

# Taking Control of Your Day

Jeffrey J. Mayer

**Learn how to save time  
and use it more effectively,  
so you can get more work done  
in less time and with less effort.**

From the author of *Success is a Journey*  
*Time Management for Dummies*  
and *ACT! 2000 for Windows for Dummies*

# Taking Control of Your Day

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## Jeffrey Mayer's Tele-Mentoring Program



Jeffrey Mayer helps people manage their time, set their priorities, and stay focused so they can achieve their goals, grow their business, and be more successful.

He can help you improve your telephone skills, improve your prospecting, ask better questions, sell benefits not features, become a better listener, reach decision makers & more so you can close more sales, and make more money.

Jeff is president of <http://www.SucceedingInBusiness.com>.

You can send e-mail to Jeff at [Jeff@SucceedingInBusiness.com](mailto:Jeff@SucceedingInBusiness.com).

Best-selling books include: *Success is a Journey, Time Management for Dummies If You Haven't Got The Time To Do It Right, When Will You Find The Time To Do It Over?* and *ACT! 2000 for Windows for Dummies*.

*Jeffrey Mayer taught me how to run my business like a business. My sales have doubled and my profits are up more than 100 percent. By leveraging my time, energy and resources, my fixed costs have gone down and my productivity has soared.*

Kim Camarella, President, Kiyonna Klothng, Los Angeles

*Jeffrey Mayer's business management techniques have taught me how to better run my business. His ideas helped me increase revenues by 15 percent. Profits have grown by almost 60 percent. And this was after working together for only 30 days.*

Gregg Russell, Owner, Hopps Colonial Pharmacy, Homer MI

*Jeffrey Mayer has a very broad range of experience. He's helped me become more focused. Working with Jeff as a coach/mentor, strategic advisor and sounding board was incredibly gratifying.*

Wesley Ley, Vice President & Regional Manager  
Chase Manhattan Mortgage Corp., Chicago

*Jeffrey Mayer's techniques are so simple they're brilliant. He teaches you the essence and depth of how to find worthwhile opportunities, and then shows you how to capture them.*

Steve von Berg, President, Synergy, Rochester NY

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<http://www.SucceedingInBusiness.com/consulting.shtml>

## Books by Jeffrey J. Mayer

Success is a Journey

If You Haven't Got the Time to Do It Right,  
When Will You Find the Time to Do It Over?

ACT! 2000 For Windows For Dummies

Time Management For Dummies

Winning the Fight Between You and Your Desk

Find the Job You've Always Wanted  
in Half the Time with Half the Effort

ACT! 2, 3, and 4 For Windows For Dummies

## eBooks by Jeffrey J. Mayer

Opening Doors with a Brilliant Elevator Speech

Winning The Fight Between You and Your Desk

Setting and Achieving Your Goals

Successful People Have A Dream

Succeeding In Business

Customizing Your ACT! Database

Growing Your Business With ACT!

ACT! Power User Tips - Volume 1, 2 & 3

<http://www.SucceedingInBusiness.com/catalog/>

## Thoughts/Comments About This eBook

What are the BEST useable ideas you gained from this eBook?

How do you plan to apply these ideas?

How will these ideas help you close more sales and grow your business?

Please send your thoughts/comments to  
[Comments@SucceedingInBusiness.com](mailto:Comments@SucceedingInBusiness.com).

## Living and Working in a Pressure Cooker

Improving productivity has become the rallying cry of American business. Fierce competition, both at home and from abroad is forcing every company to streamline its operations and search for ways to get more things done quicker, faster and better.

More work is being done by fewer people, and the burden has fallen on all of us. The goal is to become more productive and complete more work in less time.

Because we need to spend extra hours at the office to get the job done, we come in early, stay late, and work weekends. Who do you know that works a forty-hour week? Fifty to sixty hours has become the norm.

But are we really increasing our productivity, or just the number of hours we work?

### Overloaded With Information

Adding to the burden, American business has spent trillions of dollars on new technologies — from desktop and notebook computers, to Palm handheld devices, to Web-based programs, to wireless communications systems — so that information can be transmitted at faster and faster speeds.

Today, information is sent and received instantly. Replies are expected immediately. There is e-mail, voice mail, cell phones, world-wide paging systems, and Palm handhelds. We're all connected 24/7... 365 days a year.

