



# Time *Hack* 50

.....  
50 Proven ways to save the most  
precious asset you have - TIME!

AYSE DURMUSH

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AS SEEN IN



# Welcome

## ***ABOUT AYSE***

Ayse has worked with multiple Fortune 500 companies around the world, saving them hundreds of millions in revenue.

She offers a unique mix of mindset and business consulting which has also impacted 1000's of startups and entrepreneurs worldwide.

Ayse has also worked and trained with some of the biggest names in business and personal development including Richard Branson, Tony Robbins, Deepak Chopra, DavidJi, Abraham Hicks, & Gabby Bernstein.

Ayse is not just professionally trained, she has worked her way from the bottom to the top in a range of roles including bar manager, secretary, commercial producer, and voice over artist she brings a unique first hand experience to her consulting.

But all that switching roles in an attempt to find something she loved and overworking finally led to life saying ENOUGH and forced her to take stock.

Ayse launched her business in 2015 after waking up paralysed and being told she was incurable. This was the moment that sparked a deep desire to take care of herself and live life on her terms.

This WTF moment led to a personal growth pilgrimage that transformed her body, mind, business and spirit.

It took just 6 months to cure her paralysis and within a year she was healthier and happier than ever, even going on to lift over 930 lbs on the leg press.

Her extensive and unique experience in both professional and personal transformation means she knows exactly how to ensure both you and your business are thriving, regardless of the circumstances and diagnosis from others.

Seven years on, running a mission-driven business that helps people manage their self-care and build a thriving business without losing themselves in the process.

If Ayse can do this with what she went through, imagine what **YOU** can do with her help.

**AYSE DURMUSH**  
**THE TRANSFORMATION EXPERT**





“

***Nothing makes me happier than seeing my people excel.***

***It brings me so much joy knowing that working together can transform the lives!***

***I live and breathe that transformation!***

”

Ayse Durmush -  
The  
Transformation  
Expert

# *Some Client Wins*



## **Sandra Kern, Entrepreneur**

When the pandemic hit my business collapsed. I was really at a loss as to what to do. I was stressed and panicked! Then I heard about Ayse's training I knew instantly it's what I needed. I bought straight away and got to work.

And I am so happy I did. Her training helped to give me the tools I needed to manage my stress better, rebuild my self belief and fall in love with my business again.

The clarity helped me to not only focus but helped me pivot to a new business model. If you're hesitating, don't Ayse helped me through the most difficult of times.

I can't thank Ayse enough.



## **Sara Woolley, Executive Life Coach**

Before working with Ayse, I was spinning my wheels in my business. For months I had been trying to work out what was wrong and couldn't come up with a solution. I was working all the hours God sends but money seemed to be flowing out of my business and barely coming back in. I was panicking that with that continued rate of loss I would have had to get a second job just to pay my bills.

But Ayse changed all of that. In just a few months of working with her I was able to plug the gaps in my business and come up with a sustainable plan that gave me drive, focus and clarity. Her ability to see the big picture and how all the pieces come together was huge. She's only little but she's a powerhouse and I'll be forever grateful for her help and support.

# *Some Client Wins*



## **Martina Clay, Online Coach**

I had lost all hope in my business. After years of trying coaches and mentors and training I just never seemed to get anywhere. I was always in a famine and feast cycle, living from one contract to the next and it was exhausting. I came across Ayse from a meditation app and loved her approach to mindfulness.

Working with Ayse was hands down the best investment I made in my business. She helped me to restructure how I ran my operations and I went from 3k months to 6k in just 90 days. Now for the first time in 7 years I'm excited to go to work everyday and I'm already on track for my biggest launch yet. All I can say is, if you are on the fence, leap off, Ayse has a magic touch that will transform your business.



## **Isabella Mancini, Interior Designer**

It's only looking back on where I was I realize how far I've come. A year ago I was sick, broke and miserable! Every day was a struggle for me to get up and start work, even though I was doing something I love. I started to hate my business. It felt like a chore rather than something than a pleasure and I was desperate to change that. Having someone with so much expertise and knowledge, just come in and clear so many things up for me was revolutionary.

I had a huge wakeup call. The changes I was able to make, helped me to fix my income and manage my stress. So today I am proud to say I am on the mend, I have a sustainable monthly income and I am loving my work again.

# *Some Client Wins*



## **Charlotte Pierla, Online Business Owner**

I had tried multiple business models over the years. I had an e-commerce store, I tried dropshipping, Amazon, low content books even PLR. Whilst everything worked for a while, I struggled to make any of those businesses work long term. It was only when we worked with Ayse that I realized the fundamental issue with my business all along was that it wasn't my purpose.

I was chasing the money and sabotaging the business in the process. Working with Ayse meant I got so much more clarity on what I needed to be doing and truly I can say today that I love my work and could not have done this without Ayse's guidance.



## **Tammy Knutson, Executive Coach**

I was ready to give up, it seemed like everything I tried worked for a bit then I'd get bored and try something else. I was that quick fix kinda girl. Always looking for the shortest route possible, even though we all know that's not sustainable long term. I had reached a stage in my coaching business where I beginning to dread speaking to clients.

I was working all the hours but was struggling to make ends meet. When I decided to work with Ayse, she immediately took stock of my business and helped me not only structure an easier way of working but her mindset work meant that I began to love my clients again and they obviously felt the shift.

One client who had been paying month to month suddenly invested for a whole year of coaching. I am so grateful our paths crossed. I don't know what I would have done without Ayse's support.



# Some Client Wins



Working with Ayse has been a blessing for me and my business. She was knowledgeable and understanding and helped me get through when I was ready to give up on my business. I can't thank Ayse enough for helping me.



**Hannah Van Dijk**  
Beauty Brand Owner



Having worked with coaches and consultants for many years, I know what to expect. But Ayse was exceptional. She was professional and approachable. And helped deliver solutions which completely transformed my business.



**Tomas Hansen**  
Entrepreneur



I am so grateful to have had the opportunity to work with Ayse. Not only she help me get clear on my what my business needed. But she also challenged me to grow my business in ways I hadn't thought possible. She always found solutions to some problems I had had issues with for years and her skills are second to none and I hope to work with her again in future.



**Andrea Nilsen**  
Boutique Owner



## ***HOW TO USE THIS BOOK***

You don't have to go far to find someone complaining there aren't enough hours in the day. Not enough time to play with the kids, or read a book or maybe even take a holiday.

Yet, we all have the same 24 hours in the day. So how is it that some people manage to build empires and run multiple businesses yet others struggle to make their beds in the morning and put on a pair of clean underwear?

The answer which may frustrate you is simple - it's time management.

Yes, we all have crazy lives with lots going on and lots of people demanding our time and energy. But with the help of this book, I'm going to show you ways that you can squeeze more out of each day. So you can find that precious time you need to enjoy the life you have.

Your job throughout this book is to stay open minded and I'll help you identify ways to get the most out of each day, month and year.

# *SECTIONS*

1

**DAILY HABITS**

2

**HEALTH & WELLNESS**

3

**GROWTH**

4

**TECH**

5

**SUPPORT**

01

DAILY  
HABITS

01



# 01 *On the Clock*

One of the most tried and tested techniques for managing your time is to estimate the time needed to tackle different tasks and set a timer for them.

