

# MANAGE YOUR TIME

*Module One*





- 4 Time Traps That Destroy Your Productivity...And How to Eliminate Them Forever!

# TIME MANAGEMENT FOR COACHES

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# THE TIME MANAGEMENT STRUGGLE



1. Your business won't grow.
2. You won't be able to bring on the number of clients you want or need to maintain your income.
3. You'll probably be pretty stressed, trying to do too much in the time you have available.
4. You may feel burned out or exhausted because you're working long hours week after week without any downtime.

And you may even give up on your coaching dream all together, thinking it's just too hard or too much work.

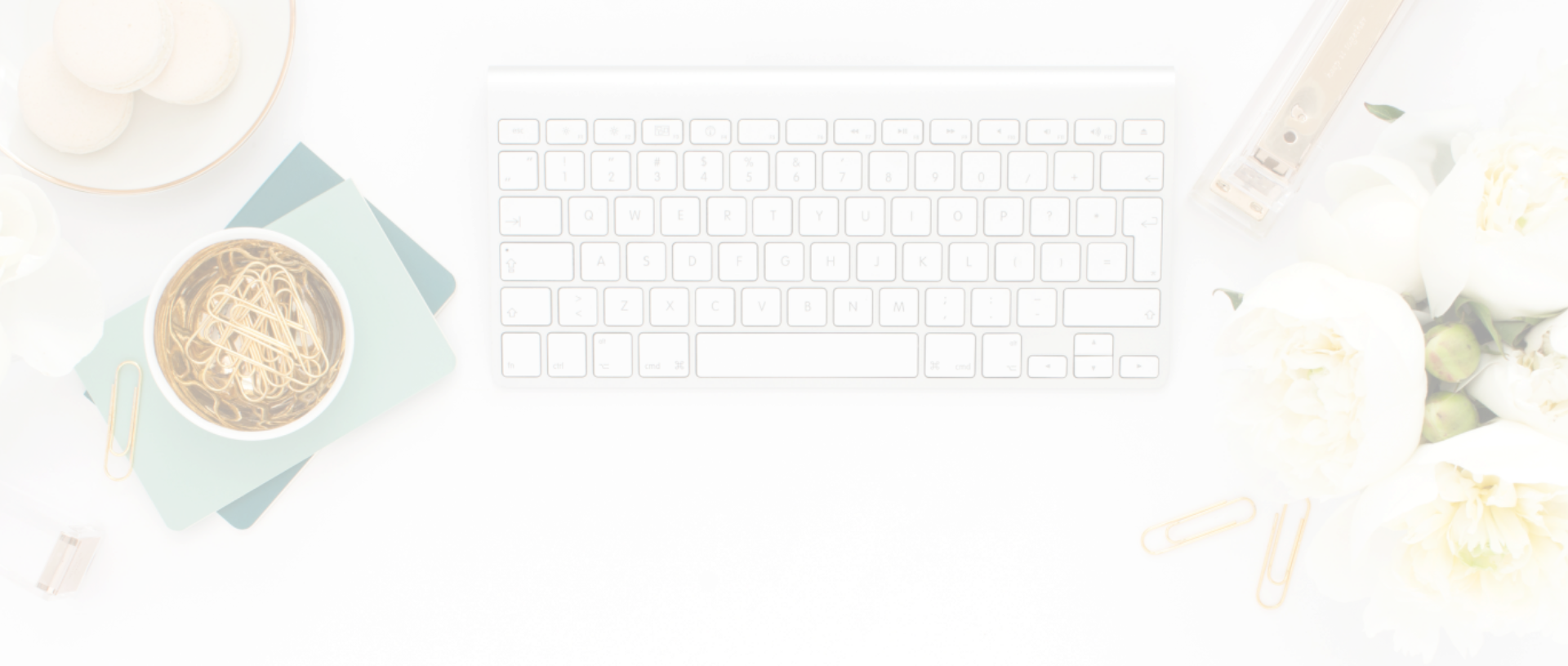
# THE TIME MANAGEMENT STRUGGLE



You don't have to work that many hours. You don't have to be "on" 24 hours a day. You can—and definitely should—be taking time off to hang out with your kids and do fun stuff outside of work.

And your income does not have to suffer—not if you properly manage your time.

Today we're going to talk about 5 methods you can use to avoid those things that suck up your time—you know, when you get to the end of the day and wonder just what you did all day? Yeah, we're going to put an end to that kind of frustration with today's tips.