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**Improving productivity has become the rallying cry of American business**

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**We're overloaded with information and are being overwhelmed with work**

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It's impossible to read, study, or even open all the e-mail — with attachments; letters, reports, magazines, books, newspapers, and computer printouts that cross our desks. There is no longer any time to think, plan, or ponder a problem before being forced to make a decision.

We're overloaded with information and are being overwhelmed with work.

With so much to do and so little time in which to do it, we try to stretch the length of our days, and hope that there will be just a little time left over for family and friends. But the hours spent working keep getting longer; the demands, pressures, strains, and tensions keep growing. Our goals and dreams are still unfulfilled.

Clearly something is wrong.

### **A Typical Day**

We get up early, hurry to the office, check our e-mail, talk on the phone, look at the mail, shuffle papers from one pile to another, and don't accomplish much.

There are constant interruptions. The phone is always ringing, or someone is knocking on the door, asking, "Have you got a minute?"

You attend unimportant meetings, that take too long and leave issues unresolved. When you finally start to do some work, you are forced to drop everything in order to put out someone else's fire.

*Important* things are constantly being pushed aside for whatever is most *urgent*. You go from one crisis to the next, and when it's finally time to call it a day, you're exhausted. There's just too much to do and never enough time.



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## You're busy, but are you productive?

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You're busy, but are you productive?

Life, and work doesn't have to be this way. The key to solving all these problems is not simply to work longer and harder. We can't. There just aren't any more hours in the day, or days in the week. We're all facing the woodsman's dilemma:

*There was a woodsman who had a new ax. The first day he was able to chop down twenty trees. With each passing day, he worked longer and harder; while chopping down fewer trees. A friend wandered by, and suggested, "Why don't you sharpen your ax?" The woodsman replied, "I'm too busy, I've got to chop down more trees."*

Let's stop for a moment, collect our thoughts, and sharpen our axes.

## I Wish I Had More Time

How often have you said to yourself, "I just wish I had more time" — to think about and analyze a problem, or even a few extra minutes to lean back in your chair and clear your head before you tackle your next project?

Unfortunately, you can't stop the clock — it keeps ticking. But there's one thing you *can* do that will give you precious extra minutes:

*Save time by wasting less of it!*

## Learn How To Save Time

This eBook will show you how to save time and use it more effectively. I've spent much of my life searching for

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## Save time by wasting less of it!

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**You'll be more  
productive at  
work and have  
extra time to enjoy  
your life away  
from the office**

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ways to get more work done in less time.

I've worked with thousands of businessmen and -women, and have developed techniques that have helped them save at least an hour of precious time each day. Time they were able to use to make better business decisions worth millions — and tens-of-millions — of dollars in profits for their companies.

These same techniques will help you save time and make you more money. You'll be more productive at work and have extra time to enjoy your life away from the office.

You'll be amazed at how your productivity will increase simply because you've made modifications in your work habits.

### **Pleasing Habits or Pleasing Results?**

Years ago, I was asked a simple question:

*“Jeff, which do you value more,  
pleasing habits or pleasing results?”*

I was trapped and began to squirm like a worm on a hook. Sheepishly I said,

*“Pleasing results.”*

From that point on I began to look at my work differently. Many of the things I did — as well as the things I observed — were just “pleasing habits.” I began to question everything I did. In some cases I found I acted as I did simply because “That's the way we do it around here.”

In others I had gotten into a routine. It had never crossed my mind to do things differently. Because I wanted better results, I changed my habits.

So let me ask you:

*Which do you value more,  
pleasing habits or pleasing results?"*

Change is never easy, and we resist it. But I've learned that we often make things harder for ourselves than we need to. Many of the daily obstacles that get in our way are put there by us.

*Taking Control of Your Day* will show you how to overcome those obstacles, get everything done, and still have time left over for yourself.

### **Save Thirty Seconds, Every Five Minutes**

You won't save time by looking for it in large blocks; look for it in small pieces instead.

*Save thirty seconds, every five minutes -  
at the end your day, you have saved an hour.*

Search for ways to streamline your daily activity. Try to eliminate work, for yourself, your team, and your colleagues. Strive to be more graceful and fluid in your daily business affairs.

Look at everything you do, and ask yourself: "What value am I getting from this activity? Is the payback worth my time and effort?"