There are many different ways to do this, but one of my favourite ways is to simply use the alerts on my phone. For example, start the morning at 09:00 and set a 50 minute alert.

Then settle down and perform one task until the alarm goes off. No distractions, no email, nothing. Just sit and work through whatever your task is. Then when the alarm goes off, get up and leave your desk for 10 minutes or so.

Then come back and either set a new timer or repeat the one you used earlier and continue to your next task.

This kind of time management might seem a bit draconian at first, but after a while you'll find that you train yourself to get tasks done before time runs out!



## 02 Music to the Ears

Whilst distractions should be avoided at all costs when we are in 'work mode' some people actually find that music can help to focus their minds whilst working. And I am one of those people.

There's literally thousands of hours of study, writing or working music that's available to you on sites like YouTube. All you need to do is look for a track that sounds good and plug your earphones in and sit down to work.

Most of these tracks run over an hour, so it's easy just to sit and work through without distraction. But a word of caution if you don't want to sit at your desk for hours ensure you have your alarm set to remind you to stand up and take a break.

# How I use music



This is one hack that took me a while to get into, but once I did I found that it revolutionized my writing.

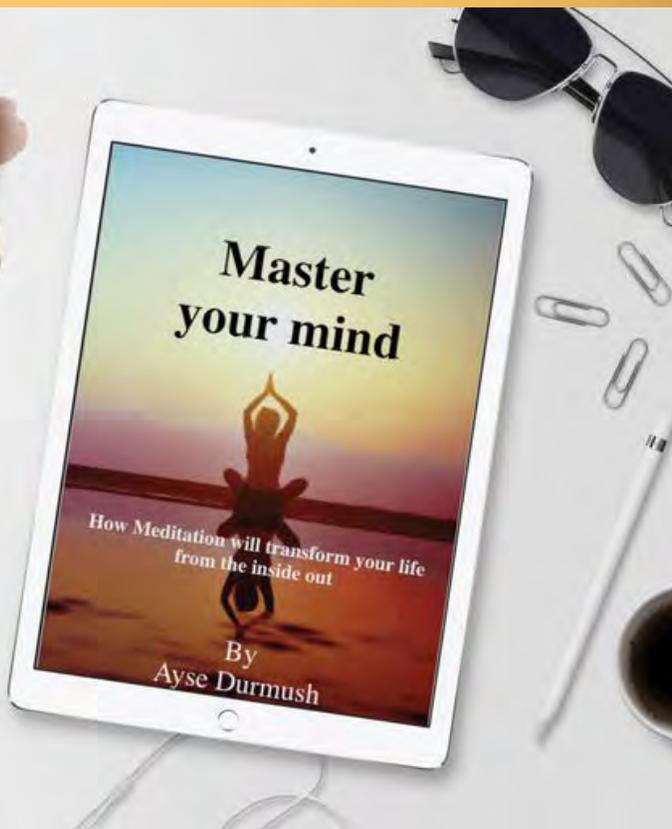
Initially I found a song that I really liked and played it on repeat.

The problem was that it was too catchy and I found myself singing along rather than focusing on my work.

So I switched it, and found a piece of music on my phone that has no lyrics and was much more mellow than my original choice.

Now whenever I sit down to write, I put this one track on and get straight into writing mode, because I have now trained myself to focus on work when this track plays.

A real gamechanger!





## 03 *I want to be alone*

Sometimes the best thing we can do is remove ourselves from distracting situations.

What do I mean by distractions? Well that's all the tech I'll wager is sat in front of you right now, your phone, email notifications, multiple tabs open, a messy desktop, and maybe even the TV on in the background.

These are the distractions that can rob you of precious time, no sooner have you started to work on something when a notification pops up that an email has come in, or maybe your phone rings and it's someone trying to sell you car insurance. Then by the time you've dealt with someone else's demands you get back to your desk and find you've lost the willpower to go on with the task you barely started. Then another email notification pops up, and oh look it's time for lunch.

## ***WHAT YOU CAN DO***

- Turn off your notifications, be they email, calls, apps the works. Whilst you are working, turn everything off.
- Close your browser and only keep the windows open that you actually need to work.
- Get clear in your mind that from say 09:00-10:00 you are working on ONE task and one task alone.
- When your hour is up, then you can take time to check notifications.
- Rinse and repeat this throughout your day.





## 04 Plan or Plan to fail

I know so many people absolutely hate To Do lists, and if I'm honest I am not a fan of the way we are taught to use them. That said I do find they help to focus our minds on the tasks that need to be done at least on a daily basis.

But rather than listing out every single thing that you could do in a day I prefer clients focus on just the essential tasks that absolutely **MUST** be done by you and can not be delegated to a third party. Just pick the most essential items for you to complete that day and tick them off one by one.

If you get to the end of the day and find you have not completed a task, simply start with a fresh sheet of paper and rewrite your small to do list with that task at the top.



***I love it  
when a  
plan comes  
together***

Hannibal - The A Team





# 05 *Enjoy what you do*

This will sound so strange at first but bare with me. Finding meaning in your work is possibly the biggest way to get more time out of your day.

Why? Because it actually increases your productivity. You want to go to work, to serve people, to create something or support someone. That joy, love and passion becomes a fuel for you and whilst time will fly by faster - you'll actually get so much more done than if you are laboriously working your way through something that you find painful.

I appreciate this isn't possible with all tasks in your day - but you should certainly seek to ensure your main income is from something that gives you meaning!



## 06 Batch Tasks

Sometimes when we look at all the things we need to get done in a day it can be pretty overwhelming. But when you sit and assess your list of tasks you will actually see patterns.

Tasks will usually fall into a few categories, for instance under a certain project, or maybe partnerships. Whatever the categories are that are relevant to your particular industry. One of the easiest ways to increase your productivity is to batch similar tasks together.

For example writing, emails and messages can be grouped together in one batch, which you could sit down and do in one session.

Use an app like Todoist to batch tasks together or write them out on a pad.



## 07 Eat the Frog

There's a well known book called "Eat the Frog" by Brian Tracy which made this phrase famous.

The idea is that whatever task you are least looking forward to is the one you should tackle first thing.

By doing the most difficult task first thing, you'll actually get a much better sense of achievement. Imagine if you need to exercise and you hate it, but you commit to exercising first thing in the morning. If you've ever managed this, don't you find that the rest of the day goes much easier as you carry that sense of achievement around with you?

That's how Eat the Frog works.



## 08 Celebrate Small Wins!

Sometimes we get so absorbed with the big tasks in our lives we forget to enjoy the small wins. But when we train ourselves to celebrate our small daily wins and milestones we learn to truly appreciate the time we have.

Celebrating doesn't necessarily mean throwing a party or cracking open a bottle of bubbly, it can simply mean putting your win into your journal and capturing how that success made you feel. By doing something as simple as acknowledging a daily task and celebrating them you can truly appreciate how far you have come day to day.

It's a great way to enjoy the simple, slow changes you are making daily in our life as well as tracking your progress.



## 09 Step Away

When there's a big deadline looming, lots of people demanding your time or just the tasks of managing any schedule online it can be tempting to sit at your desk all day.

I know I've been guilty myself sitting at my desk, completing a task after task and then thinking 'oh I'll just do this' and then suddenly find myself still working into the small hours.