## TIME TRAP #1: ADMINISTRATIVE WORK

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# ADMINISTRATIVE WORK



This one is tough for a lot of coaches. This is the business of being in business, and includes everything from bookkeeping to email to project management. All of it is critical to keeping your business running, and none of it makes you any money.

Not only that, but many administrative tasks are high-level work that coaches often feel only they can do. If your “type A” personality is preventing you from getting this admin work off your plate, than this first strategy is for you.

# ADMINISTRATIVE WORK



I'm going to help you move these non-money-making tasks off of your to-do list and right onto someone else's. And if that's simply not possible (as we'll see) then we're at least going to make them a whole lot easier and faster to do.

## **Step 1: Keep a Time Diary**

Chances are you're spending more time than you think on these time sucks, so the first step to gaining control of your time is to get a handle on what they are.

Keep a notebook on your desk and start recording your time. This "time diary" will give you lots of clues about where you're spending the majority of your time, and you'll also see what can easily be cut.

# ADMINISTRATIVE WORK



8:00-8:30am – Email potential clients

8:30-9:15am – Phone calls

9:15-9:45am – Facebook Group

9:45-10:15am – Breakfast

10:15-11:30am – Writing blog post

11:30am-1:00pm – Coaching calls

1:00-2:30pm – Email

2:00-2:45 – Customer support



# ADMINISTRATIVE WORK



## **Step 2: Create Templates**

As a coach, you'll probably find that your biggest blocks of time are dedicated to phone calls and email. You have potential clients to follow up with, past clients to reconnect with, billing issues to manage, and customer questions to answer.

For example, if you find yourself continually penning new emails to request payment or testimonials, or to reach out to potential clients, then it's time to develop some all-purpose templates you can copy and paste and—with just a couple of edits—send off in seconds rather than minutes. You can write your own, or use the email templates included in this course to save time.

# ADMINISTRATIVE WORK



Pro Tip: Want to save even more time? Give your templates to your VA and have her manage your email follow-ups! You can outsource everything from payment issues to testimonial requests.

And here's an added benefit—if you're at all squeamish about asking for payment (and aren't we all?) then handing this task off will not only save you time, it will save you stress as well!

# ADMINISTRATIVE WORK



## **Step 3: Systematize**

If you find you're spending a lot of time answering client questions, then the time has come to set up a help desk and FAQ page.

Clients can answer many of their own questions simply by visiting the FAQ page, where you'll want to include answers to such questions as:

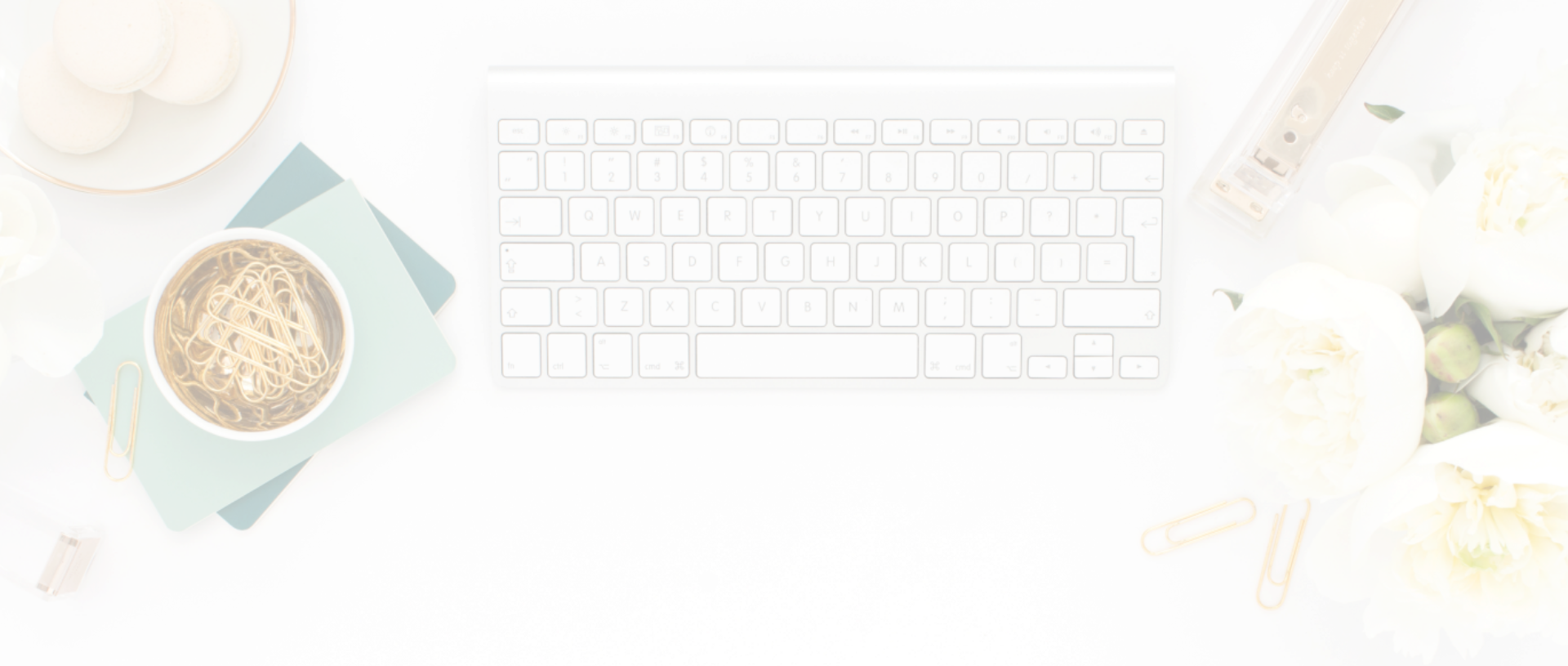
- How do I schedule coaching time with you?
- How do I cancel my coaching plan?
- How do I log into your website?
- How can I change my credit card info?
- How can I know if you're a good coach for me?
- What kinds of issues can you help me with?

