write a best-selling fiction novel? Learn another language or two?

After you have answered the previous questions, review each answer in depth. Then, using the goal writing techniques that you learned in Chapter 5, write one or two goals for each topic. For example, for question five you may write a goal about running a marathon in your fifties. Or, for question six, your goal maybe to host a charity benefit concert.

Now that you have your life goals written, it is time to break them down into smaller, more incremental goals. After all, if you are going to put this much effort into devising a plan for business success, you might as well expand it to include life success too! And, of course, this is where your newly written time management plan comes into play. By breaking your goals down into smaller and smaller segments, you will eventually possess new steps to add to your current plan.

Begin by incorporating the life goals that you have just written into your master time management plan. Then, you will want to go back and break those goals down into actionable steps, just as you did previously with the original goals. Only this time, that action will be done differently.

This time you are going to write action oriented goals for each topic using a timeline. For example, when writing your smaller goals for question three, you will want to include a one-month educational goal, a six-month educational goal, a five-year educational goal, a ten-year educational goal, and a thirty-year educational goal.

When writing these goals, start with the ones intended as the thirty-year goals and work your way backwards from there. This way you can break down the goals as you go to ensure that each step leads directing to the achievement of the next goal in line.

In order to better illustrate how to write this section of your goal plans, we will concentrate on question number three and write a sample timeline plan. For example purposes, let's assume that your life educational goal is to get a degree in international business practices. In that case, your thirty-year goal will be just that.

Then, for your ten-year goal, you need to think about what you would need to be doing at that time to make that goal happen within twenty years. Let's assume that you do not want to go to school full-time. In that case your ten-year goal can be to take the appropriate business classes on a part-time basis from a reputable online college or local business school.

Now, your five-year goals will need to prepare you for starting school in another five-years. This goal can be that you need to research areas of your chosen degree and decide on a course of classes that you will eventually enroll in.

For your six-month education goal, you will need to start learning about the options available for extended learning. For this goal you will want to research online schools, correspondence schools, your local business school and your local junior college.

Finally, for your one-month goal, you will want to make sure that furthering your education in business is what you really want and need to do. For this goal, include reading up on and researching information about how business is done internationally. Be sure to write this goal in an action-oriented fashion that can be incorporated directly into your current schedule. For example, you could write: I will spend fifteen minutes each day reading current business magazines that deal with international business practices within one month.

The previous example was just a general one. Your actual goals will need to be more personalized and detailed. However, you can use the general guidelines to guide you as you write your own goals.

Once you have your one-month goals written for each individual topic, you need to add the action steps to your current time management schedule. For example, you will now need to add spending fifteen minutes each day reading business journals to your daily "to do" list. To your calendar you will also need to add an appointment with a local college or business school in six months.

Now that your lifelong goals are incorporated into your daily goals, your chances of achieving them are all but guaranteed. And, although the addition of extra tasks on your current "to do" list may seem counterproductive to your time management plan, the extra time that

you use now will definitely save you time in the future. Instead of spending copious amounts of time going to school for four straight years full-time somewhere in the future, you can spend fifteen minutes to an hour each day for the next thirty years working towards that same goal.

Chapter 10 - Conclusion

Time management is not a lofty goal; it is an achievable reality that just about anyone capable of owning a business can implement. Good time management is a goal that is well worth aspiring to. Time management starts with the commitment to change and evolves as your commitment strengthens. As you have learned, the key to effective time management is detailed planning of your time and the adamant wish to protect that planned time. Without proper planning your time is lost to chance and circumstance.

Time management is also a time sensitive goal. You cannot benefit from it immediately, like all things it takes time to learn and become comfortable with. So, the key is to start now. The longer you wait, the more time you will have wasted doing things the hard way.

And finally, time management is a necessary goal. As your business grows and becomes more successful, your responsibilities will grow too. Without the skills to manage your time you run the risk of losing control of your tasks and losing your business in the process.

Start changing the way you do business today by changing the way you use your time. Vow to be successful, vow to grow and flourish in your professional and personal life, vow to become a time management master!

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Appendix - Activity Tracking Worksheet

[illegible]

[illegible]

Appendix - Sample Time Management Plan

1. I will complete the activity tracking worksheet within two weeks in order to realize how I currently spend my time.
2. I will identify my main time wasting habits within one week by reviewing my activity tracking worksheet.
3. I will decrease the time I spend net surfing by one hour each week within one month by creating an online "to do" list each morning.
4. I will decrease the amount of time it takes me to sort, read, and respond to email by one hour each week within one month by creating more organized folders and implementing a color-coding system within my mail system.
5. I will decrease the amount of time that I spend sorting, reading, and responding to regular mail by three hours each week within one month by creating a mail sorting file system.
6. I will decrease the amount of time I spend on the phone by five hours each week within one month by scheduling phone time on my "to do" list and by organizing my calls and utilizing voice mail.
7. I will decrease the amount of time I waste with procrastination by thirty minutes each day within one month by hiring a procrastination coach.
8. I will save fifteen minutes each day within three months by organizing my computer files using a desktop search program.
9. I will shave thirty minutes of work from my daily schedule within three months by using autoresponders.