This is the fastest way to burnout if ever I saw and experienced one. The best thing you can do to give your mind, body and spirit a break is to step away from the computer. And step away regularly!

## ***WHAT YOU CAN DO***

- Set an alarm for 50 minutes and get up and walk out of the room for 10-20 minutes before coming back
- Make a hot drink, something calming like a camomile or green tea as a temporary break
- Get outside into some sunshine and just enjoy the sun on your skin for ten minutes before heading back to your desk
- Stretch - stand up, stretch your arms over your head, stretch out your neck and back for a few minutes to give your body a break from the hunched desk position you're probably in all day





# 10 *Do not Multi-task*

Women are notorious multi-taskers, we just can't help it. It seems so much more logical to do multiple things at once then one thing at a time. But unfortunately research has shown that multitasking is not productive.

Whilst it works for something like cooking a meal with lots of pots on a stove, multitasking at your desk can actually slow you down. The problem is you are unable to focus fully on one task if you are distracted by multiple other tasks on your list.

It is far better and more productive to fully focus on knocking off each task one by one.

# A lesson from Richard Branson



One of my overriding memories of working with Virgin is that Sir Richard Branson with all those companies he fronts and all the engagements and PR etc that he is involved with daily.

Well you may be surprised to know that he only ever has just 5 projects on his desk at once!

Not a huge list of to-do's or a massive box of post it pads all over his office. Literally, just 5 tasks daily

Now, they could be pretty big but breaking them down to just five tasks a day and having any help to take over the smaller elements of those tasks is how someone like Sir Richard can do so much with the same 24 hours we all have in a day.





# 11 Use the Tools

There are so many tools at our fingertips today that sometimes it can be hard to know where to start. And truthfully some tools you'll find are better suited to your style of working than others.

Tools such as Trello for daily task or project management are useful, and can really help to focus a project team. If you're not a fan of the kanban style of management, a Gantt chart is another project management tool that's incredibly useful to use. These tools help you to keep all the important and pertinent information to hand and have the added bonus of being easily shareable.



JUST  
Do  
IT!

## 12 *Just Do It*

If you are a procrastinator, and many entrepreneurs are... you need to remember one very simple thing. There will never be a perfect time. There won't be a time when the stars align fully, you have enough money in the account, the team are lined up, the market is perfect to do anything.

It is always better to just do it - like the slogan says then to wait around for the perfect conditions to present themselves. Now that doesn't mean you launch a product or go to a meeting with no plan in place it means you go about your day to day knowing that nothing is perfect.

Perfectionism will kill your business before anything else does. Get used to the idea that you will test and reiterate all your offers until they strike gold.



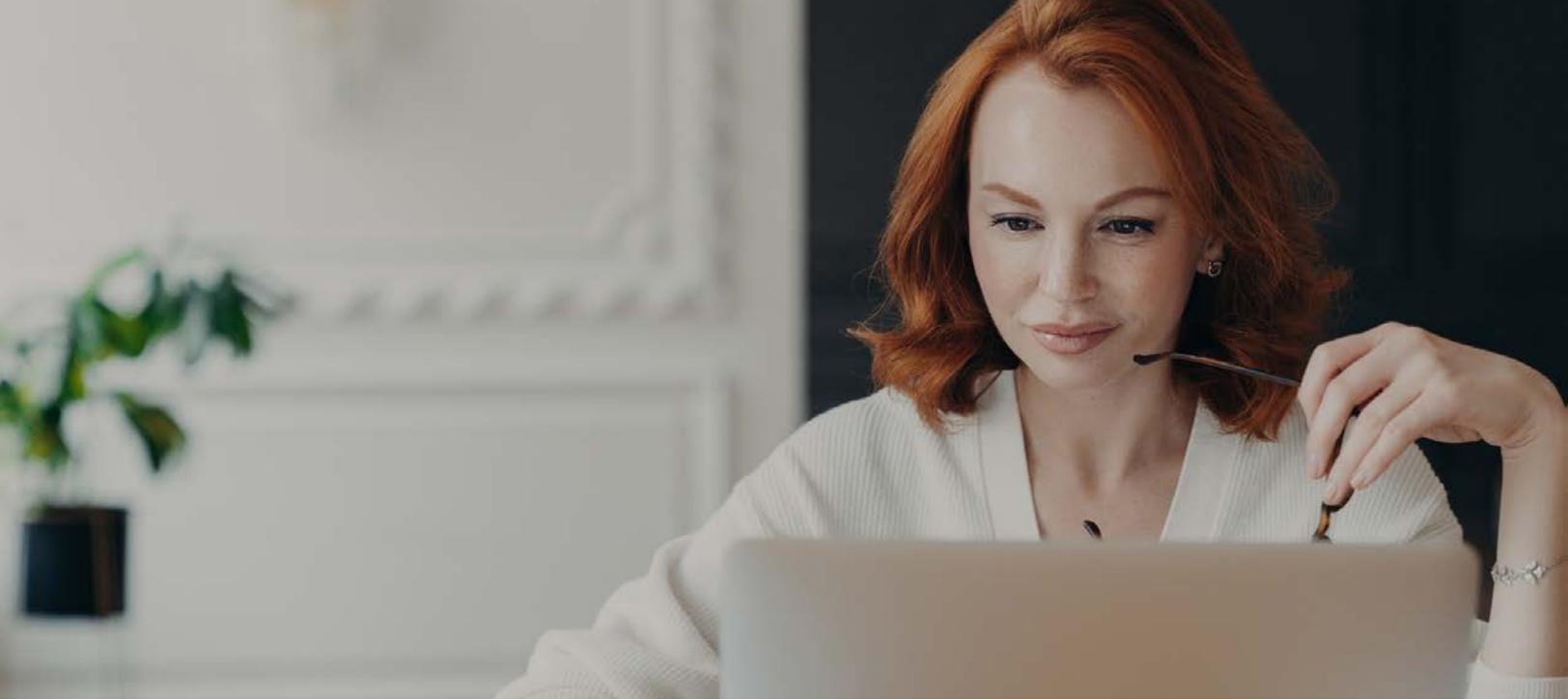
# 13 *Get it Down*

It's recommended to keep a notepad and pen with you at all times. You really never know when inspiration might strike.

And inevitably it strikes in the most awkward of moments, for example my brain has this terrible habit of waking me up at 3am with ideas. Now sometimes they are so complex I need to get up and work.

But I have found that the best way to manage them is to put the light on and get the notes out on paper asap. By keeping a pen and paper by the bedside I can quickly jot down whatever I need and get back to sleep.

If I'm out and about, then I just use the notes app on my phone, which has the added bonus of being accessible across all devices.



# 14 Accountability Blog

If you've ever felt like you needed to be held accountable but don't have a tribe easily to hand who you can trust to keep you on track, why not try a blog?

Writing daily on a public forum and sharing your day is a great way to track your achievements and your wins daily. Plus you have the added benefit of a public record of yourself that in time will start to drive traffic to your website potentially helping you gain clients in future. It helps to show the world you're a real person who has gone on their own journey and makes you more relatable to potential customers. As well as the added pressure to show up daily or weekly online and record your development.



# 15 *To do the night before*

My work day is only really done when I've written out tomorrow's plan. Even if tomorrow is a weekend I will still write out the key tasks to achieve that day. Only then do I feel like I have closed my day.