# ADMINISTRATIVE WORK



You can also create “canned responses” within your help desk to answer your most common questions. This will make it easy for your VA to help your clients find the information they need, and you won’t have to be involved at all.

Just imagine how much time you’ll save when you’re not having to worry about retrieving login details or cancelation requests from clients!



## TIME TRAP #2: TECHNICAL SUPPORT

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# TECHNICAL SUPPORT



Have you ever heard the expression “working in your business rather than on your business”? I’m convinced the person who coined that phrase was talking about technical work.

You know what I mean. It’s those things that just have to get done so you can build your brand and get paid, but which probably aren’t in your list of favorite things to do. Things like setting up webinars, creating shopping cart links, and installing new landing pages.

# TECHNICAL SUPPORT



If you're letting tasks such as these bog you down and waste your time, then you are most certainly working in your business.

That's not the path to growth and higher profits, so let's take these things out of your hands so that you can do more of what you love to do.

# TECHNICAL SUPPORT



## **Step 1: Make a List**

Brainstorm a big list of all the things you do every day that involve some kind of tech work. It might be creating a new mailing list, or tracking down a missing affiliate link, or uploading videos to YouTube.

It might help to keep a piece of paper and pencil near at hand as you go through your day. Then each time a task such as this takes you away from your money-making work, jot it down. Include how much time it took you as well, and by the end of the week you'll have a really good idea just how much time you're wasting on these tasks.



# TECHNICAL SUPPORT



## **Step 2: Calculate Your Own Value**

How much is your time really worth? Do you know? Sure, you know what you earn for every hour you work with a client, but that's not a good gauge of your true worth.

Calculate how much time you spend working on your business, and also how much these hours in an hourly rate are worth.

# TECHNICAL SUPPORT



## **Step 3: Outsource**

Now that you know what your time is worth, and you have a list of tasks that suck your time and aren't adding dollars to your pocket, it's time to move those tasks off of your to-do list and onto someone else's.

Now before you go thinking that you can't afford to outsource yet, keep these points in mind:

- Skilled VAs will often spend far less time completing a task than you will, so the cost will likely be lower than you think. You might spend three hours wading through the documentation for your webinar management system just trying to integrate your autoresponder, while a VA who is familiar with the software can have it done in less than five minutes.