It is very easy to be busy; not for eight hours a day, but for ten or twelve. The hard question is

### **Am I Busy? Or Am I Productive?**

There is a world of difference between the two.

Focus on the important things. Give yourself more time to think about them. Your goal is to make a better decision.

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**You won't save  
time by looking  
for it in large  
blocks; look for it  
in small pieces  
instead**

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And in today's highly competitive environment, better business decisions are worth millions — or billions — of dollars.

### TIME IS MONEY

If you put the timesaving ideas, tips, and techniques in this eBook into practice, I guarantee that you'll save at least an hour of precious time each day.

## An Efficient Follow Up System Is the Key to Being Successful

What does the top of your desk look like? Do you have piles of stuff everywhere? Well, if you're trying to stay on top of all of your unfinished work, tasks, projects, and telephone calls and you're doing it by leaving everything out on the top of your desk, then you're flirting with disaster.

It's just impossible to keep on top of everything — or anything — when your office looks as if a tornado has gone through it.

Important things get lost, misplaced, or are soon forgotten, and at the very least, it takes a lot of time — wasted time — to find that letter, memo, file, or report when you need it. And why did you begin to look for it in the first place?

Because your boss just asked for it, and he or she is standing at your doorway; or your best client just called and is waiting patiently — or impatiently — on hold while you frantically search through the stacks of papers on your desk.

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**It's just impossible to keep on top of everything when your office looks as if a tornado has gone through it**

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**Most people waste at least an hour a day looking for papers that are lost on the top of their desk**

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You may not be aware of this fact, but most people waste at least an hour a day looking for papers that are lost on the top of their desk. By getting organized, you can convert the time that's usually wasted during the course of a normal business day into time that can be used more productively and efficiently.

With piles of papers everywhere, it does become very difficult, if not impossible, to stay on top of the important things in your life.

In my best-selling eBook *Winning The Fight Between You And Your Desk*, I described how to get organized and get rid of the piles of papers on your desk top.

So if your desk is a mess, you may want to get yourself a copy and get organized. Here's the link to order and download it: <http://www.SucceedingInBusiness.com/catalog/WinningTheFight.shtml>

The next few pages are meant to convince you that using piles of papers is an inefficient follow up system. After I get you to agree that you need to change your ways, I'll show you how a Master List is a better follow up system.

### **Reminders of Things To Do**

I know that you've never given this much thought, but many of the things that remain on the top of the desk are left out as reminders of things to do. We think that by seeing a piece of unfinished business, it will remind us to write that letter or make that call, and we'll do it.

In theory, this may sound great; in practice, it just doesn't work! Yes, you do get things done, and you often, but not always, meet your deadlines. You are, however, paying a price: It takes a lot more effort and exertion to get the work done.

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**Many of the things that remain on the top of the desk are left out as reminders of things to do**

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This occurs because you start working on a project when there's no lead time left. So your stress level is higher than it should be, and I would venture to say that the quality of your work isn't always at the highest level that you're capable of producing.

One of the main causes of efficiency problems is the piles themselves. The piles of papers are there to remind you of the tasks you're supposed to do, but you never get to these tasks until the last minute because the papers were lost, buried, and forgotten within the piles.

And you don't begin working on the task or project until someone calls to ask, "Where is it?" Now you've got to drop everything to do something that's been sitting around for a month.

### **I'll Get to it Later**

Do you ever go through your in-box and look at the pile of letters, memos, and reports that have accumulated and just put them aside in an "I'll get to it later" pile? Well, you're not alone because almost everybody else is doing it too.

But when you put things aside in this manner, you create problems for yourself. Once you get into the habit of leaving piles of paper everywhere, too many things end up in the "I'll get to it later" pile. But later never comes.

Over the years, I've had many people say to me, "I put things aside, and if I don't get a follow up call or additional correspondence, I'll eventually throw it away."

Though this system may be an easy way to get through the day, is it the best way to take control of the things that

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**Once you get into the habit of leaving piles of paper everywhere, too many things end up in the "I'll get to it later" pile.**

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are going on in your business life, and is it an efficient way to manage all of the papers that come across your desk?

When you just put things aside, you're putting yourself in the position of waiting for things to happen, and then you're forced to react to them. You're no longer making your own decisions, and you've lost control of your daily business affairs.