This habit truly helps you in two ways, first off it takes off the pressure of working into the night to complete anything you haven't done today, and then it also helps you know exactly what needs to be done in the morning without having to overthink it.

Again, keep the to do list simple and go and enjoy your evening.



# 16 Use your Calendar

As well as keeping a daily to-do it's also a good idea to plan out your big events on a calendar. Keeping track of the milestone due dates on the timeline you have for them will help to focus you daily.

If possible have one on the wall that you can see daily, as the digital ones are not as powerful as you can be easily distracted from them when you're working.

This will also help you to stay motivated as well as keeping your goals top of mind.



# 17 *Assess Weekly*

How do you know you're on track? The best way is to keep an eye on how well you're performing. The worst thing you can do as an entrepreneur is work so hard that you lose sight of what you're actually aiming for. This is easily done.

We get so bogged down in the work that we forget to look at the actual target. To combat this, take some time at the end of the week to see whether you are on track or if there is anything that you can do to make improvements for the week to come. It might seem tedious but it is a truly effective use of your time to keep you on track.



# 18 *The 5 am Club*

Now I know this is not for everyone. But if possible getting up before the rest of your household is a truly amazing way to start your day.

Nothing truly beats a quiet house in the morning and the sense of achievement when you've completed some tasks before others have even had their morning coffee.

Many writers find that the early mornings are the best times to work. This is because we are fresh from a nights rest without the pressures of the day upon us yet so we're much clearer and more creative in the early house.

Try it and see how you get on.



# 19 Set exciting goals

If your goals do not excite you, then you simply won't chase them with the passion you need to achieve them.

This in turn translates into a day where you're unmotivated, lacklustre and watching the clock. Not exactly a life well lived is it?

There are thousands of different theories about goal setting but one of the most popular is the SMART goal framework. A quick google search will help you find models to follow.

But remember however you set goals make sure they excite you, they should give you palpitations or at least make you smile when you think of achieving them.

# The 80/20 Rule



## 20 80/20 Rule

There's a law known as Pareto's law aka the 80/20 rule that states 80% of the result comes from 20% of the action.

A really simple way to apply this rule in your day to day activity is to identify the tasks that give you the most results and organize your day so that you can focus on getting those most significant tasks done.

Use contractors or hire others to take on the tasks that are needed but not as important for you to do personally.



## Step One

Go back and review all the hacks in this section



## Step Two

Select at least ONE you can implement



## Step Three

Write down how you are going to implement these hacks in the next section



02

H E A L T H &  
W E L L N E S S

02



## 21 *Early Bird or Night Owl*

If I asked you when you are most productive, you would instantly know whether that's morning or evening. These preferences are unique to each of us and where possible, you should structure your day so that you can get your work done during your most productive time.

I used to be a night owl when I was at university and would stay up until 3 am writing, nowadays I get up at 3 am on occasion to write as it's a natural time for me to wake up.

Find out when your prime time is for productivity and optimize your work schedule accordingly.



## 22 *Take a Break*

One of the best ways to create an environment of optimum productivity is to take a break. Whether that is the 10 minute walk away mentioned earlier or heaven forbid an actual weekend or holiday away.

The benefit of taking time off from work is immeasurable. Short bursts of work are always best, but nothing can beat taking time off and kicking back for a week or two to recharge your batteries.

With the proper approach to work and time management breaks are no longer rarities but expected and adhered to. Do yourself a favour and build these into your annual schedule. The refresh will have you so much more productive on your return.



## 23 Exercise

There is research that shows a midday workout help to improve productivity and morale in the workplace. Whether that's a walk around the block or a full on HIIT workout doesn't really matter. The goal is to get moving.

So if you're not an early riser and still need to get some exercise in, try an afternoon workout as an option. I personally like to to workout at around 11am. I have found that this is an optimal time for me as the gym is quiet and by the time I'm done it's lunch and the perfect time to replenish.

Then after my workout, and lunch heading back to work I've completed a difficult but essential task half way through my day.



## 24 *Get plenty of sleep*

How much is the right amount of sleep? Winston Churchill was famously reported to run the country on just four hours of sleep a night and Elon Musk just needs five hours.

Yet we are told that we need between 8-9 hours of sleep for optimal rest and recovery. For most of us let's be brutally honest, that is completely unrealistic.

I believe the right amount of sleep is where you wake up feeling refreshed. If everyday you are waking up feeling exhausted then you need to establish a proper sleep hygiene routine to address the imbalance in your lifestyle.

## ***WHAT YOU CAN DO***

- No gadgets in the bedroom, yes that includes your mobile device
- Get yourself a simple alarm clock
- If you must use an electronic device before bed ensure it has filters to reduce the amount of blue light that keeps you awake
- Try to get to bed before midnight
- Write down tomorrow's to-do's so you can clear your mind for a night's rest
- Listen to a sleep meditation to help you drift off





# 25 *Alternative Sleep Schedule*

If you are really struggling to get your recommended sleep in and are constantly waking up exhausted maybe a Polyphasic Sleep Schedule is what you need.

Coined by Psychologist J. S. Szymanski, essentially Polyphasic sleep tries to compress your sleep time into between 2 to 5 hours. It does this by recommending you take 20-45 minute naps throughout the day.

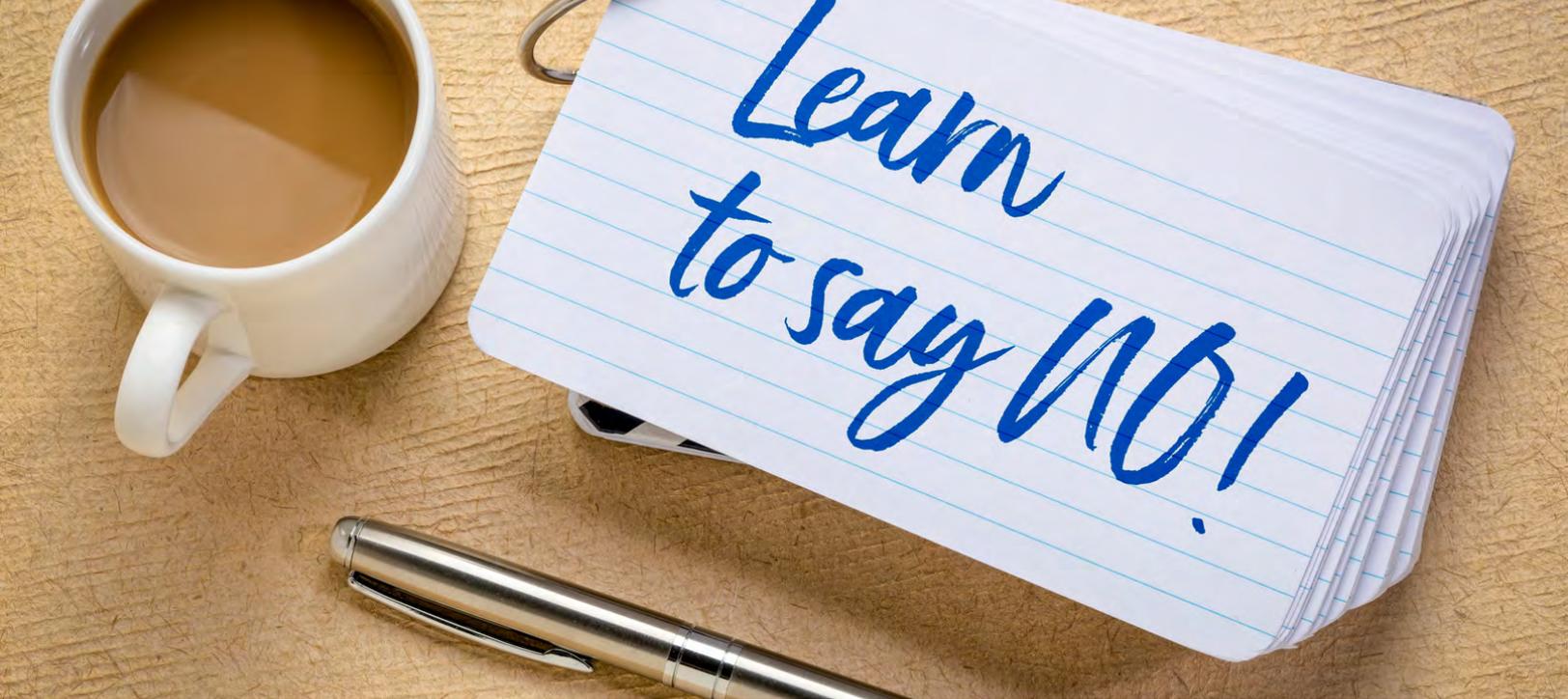
Some people find naps make them more tired whereas others find them really refreshing. If you can give this alternative sleep schedule a go, and see if you become more productive.