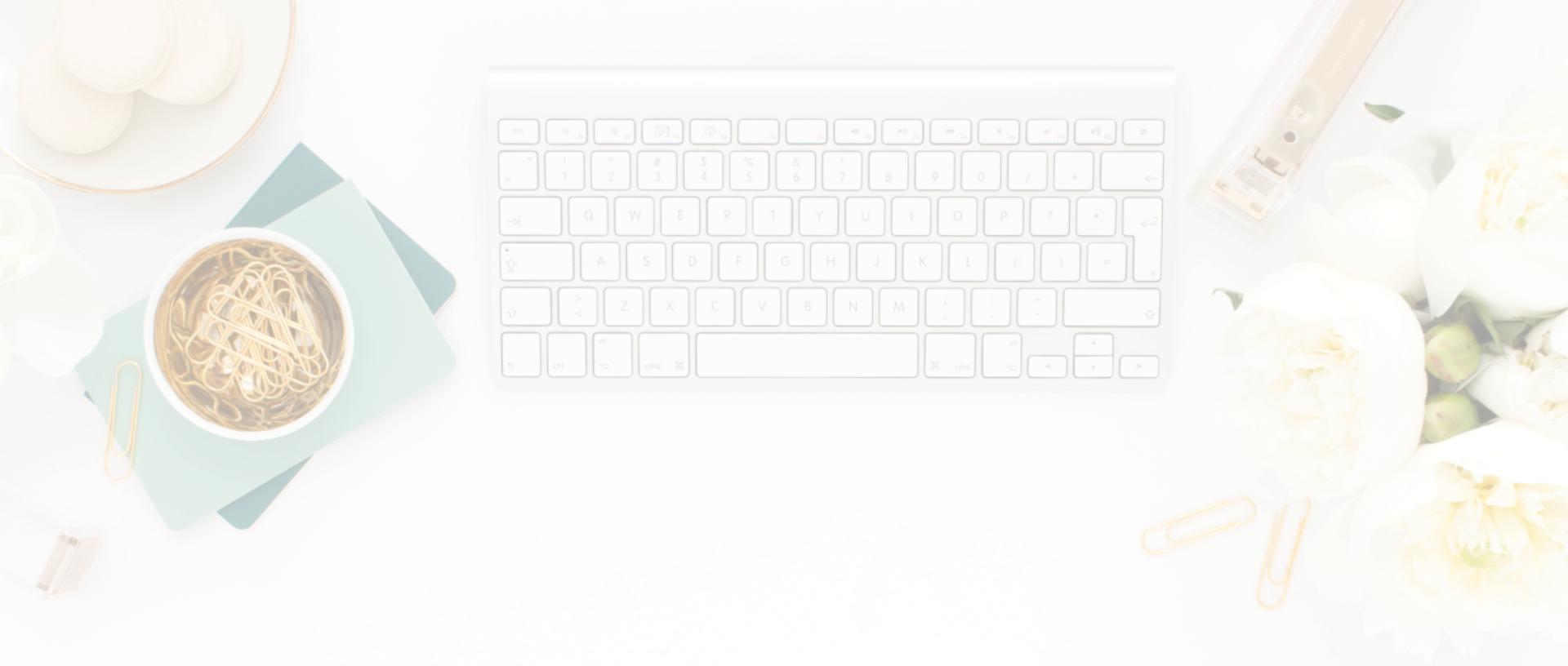
Isn't that worth outsourcing?

# TECHNICAL SUPPORT



- The time you're not spending on technical tasks can be spent working with clients instead. Or working with JV partners; or creating new content or paid programs. You're not going to just fritter away those hours watching YouTube videos, so don't think of outsourcing as an expense, but rather as a way to make more money.

If you're not sure where to begin to even find the right person, consider [upwork.com](https://www.upwork.com) to get you started.



## TIME TRAP #3: CONTINUING EDUCATION

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# CONTINUING EDUCATION



When you're in business for yourself, you can't afford to let your skills slide. You must work to continually increase your marketing knowledge, learn new ways to help your clients prosper, discover emerging technology, and a host of other information.

In fact, you could easily spend all your time learning and no time at all actually implementing what you learn. That's a common time trap that many budding entrepreneurs fall into, much to the detriment of their businesses!

So how do you manage to both run your business, work with clients, and put in the necessary time to stay on top of the latest developments in your niche? With careful prioritization and planning, that's how.

# CONTINUING EDUCATION



## **Step 1: Schedule Your Study Time**

You'll hear me talk about calendars and their importance in your business over and over again. I believe that if something is important enough to do, then it's important enough to put on your calendar. And that includes the time you'll spend learning.

Take a look at your calendar and see:

- How much time you truly have available (it's probably less than you think).
- What days and times you are less productive—this is the perfect time to watch a webinar or read a business book.