### **But I Know Where Everything Is**

Now I know you're going to tell me that you know where everything is, and I'm sure that you do, but the question isn't: "Do you know where everything is?"

The real question is: "Do you know what work, tasks, and projects you have to do, and when you have to do them?"

Here are two more questions:

- ◆ Who do you have to call? Or, from whom are you awaiting a telephone call?
- ◆ Who are you supposed to be sending a letter, memo, presentation, proposal, or other piece of information to? Or, who is supposed to be sending something to you?

The answer to these questions has nothing to do with whether or not you know that a particular piece of paper is sitting 3 inches from the top of one pile, or 2 inches from the bottom of another.

Just because you *think* you know where something is has nothing to do with your ability to:

- ◆ Get your work done,

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**“Do you know what work, tasks, and projects you have to do, and when you have to do them?”**

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- ◆ Get it done on time, or even
- ◆ Get it done well.

Many times the work will remain undone until someone asks for it, and it's at this time that you must drop everything so you can complete a task that should have been done days ago.

Now you have another fire to put out; your whole day is going up in smoke; and you don't even realize that you're guilty of arson.

## Create a Master List, and Get Rid of the Piles

So instead of leaving things out in piles, you'll find that you can be much more efficient and productive when you keep a list of all of your tasks, projects, and other items of business on what I call a Master List, which is a things-to-do list that's written on a large piece of paper.

By writing everything down on your Master List, you give yourself the ability to maintain complete and total control over everything that's going on in both your business and your personal life.

### Advantages of Using Your Master List

I know that you work hard, that you put in a lot of hours on the job, and that you're dedicated to your company. But hard work and dedication can only take you so far, and after a while, there just aren't any more hours left in the work day or the work week.

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**Keep a list of all  
of your tasks,  
projects, and  
other items of  
business on a  
Master List**

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So if you want to become more efficient and effective; improve your ability to stay on top of all of your unfinished work, tasks, projects, and correspondence; and be able to do your work faster and better, then all you've got to do is improve your follow up system.

Here are some of the things having a Master List will do for you:

- ◆ It will help you get your work done well and done on time.
- ◆ It will help you improve the quality of your work.
- ◆ You will have complete control over your schedule, your business affairs, your day, and your life.
- ◆ You will have less stress and tension, and you will be able to get a good night's sleep.
- ◆ You will have more time to spend with your friends and family, doing the things that you enjoy.

With an effective follow up system, things just don't slip through the cracks. You're able to stay on top of your most important work, tasks, and projects. You get your work done on time, you do it well, and you make it home for dinner.

### **Contact Managers, Personal Information Managers And Handhelds**

Though I'm describing how to get organized by using a Master List that is written on a piece of paper, I would recommend that you ultimately change to a computerized follow-up system.

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**With an effective  
follow up system,  
you're able to stay  
on top of your  
most important  
work**

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My personal preference is ACT!, but other contact managers like Goldmine or SalesLogix work just as well.

Outlook and the Palm are also great tools for getting organized and staying on top of everything you need to do.

It is important that you understand the methodology of using your Master List, for it is Rock Solid! My clients have been using these techniques for more than twenty years, and they work!

Integrate these organizational concepts with your contact manager, Outlook, or your Palm and you'll become much more efficient, effective, and productive.

## Creating Your Master List — Write Everything Down

The basic concept behind using a Master List is that by writing everything down in an orderly, meticulous way, you can do a better job of staying on top of all of your unfinished work, tasks, projects, and correspondence. When you put things down on paper, you don't have to remember that much. You do, of course, have to remember where you put the piece of paper.

Now I know that you've been writing things down for years, but you just haven't been doing it methodically.

- ◆ You've been writing names, addresses, and phone numbers on sticky notes and sticking them onto the wall.
- ◆ You've been keeping to-do lists on the backs of envelopes.

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**By writing everything down it's easy to stay on top of all of your unfinished work**

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- ◆ You've been scribbling notes to yourself on any piece of paper that you can get your hands on.

So yes, you've been in the habit of writing things down, but the manner in which you've been doing it isn't a very efficient or effective way of staying on top of all of your unfinished work.

By using a Master List to keep an itemized inventory of your unfinished work, you have an organized, systematic, and compact format for maintaining control of your workload and your workday.