***You sleep 6 hours and  
have 18 hours left.  
Now, I know there are  
some of you out there that  
say well wait a minute, I  
sleep 8 hours or 9 hours.  
Well, then, just  
sleep faster!***

Arnold Schwarzenegger





## 26 Learn to Say No

It's in our nature to want to help those around us, but one thing many of us struggle to understand is when we are so busy helping ourselves that it's actually a drain on ourselves.

Learning to say no to others when they ask you of something does not mean you are rude or a nasty person. It simply means if you are not able to then you communicate that fact with them.

There are times in our lives where we simply do not have the capacity to help others and we need to be conscious of that fact and communicate that politely but firmly.

Often the road to constantly helping others and never taking care of ourselves is the fastest route to burnout.



## 27 Time Vampires

You know those co-workers or friends who want to chat about anything and everything. The people in your life who ask for a ten minute call then keep you on the line for an hour and a half? Yep, these are your time vampires.

Whilst it's polite to chit chat, be conscious of how much time some of these people are literally sucking out of your day. A water cooler moment here, a gossip over there and a 'quick' catch up and suddenly you've lost some of the most productive hours of your day.

Be conscious of these people.

## ***WHAT YOU CAN DO***

- Discipline is the perfect weapon to use in slaying these types of time vampires.
- Making a list of what to do for the day could be good practice. Prioritize tasks and commit to a schedule.
- You should not be afraid to reject others.
- Decline any offers that will interfere with your productivity for the day.
- When you commit to a timetable for the main aspects of your day-to-day life, you'll regain control and consciously block out all distractions that don't help you achieve your goal.





# 28 Meditate

The benefits of meditation are widely known and have been extensively researched worldwide. The only downside to meditation seems to be that many people don't know how to meditate.

But did you know that meditation also helps to improve every aspect of how we manage our attention

Primarily because meditation helps to increase our working memory capacity. Essentially if you think of your brain like the processing power in your computer, meditation helps to increase your RAM.

Studies have shown just 2 45 minute sessions a week can increase your memory capacity by up to 30% in just a few weeks.



As often happens during difficult times, events seem to align and you find yourself in the most perfect place.

For me I was stressed, sick, exhausted in an abusive relationship and running as far away from life as possible. It was then in an effort to find healing that meditation found me.

Alone, in a foreign country and desperate for help. I just wanted one human contact and booked myself into a retreat that was due to take place that weekend.

I had no idea what I was stepping into but it was one of the most transformative experiences of my life. Learning to meditate and practicing daily seemed to wipe the slate clean not just mentally and emotionally but physically too.

It's a practice that led me training as a meditation teacher. My work featuring alongside the Dalai Lama's and over 70,000 downloads.



# Meditation Reviews

 **Clare**  
8 months ago  
Beautiful little jewel of a meditation ...thank you  
★★★★★

 **Jay**  
9 months ago in Hamilton, New Zealand  
That was excellent, thank you so much 🙏  
★★★★★

 **Matthew**  
9 months ago in Washington, PA, USA  
Very nice mantra  
★★★★★

 **Kidron**  
10 months ago in Tempe, Arizona, USA  
I ended up very relaxed and focused.  
★★★★★

 **Namo**  
10 months ago  
Beautiful! Thank you!  
★★★★★

 **Shani**  
11 months ago in Sydney, Australia  
Very peaceful. Easy to follow.  
★★★★★

 **Nikki**  
Last year in Edinburgh, United Kingdom  
Lovely mantra  
★★★★★

 **Melanie**  
Last year in Vallejo, CA, USA  
09/14/20  
★★★★★

 **Ashley**  
2 years ago in Los Angeles, CA, USA  
🙏❤️  
★★★★★

 **Tracy**  
2 years ago in Raleigh, NC, USA  
Just what I needed this morning. Endless blessings and gratitude!  
★★★★★

 **Christie**  
2 years ago in Worthing, UK  
Simple and effective. Thank you for this xxx  
★★★★★

 **Micky**  
2 years ago in Brooklyn, NY, USA  
Very relaxing!  
Namaste 🙏  
★★★★★

 **Elin**  
Last year in Stockholm County, Sweden  
Beautiful and peaceful. Thank you!  
★★★★★

 **Carlos**  
Last year in Los Angeles, CA  
Very good.  
★★★★★

 **Sarah**  
Last year in Canberra, Australia  
Beautiful :)  
★★★★★

 **Ofa**  
Last year in Newcastle, Australia  
Beautiful and simple. Thank you 🙏  
★★★★★

 **Yvonne**  
Last year in North Rocks, Australia  
lovely. Thank you  
★★★★★

 **Mel**  
Last year in Werribee South, Australia  
Wonderful, thank you 🙏💜  
★★★★★

 **Sofie**  
Last year in Armagh, United Kingdom  
peaceful and relaxing 🍷  
★★★★★

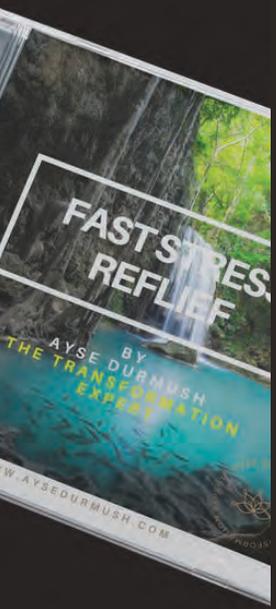
 **Tina**  
Last year in Perth WA, Australia  
Really lovely meditation. Thank you 🙏  
★★★★★

 **Marilyn**  
2 years ago in Kapunda, South Australia  
So simple, thank you. I would have liked some background music though  
★★★★★

 **Dee**  
2 years ago in Connerie, Australia  
So hum 🍷🙏🌈  
★★★★★

 **Loretta**  
2 years ago in Los Angeles, CA, USA  
So great! Thank you. 🙏 Perfect blend of instruction and open space.  
★★★★★

 **Hope**  
2 years ago in Toronto, ON, Canada  
Namaste 🙏  
★★★★★



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# 29 Information Diet

From the moment we wake up to the moment we go to sleep we are bombarded with information. Whether that's adverts, or the news or social media channels telling us our friends are posting something we should look at. It can feel like we are under attack sometimes.