# CONTINUING EDUCATION



- When you have other things scheduled that you can safely multi-task. For example, if you have to wait in the school pick-up line every day for 30 minutes, that's a perfect time to read or listen to a business podcast.

Then block out a few hours each week solely for continuing education.

# CONTINUING EDUCATION



## **Step 2: Plan Your Study**

Every day we're bombarded with offers to watch another webinar or register for another must-have course or sign up for yet one more social media tool. They all sound so enticing, and if your friends and colleagues are jumping in, it can be tough to resist signing up for everything.

But avoiding the time trap of endless learning requires ruthless prioritization. Think about it this way: You cannot possibly use all of the tools and techniques you come across in a given day, no matter how low the price or how inviting the offer. And to spend time learning something you're not ready to use is the very definition of a waste of time.



# CONTINUING EDUCATION



Instead, ask yourself:

- Do I have a need for this right now?
- Will it help me make more money, reach more people, or otherwise grow my business within the next month?

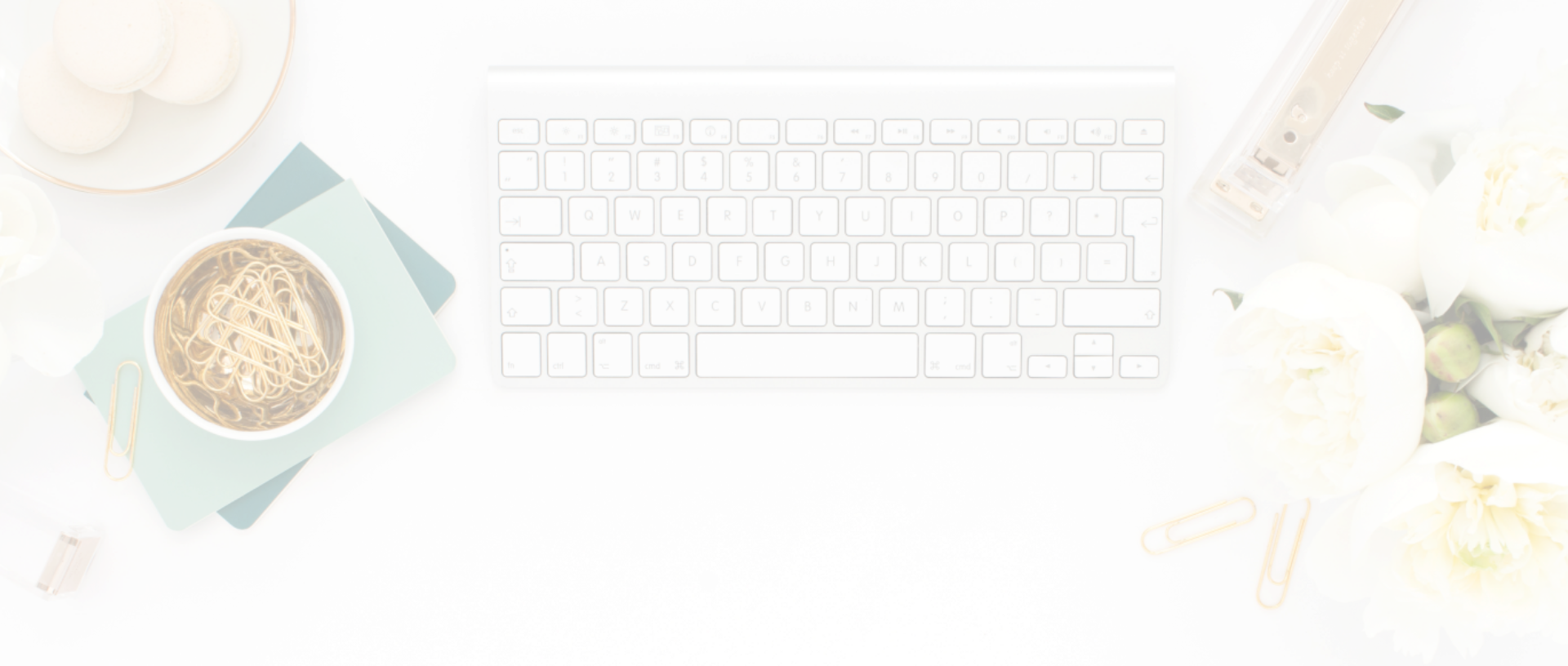
If the answer to those questions is no, then do not put this on your schedule. It's of no real use to you at this point, and you can't afford to let FOMO (fear of missing out) cause you to waste your time learning something you can't use.