10. I will decrease the amount of time I spend doing menial tasks by fifteen minutes each day within two months by delegating some tasks to my high school intern.
11. I will improve my efficiency within three months by devising and using a daily task schedule.
12. I will take advantage of unused blocks of time by using time limits within one month.
13. I will establish daily routines within one month by organizing my mundane tasks into common time periods.
14. I will further my time management efforts within three months by using time management tools such as software and "to do" lists.
15. I will review my current time management plan, progress, and goals in six months in order to keep my plan and future goals on track.
16. Before committing to a new product I will utilize online surveys and keyword searches to determine which products are commercially viable.
17. I will create, or update a website, using the most informative pages and content in order save time later answering repetitive emails or phone calls.
18. I will take advantage of online advertising ideas like pay per click ads and email marketing that can be automated within three months in order to free up time that I can devote to other tasks.

Internet marketing resources

Private Label Resell Rights Products you can resell as your own <http://www.sourcecodegoldmine.com>

"How to write and publish your own OUTRAGEOUSLY Profitable eBook in as little as 7 days - even if you can't write, can't type and failed high school English class!" Go to <http://www.jeremyburns.com/a/7dayebook> to get started

Authorize / e-OnlineData –

www.e-onlinedata.com/accuratemarketing

This is our 1st choice recommendation for merchant accounts, this is a very easy place to get approved and in the many systems we have tested are the easiest to work with! **Super Low Rates!!**

1ShoppingCart.com – <http://www.webmarketingmagic.com>:

Instant merchant accounts and real-time payment gateway services. This is a private label of the 1sc system and provides great service!

Now that you are on your way to becoming a Mentor Marketing Expert, don't stop there! The next step is the Holy Grail of Internet Marketing How To Guides... Read on for details!

"Learn how to make a life-changing income of \$100,000 to \$250,000 with your Internet business... even if you're a computer dummy!"

Review: "The Insider Secrets to Marketing Your Business on the Internet" by Corey Rudl

I've just finished reading the brand-new version of Corey Rudl's top-selling Internet marketing system, "*The Insider Secrets To Marketing Your Business On The Internet*," and frankly, I'm overwhelmed by the huge amount of critical wealth-building information he's managed to pack into these **two hefty binders and 3 CDs!**

But I guess I shouldn't be surprised; after all, when the box containing these materials showed up at my door, it weighed in at **over 10 pounds!**

That's 10 pounds of the most comprehensive **marketing strategies, test results, case studies, tools, and ideas** for generating a life-changing income online (from \$1,000s to over \$1 million) you're ever likely to read!

I'm talking about information like...

- Step-by-step advice for starting your own Internet business **in as little as 48 hours!**

Time Management For Internet Marketers

- How to build a top-selling web site... for less than \$100!
- Where to find hot products to sell (in 20 minutes or LESS)!
- 100s of FREE and cheap online tools, resources, and software
- How to get 1,000s of qualified NEW visitors to your web site... for FREE!
- How to **get #1 rankings in the search engines** and get tons of FREE traffic from the "Big Guys" like Google!
- Secrets to writing sales copy that can **increase sales by up to 400% (or MORE)!** And much more!

If you're unsure who Corey is, you should know that he's been a recognized expert in online marketing for a decade now. Not only has he generated **\$40,000,000 in online sales**, his sites also attract **450,000 visitor a week!**

What's *really* great about Corey is that he can show ANYONE how to have a **wildly profitable Internet business** (that takes just a few hours each day to run)...

... even if you're an absolute computer dummy!

And if you already have an Internet business, he can help YOU, too. The advanced sections of his system show you how you can **increase your sales by 400%... 700%... even as much as 1,000%!**



I give Corey's system the highest rating possible! Its 1,300+ pages of step-by-step lessons contain the exact SAME tested and proven fast-growth strategies he has personally used to generate over \$40 million in online sales -- *starting on a shoestring budget!*

And it's the SAME SYSTEM that literally **1,000s of his students have used** to drive "truckloads" of cash out of the Internet.

I strongly urge you to check out Corey's wealth-building system as soon as possible! Go to www.JeremyBurns.com/a/tips for a FREE preview.



Free Bonus

**Private Label Rights Tips -
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Time Management For Internet Marketers