These kinds of constant distractions are very sneaky time sucks. You can easily go from 'just taking a look' at a friends post and then finding yourself an hour later laughing at cat videos or fighting with some online keyboard warrior about something mind numbingly unimportant.

Do yourself a favor, cut out the the mindless surfing. Social media channels are designed to be addictive! They want to you stay on because they can increase their ad revenues. Limit the time you spend on any of these networks including the news - consume it consciously and switch it off.



***The triumph of  
anything  
is a matter of  
organization***

Kurt Vonnegut





# 30 Organize your Office

How tidy is your desk right now? If you work from home, how tidy is the room you're working from? It's a painful truth for many who like to just wing it, but an untidy environment is a huge barrier to your productivity.

Ignoring the fact that if your workstation is a mess you can often lose a fair bit of time finding things you need. Do yourself a favour and keep it clean and tidy.

Optimize your time and energy with an clean and clear work environment and you're guaranteed to get more done.



# 31 Location, Location, Location

One thing the pandemic taught many people is that working from home can be a blessing. I dread to think how many hours I wasted traveling to and from an office over the years - time I could have spent doing something far more enjoyable than being forced into sniffing a stranger's armpit on a crowded tube train that's for sure!

But I digress, The point here is wherever possible, home working or at least working somewhere relatively close to home and cutting any commute time will be vastly rewarding. I appreciate it's not always possible for everyone but where it is give yourself the gift of working closer to home if you want that time back.



# 32 Meal Prep

Have you ever worked out how much time is spent preparing food everyday? How about how much time you spend shopping or wandering around the supermarket trying to work out what to cook?

A great way to cut the time dramatically is to plan out all of your weeks meals ahead. Prepare your grocery list and shop with purpose, again don't let the stores distract you with stuff you don't need or want.

By doing this, it helps you to focus on the necessary – saving you time and money.



## Step One

Go back and review all the hacks in this section



## Step Two

Select at least ONE you can implement



## Step Three

Write down how you are going to implement these hacks in the next section



05



G R O W T H

02



## 33 *Keep Learning*

One of the most powerful ways you can squeeze more time out of your day is to dedicate some time to learning to improve.

That could be a training that helps you write better copy for your business. Sure in the initial stages its' going to take time out of your day. But the long term benefit on your time could be huge.

It's up to you to see if there is something that you would like to learn to get better at or look to see if it's something that you would prefer to 100% outsource.



# FAST READING

## 34 Learn Speed Reading

Speed reading is a such a useful skill to have.

Not only does it cut your learning time dramatically but you're also much more likely to continue learning if you're not getting stuck on trying to read through something like War and Peace.

There are lots of courses out there that can help with this. But in the meantime you could use like the app [OutRead](#) to help increase up your reading speed.



# 35 *Learn to Type faster*

One of the only skills I remember from school is being taught to touch type. I didn't particularly enjoy it, but I got good at it, hitting well over 100 words a minute. Needless to say this skill has stayed with me and has been immeasurably useful over the years.

Even if you can't touch type learning to speed up your typing speed can cut task times down dramatically.

Take a look at a few of the following to see how you do and whether it's something you'll consider improving in future.

- Barracuda
- Fingerjig
- Bubbles



# 36 Shortcuts

This hack is one you may not have considered as particularly beneficial to your day to day tasks. But think about it, if you know how to navigate through software or cut the time in half working on a document you can squeeze a lot more time out of your day.

The the help of tech you can double your work efficiency. There are a lot of different options depending on the tools your use. Just take the time to learn them properly or run a quick google search for keyboard shortcuts.

When you use keyboard shortcut, you gain 64 hours every year!

## ***USEFUL MAC KEYBOARD SHORTCUTS***

- **Command-X:** Cut the selected item and copy it to the Clipboard.
- **Command-C:** Copy the selected item to the Clipboard. This also works for files in the Finder.
- **Command-V:** Paste the contents of the Clipboard into the current document or app. This also works for files in the Finder.
- **Command-Z:** Undo the previous command. You can then press Shift-Command-Z to Redo, reversing the undo command. In some apps, you can undo and redo multiple commands.
- **Command-A:** Select All items.
- **Command-F:** Find items in a document or open a Find window.
- **Command-G:** Find Again: Find the next occurrence of the item previously found. To find the previous occurrence, press Shift-Command-G.
- **Command-H:** Hide the windows of the front app. To view the front app but hide all other apps, press Option-Command-H.
- **Command-M:** Minimize the front window to the Dock. To minimize all windows of the front app, press Option-Command-M.
- **Command-O:** Open the selected item, or open a dialog to select a file to open.
- **Command-P:** Print the current document.
- **Command-S:** Save the current document.
- **Command-T:** Open a new tab.
- **Command-W:** Close the front window. To close all windows of the app, press Option-Command-W.
- **Option-Command-Esc:** Force quit an app.

## ***USEFUL MAC KEYBOARD SHORTCUTS***

- **Command–Space bar:** Show or hide the Spotlight search field. To perform a Spotlight search from a Finder window, press Command–Option–Space bar. (If you use multiple input sources to type in different languages, these shortcuts change input sources instead of showing Spotlight. Learn how to change a conflicting keyboard shortcut.)
- **Control–Command–Space bar:** Show the Character Viewer, from which you can choose emoji and other symbols.
- **Control-Command-F:** Use the app in full screen, if supported by the app.
- **Space bar:** Use Quick Look to preview the selected item.
- **Command-Tab:** Switch to the next most recently used app among your open apps.
- **Shift-Command-5:** In macOS Mojave or later, take a screenshot or make a screen recording. Or use Shift-Command-3 or Shift-Command-4 for screenshots. Learn more about screenshots.
- **Shift-Command-N:** Create a new folder in the Finder.
- **Command-Comma (,):** Open preferences for the front app.