# CONTINUING EDUCATION



Pro tip: Product research can easily land you in a similar time trap. If you can't immediately use the information, just file it away in your Evernote or other note-taking app for later.

That way you'll know where it is when you need it, but you won't be wasting your time researching a product you're not quite ready to create.



## TIME TRAP #4: OVERTHINKING PRODUCT CREATION

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# OVERTHINKING PRODUCT CREATION



Ok, this is a big one. We all want to create exceptional value for our tribe, so we work really hard to create products and programs that meet—and exceed—their needs.

So you:

- Identify the need
- Outline the solution
- Discover another angle
- Outline the solution
- Discover an interesting (and useful) side trail
- Outline the solution
- Decide on a membership site
- Outline the content
- Research membership options (including three days spent “testing”)
- Abandon the membership idea
- Go back to outlining content

# OVERTHINKING PRODUCT CREATION



If you've ever been “stuck” in creating your programs, then you know how much time and energy this type of overthinking can cost you. In fact, for a lot of coaches, it results in no product at all, because that feeling of being “stuck” becomes overwhelming. The next thing you know, it's a year from now, and you're still “almost done” with that great program.

Or worse, that amazing, timely coaching product is—a year later—completely irrelevant to your market.

Don't let this time trap cause you to miss out on sales, market reach, and reputation.

# OVERTHINKING PRODUCT CREATION



## **Step 1: Determine Exactly What Your Market Wants and Needs**

Like any great coach, you most likely “have your ear to the ground” and are listening closely to the wants and needs of your clients. Great places to listen include:

- Private Facebook groups
- Your blog comments
- Emails from your readers
- Conversations on social media
- Your help desk

# OVERTHINKING PRODUCT CREATION



If you want more specific results, you can also ask for them in a survey especially designed for the purpose of creating a new product. Using a service such as SurveyMonkey or even Google Forms, create a short survey asking questions such as:

- Where are you in your business journey?
  - Just starting out
  - Established but not earning as much as I would like
  - Well established and earning a great income
- Have you ever worked with a business coach before?
  - Yes, with great results
  - Yes, but I wasn't happy with the results
  - No, but I want to
  - I don't believe in coaching

# OVERTHINKING PRODUCT CREATION



- When investing in business training, which format do you prefer?
  - Video based training
  - Audio based training
  - Written training
  - Combination of the above
- When investing in business training, which time frame works best for you?
  - Learn at your own pace
  - Scheduled lessons over several weeks
  - Scheduled lessons over several weeks with the option to download the entire course



# OVERTHINKING PRODUCT CREATION



- What are your biggest struggles in growing your business?
- What do you find easy about running your own business?
- If you could invest in a program to [ENTER YOUR SPECIALTY HERE], how much would that be worth to you?
  - Less than \$500
  - \$500 to \$1000
  - \$1000 to \$2000
  - \$2000 and up

# OVERTHINKING PRODUCT CREATION



By including both multiple choice and essay style questions, you'll not only get a good summary that will quickly point you in the right direction, but you'll also see the words and phrases your market uses to describe their strengths and pain points.

Keep those examples handy, because they'll be perfect for writing a sales page that converts!