## ***USEFUL WINDOWS KEYBOARD SHORTCUTS***

### **General Navigation**

- Windows key + D: Desktop to foreground
- Context menu: Right click
- Alt + underlined letter: Menu drop down, Action selection
- Alt + Tab: Toggle between open applications
- Alt, F + X or Alt + F4: Exit application
- Alt, Spacebar + X: Maximize window
- Alt, Spacebar + N: Minimize window
- Ctrl + W: Closes window
- F2: Renames a selected file or folder

### **Open Programs**

- To open programs from START menu: Create a program shortcut and drop it into START menu
- To open programs/files on Desktop: Select first letter, and then press Enter to open
  
- **Dialog Boxes**
- Enter: Selects highlighted button
- Tab: Selects next button
- Arrow keys: Selects next (>) or previous button (<)
- Shift + Tab: Selects previous button

## ***USEFUL WINDOWS KEYBOARD SHORTCUTS***

### Microsoft Word

- Ctrl + P: Print
- Ctrl + S: Save
- Ctrl + Z: Undo
- Ctrl + Y: Redo
- CTRL+B: Make text bold
- CTRL+I: Italicize
- CTRL+U: Underline
- Ctrl + C: Copy
- Ctrl + V: Paste
- Ctrl + X: Copy + delete
- Shift + F3: Change case of letters
- Ctrl+Shift+>: Increase font size
- Ctrl+Shift+<: Decrease font size

### Highlight Text

- Shift + Arrow Keys: Selects one letter at a time
- Shift + Ctrl + Arrow keys: Selects one word at a time
- Shift + End or Home: Selects lines of text

### Change or resize the font

- CTRL+SHIFT+ >: Increase the font size



## Step One

Go back and review all the hacks in this section



## Step Two

Select at least ONE you can implement



## Step Three

Write down how you are going to implement these hacks in the next section



04

T E C H

04



# 37 Social Media Sucks

I've mentioned social media a few times throughout this book but it's worth giving it its own page, because it truly is one of the worst time sucks today.

Whether that's instant messenger, games, news or just catching up on the latest memes. Social media sites are designed to be addictive. In fact there's a lot of research about how these sites are built to tap into feeding the dopamine in your brain. This is done by giving you lots of mini rewards for your time, which keep you on their sites longer.

Enjoy your socials but be conscious of how much time you spend on there. I recommend limiting your time daily. Maybe take just one hour where you go through all your channels, socialise, check up on the news and then switch it off.



# 38 Dictate

A great way to cut a task in half is to use dictation tools to get the work done.

If you have an iPhone, go to your notes app and on the bottom by the keyboard there is a microphone. You don't have to type anything in there.

Just press the mic and speak and the app will convert your speech to text. Amazing!

I know some authors who write their entire first draft of their books this way. It really is a super fast way to effectively put pen to paper without lifting a finger.



## 39 Screen Your Phone

Spam callers may be the butt of internet memes but boy are they one of the most annoying time sucks around.

Ideally the best way to protect yourself from these irritating unnecessary interruptions is by setting up Caller ID. Plus don't forget to register your numbers with the various associations that stop telemarketers from calling you.

Again, this a hack that might not seem like a big deal but the time you'll save on picking up a call that has no value to you and then having to get back into work will be huge.

Guard your time wherever possible.



# 40 *Turn off the TV*

Whilst the TV has been overtaken by mobiles as the device of choice the average American still watches more than 4 hours of television every day. That means that come your 65th birthday you would have spent 9 years watching television.

Now I'm not saying you should switch off the box for good but again, this is about being conscious with your time. Schedule times you're going to be in front of the box. And as a side note, if you are working from home, do yourself a favour and don't have the TV on in the background it will be far more distracting than entertaining.



## 41 *Netflix & Chill*

We've talked about watching TV consciously, how about a streaming service like Netflix, Amazon or Disney?

I think these are great ways to unwind after a hard days work, and of course there's a whole host of things you could potentially enjoy. And having fun, is a part of being productive. So give yourself permission to enjoy your streaming service - with one caveat. You do so within set allocated times, if you're going to go and binge watch a series, be conscious of the impact that's going to have on the rest of your week when you're catching up on sleep or less productive in the day.

Again the point here is to enjoy your entertainment in a conscious manner.



***Good things  
happen when  
you set your  
priorities  
straight.***

Scott Caan





## 42 *Speed up your computer*

When you work using any kind of computer you'll know the pain of losing hours of your day when the manufacturer decides they need to release a software update.

Whilst these are an unfortunate unavoidable feature - there are other things you can do to make this inevitable event less painful.

For example, keep your desktop clear of multiple files and folders, ensure your download folder is cleared out daily. Move files off your system to an external drive regularly. That way when the updates do come you'll have enough power to get the update done swiftly without losing even more time moving or deleting files.



# 43 *Speed up your Internet*

If you're as old as me you'll remember dial up internet, which used to download images one pixel line at a time. But what we used to do was find the what we wanted on the internet and then go away and do something else whilst that photo took an hour to download!

The thing is we were used to it, and it was only when dial up was retired we realised just how fast the internet can be.

Right now, you're probably completely unaware of your internet speed and yet this is one of the best time savers for work.

Check your connection and shop around for something better.



# 44 *Autopay bills*

Bills are just one of those things we all have to deal with a necessity of life! Whether they come round monthly or annually they can sometimes take a big chunk out of your day if you have to pay catch up every month working out what needs to come out.

Do yourself a favour set up direct debits or standing orders with your service providers and pay those bills automatically. Just keep an eye on your monthly statements to make sure all is in order and you'll save yourself a ton of time, and potential late payment fees and increased interest rates.

It's the smart way to manage your time around money.



# 45 *File it away*

Imagine this, you have a designer, a PA, a web developer and maybe a social media person working for you creating documents and putting them into files. A year later you may need to access a those documents again, but you have another years worth of documents stacked on top. How are you going to find things quick and easily?

The simplest way is to set naming protocol from the outset. Trust me after years of working with thousands of companies and thousands of documents the ones that have naming protocols will save months of times and energy locating important or even recreating documents from the past.

A simple way could be <<title\_date\_type>> so this file would be <<TimeHack50\_Jan2022\_Book>> Getting into this habit can save you a world of time in the future.



## Step One

Go back and review all the hacks in this section



## Step Two

Select at least ONE you can implement



## Step Three

Write down how you are going to implement these hacks in the next section



05

S U P P O R T

05



# 46 *Get Help*

The faster way for you to get more time out of your day and grow your business is to get help. There are thousands of websites with virtual staff nowadays that you can get help with everything from design to project management to picking up the dry cleaning.

Ideally you need to sit down and work out what tasks you can easily delegate and then take a look at the multitude of sites available to you.

These include

- [Fiverr.com](https://www.fiverr.com)
- [Upwork.com](https://www.upwork.com)
- [Guru.com](https://www.guru.com)
- [Freelancer.com](https://www.freelancer.com)



***When you share  
a goal you  
increase the  
chance of you  
hitting it by  
40%***

Ayse Durmush -  
The Transformation Expert





## 47 *Share with others*

There are two very distinctive camps when it comes to this particular hack. Some find comfort in sharing their goals with others as it helps to keep them accountable.

Others find they almost instantly self sabotage when they tell someone what their goals are. I'm one of those people who always does better keeping my goals to myself, but my partner prefers to share his as it keeps him accountable.

Whichever works best for you is always the right path.



# 48 Success Leaves Clues

Success is within the reach of every one of us.

If you want to be successful and there's someone you look up to, why not take a look at their habits, maybe their time management, productivity and life hacks. Most successful people are happy to talk about the things they do that have helped them reach their goals.

You can find out how people manage their time, tasks, staff, businesses and look to implement their lessons.

There's a reason why - Success Leaves Clues.



# 49 Find a Mentor

Mentors can be incredibly useful especially during those times when you have moments of doubt, and yes even the most successful among us have those!

But by modeling after those who have already achieved success, you will save yourself a lot of time and energy.

Good mentors can be tricky to find, but ultimately you're looking for someone who you look up to who has experience ideally in your field. That said I have had many mentors over the years who were just great examples of 'been there done that' so what's really important with finding a mentor is someone you click with.

The bonus here is you're able to use their expertise and hopefully learn from any mistakes they have made in the past so you don't have to.

Expert



## 50 Hire a Consultant

It's something I hear time and time again, hiring a consultant is one of the best investments you can make in your business.

Because consultants are experts at helping you to get more out of your business. So I would be doing you a disservice if I did not share that with you.

A good consultant will look at you or your business and be able to quickly identify where improvements can be made and give you the solution to them.

This is why I personally prefer to consult rather than coach people. A consultant will get you the answers fast.

If you want to work with me, take a look at my programs which are available at [www.aysedurmush.com/shop](http://www.aysedurmush.com/shop)

## ***SOME CLIENT SUCCESSES***



Alexis fell in love with her career again and got promoted to a role making over \$200,000 per annum.



Emani rediscovered her passion and is now living her dream of traveling the world as a full time digital nomad whilst her business continues to grow.



Lin took over the family business and successfully diversified, going from \$8,000 months to \$12,000. Making more money than her family did previously.



Emma won a huge corporate contract taking her income well over the \$150,000 mark for the first time ever.



Ryann was on the verge of returning to her old job but successfully turned her business around in just 3 months. Now she'd never dream of going back as her business continues to grow month on month.



Elena turned her side business into her main source of income in just 4 weeks and is currently making \$4,000 a month and is well on her way to \$10,000k months.



Marti successfully negotiated her first ever corporate deal and went from \$2,000 months to \$10,000 months in a matter of weeks.



Jane's inner work led to her finding the courage to leave an abusive relationship of 15 years and is now happily remarried to the love of her life. All whilst growing her business.



Tamsin healed her issues with self-esteem and lost over 30lbs in excess weight in 3 months. She's happily on the road to her healthiest weight ever and her business is making more money too.



## Step One

Go back and review all the hacks in this section



## Step Two

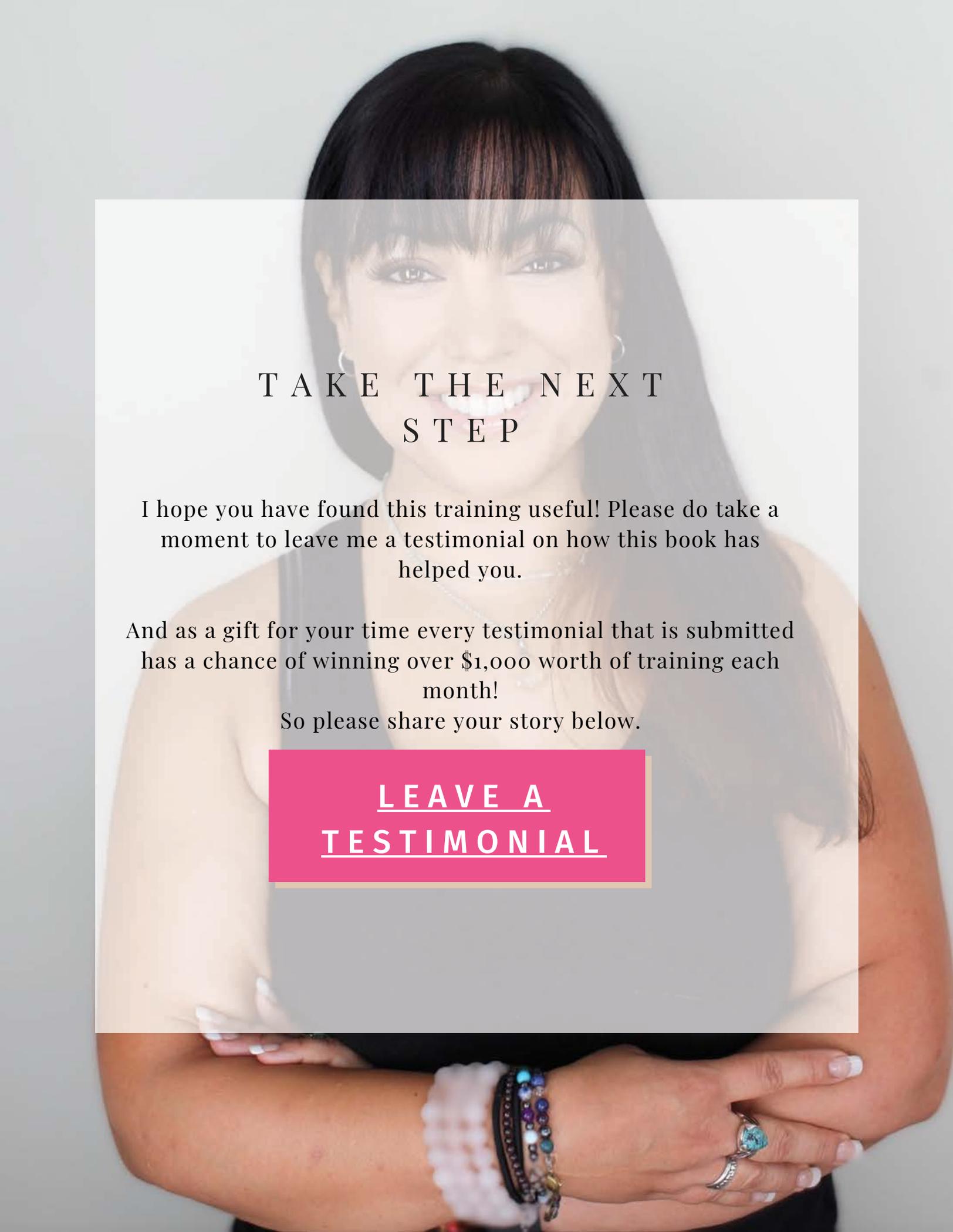
Select at least ONE you can implement



## Step Three

Write down how you are going to implement these hacks in the next section





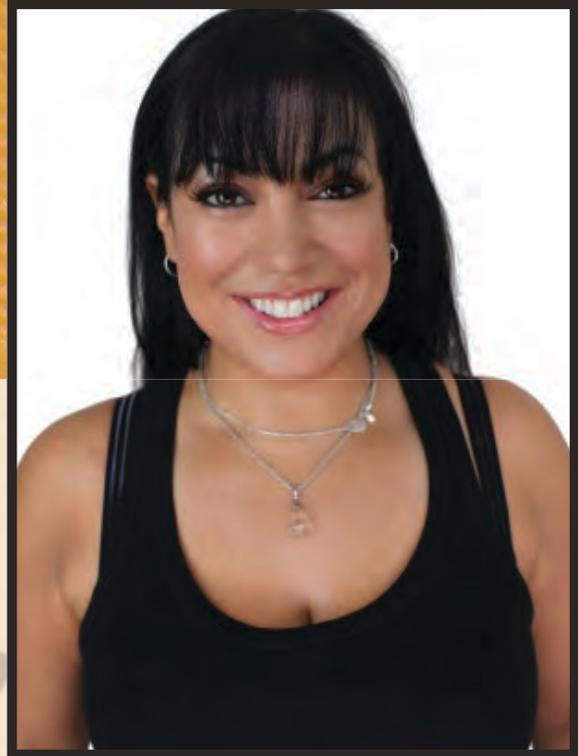
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