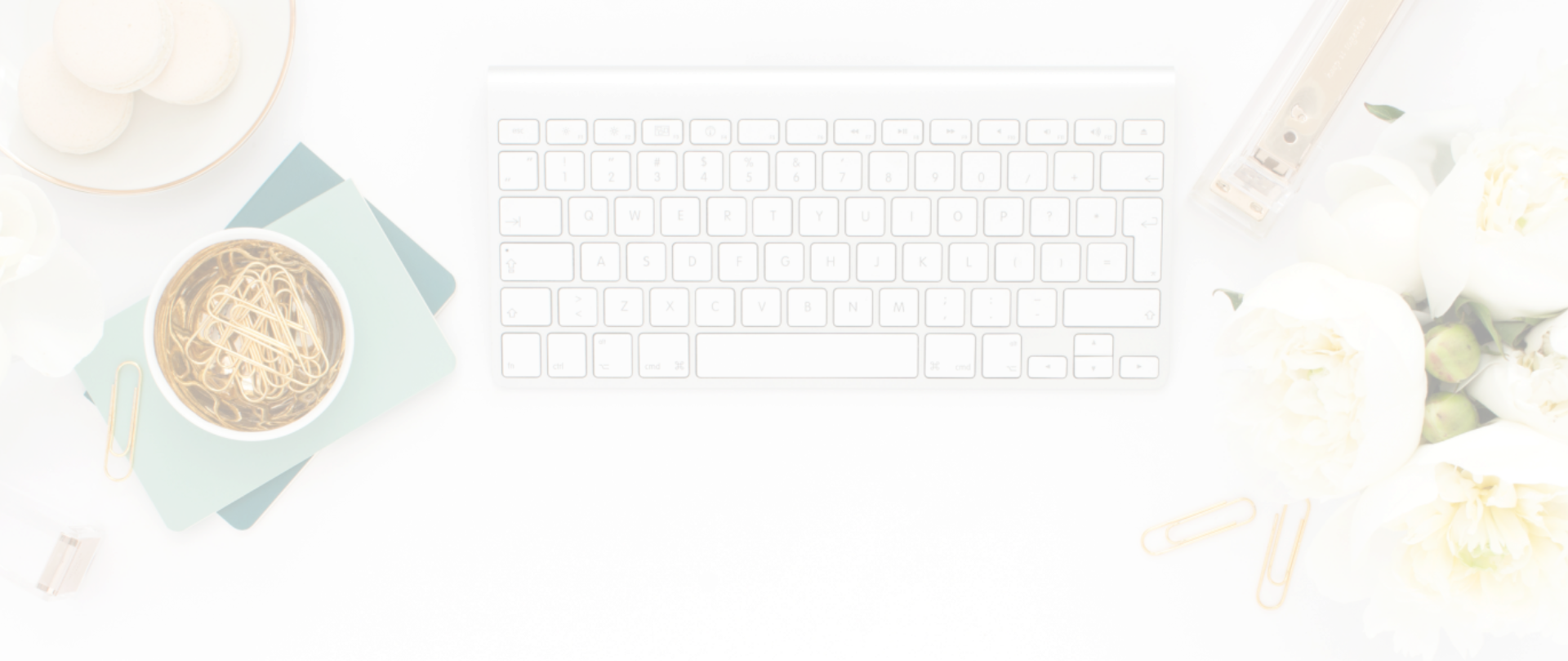
# OVERTHINKING PRODUCT CREATION



## **Step 2: Check Out Your Competition**

Savvy businesses know exactly what their competitors are doing. They pay attention to new products and promotions, examine the content and social media accounts, and sign up for free webinars to get a peek inside the offers.

If you're not already doing this, you should definitely consider it. However, some coaches are concerned that by paying too much attention to what the competition is doing they'll accidentally "borrow" the ideas. Worse, you might freeze up, thinking that no program you create could possibly compete.



## TIME TRAP #4: OVERTHINKING PRODUCT CREATION

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# OVERTHINKING PRODUCT CREATION



Here's how to avoid that.

Simply ask your VA to do the research for you, and distill her findings down into a few bullet points. That way you can still keep an eye on what's working for your competitors, without worrying about being overly influenced by their offer or getting even more stuck because of it.

# OVERTHINKING PRODUCT CREATION



## **Step 3: Develop Your Idea**

Now we come to the fun part! You know what your market needs and wants, and you know what they're willing to pay for it. This will help you determine what format and length your program will be.

Lower priced offers will likely be much shorter and not be part of a membership. They also probably won't include any coaching—whether group or private. For lower-end products, it's a good idea to keep this advice in mind:

***One problem; one solution.***

# OVERTHINKING PRODUCT CREATION



This alone will help you avoid the “everything and the kitchen sink” time trap that might be keeping you stuck in product creation mode.

For higher end programs, though, you have a bit more flexibility.

Higher priced products can include video and audio with a membership component and perhaps a group coaching aspect. They can also be much more comprehensive in nature, covering lots of topics in depth.

# OVERTHINKING PRODUCT CREATION



## **Step 4: Create Your Program**

You're finally ready to begin putting your ideas down on paper. And here is where many of you will freeze up, so I want to give you a few ideas for easy content creation:

- Repurpose. You have hundreds of blog posts, a YouTube channel, Kindle books, email archives, and a host of other content, so put those things to work for you! Have your VA compile a list of content that fits with your new program, and then you can simply update and refine rather than starting from scratch.



# CROWD SOURCING



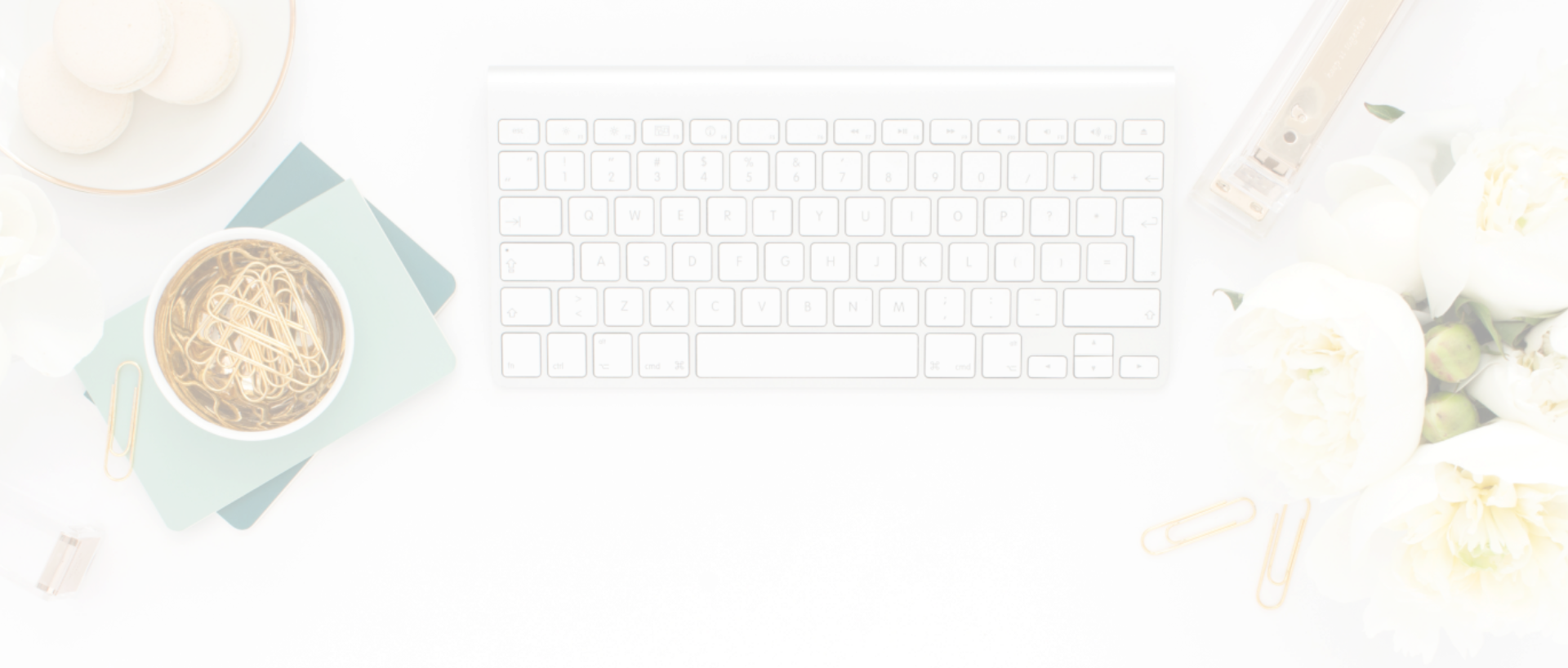
- Crowd source. If you've ever signed up for a telesummit, then you know the power of crowd sourcing. Gather a few experts together to share their knowledge, and you not only have a virtually instant product, but you'll have built-in JV partners as well.
- Outsource. No time? No problem! You can easily find a ghostwriter to create your content for you.
- Rebrand. You can kick start your product creation efforts with strategic use of done-for-you content such as licensed coaching workshops or top-quality PLR from respected creators.

# EDITING AND FORMATTING



And finally, don't forget about editing and formatting. Your job is to create—or have created—the ideas and solutions that will help your audience to thrive. It's not your job to make the documents look nice, or to edit the “ums” and “ahs” out of your video training. Those are tasks that truly are a time suck for busy coaches, so you should happily hand those off to someone else.

That way, you can concentrate on serving your client base better.



# TIME TRAPS: A SUMMARY

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## **One last word about time traps...**

We all have our own. I've covered the most common ones here, and on our live calls I'm going to get to your questions, but I want you to know this: No matter what your personal time trap is, there's a solution for it. So think about what it is that's holding YOU back from greater success, and make a plan to get those time traps out of your life once and for all.

Your business will thrive when you do.