### Shouldn't I Only Handle a Piece of Paper Once?

How many times have you heard the old adage: "You should only handle a piece of paper once"? But that advice just doesn't work in today's high pressure business world. And besides, you're dealing not only with paper but also with voice mail, e-mail, many different kinds of computer files, and all the wonderful things that are available over the Internet.

So you shouldn't be concerned if you handle a piece of paper once, twice, or a dozen times. The number of times you handle a piece of paper isn't important; what is important is that you make a decision about what you're going to do with that piece of paper.

When something crosses your desk, make a decision — now — instead of waiting to see what happens next.

- ◆ If there's work to do, note it on your Master List.
- ◆ If you need to keep it, file it away.
- ◆ If you don't need it any longer, pass it on to someone else, put it in the recycling bin, or throw it away.

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**Make a decision  
about what you're  
going to do with  
that piece of  
paper**

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You don't need to keep unneeded or unnecessary papers in a pile on the top of your desk for the next six months.

### Getting the Most Out of Your Master List

Now you're going to learn how to set up and use your Master List.

Much of the information might sound like common sense — because that's what it is — but you'll be amazed at how efficient and effective you can become by practicing these simple techniques.

There's nothing new about making lists. You've probably been doing it all your life — grocery lists, shopping lists, “things to do today” lists, New Years resolutions. You may already have a *pile* of lists on your desk along with all the other piles.

Your Master List is different. Once you've made it, you're not going to tuck it away in your pocket or put it in a desk drawer and forget about it.

You're going to refer to it and use it every minute of your work day. It will become your Master Plan for keeping track of your current tasks, as well as a reminder of what you have to do in the future.

Your Master List will be the last thing you look at before you leave the office in the evening, and the first thing you review when you arrive in the morning. You'll add new items as the day progresses, and cross off items when the job is done.

Your Master List will become a measure of what you have accomplished today, and a reminder of what you must do tomorrow and in the future.

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**Your Master List  
will be the last  
thing you look at  
before you leave  
the office in the  
evening**

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Here are twelve tips on how to make and use your Master List:

- ◆ **Use a Big Piece of Paper.** Your list should be written on a lined letter or legal size pad of paper. Never use a small pieces of paper, you'll end up with piles of lists.
- ◆ **Write on Every Line.** Write on every line on the page, and do not number the items on the list. You are creating an inventory of all your unfinished work, not a numerical listing. These items were written at random, whenever you happened to pick up a piece of paper and make a note of it on the next empty line. When there aren't any more lines on the first page, start a second one. Priorities are not important at this moment. Just make sure that you get into the habit of writing everything down — then you won't need to remember it.
- ◆ **Don't Rewrite Your List Every Day.** You're not in the list business. So don't rewrite your list every day. You'll end up spending more time in list writing, than in work doing.
- ◆ **Cross Off Completed Tasks.** When you finish a project, give yourself the pleasure of crossing that item off your list. Don't just put a check by it, draw a line through it. You'll derive a great deal of satisfaction from this act.
- ◆ **Add Additional Pages to Your Master List.** When you've used up all of the lines on the first page, don't be afraid to start a second one. It's common for most people to have a Master List that's one or two pages in length.

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**You're not in  
the list writing  
business**

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**Keep your Master List on top of your desk during the day where you can see it**

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- ◆ **Transfer Unfinished Tasks to Next Page.** When you've completed about 50 percent of the items on the first page of your list, transfer the unfinished work to the next page. Cross off the items as they are being transferred. Take one last look at the old list to make sure everything was either done or transferred, so nothing slips through the cracks. If you need to keep your old lists, make a file labeled "Old Lists."
- ◆ **Don't Worry About Priorities.** Some people rewrite their things to-do lists every morning so as to get the most important items on their list at the top of the page. I think this is a waste of time. That's the beauty of using your Master List. Just scan the list from top to bottom to identify the most important task that needs to be done. With this method you'll complete your important work-and get results, instead of wasting your valuable time rewriting a list.
- ◆ **Date Your Lists.** Always put a date on your lists. That way you can see how long some unfinished items of business has been there.
- ◆ **Use a Fine-Tipped Pen.** Use a ball point pen. Pencils tend to smudge, and felt tip pens with broad points are often illegible.
- ◆ **Look at Your Master List Throughout the Day.** Keep your Master List on top of your desk during the day where you can see it. Don't put it inside a file folder.
- ◆ **Add New Items of Business to Your Master List.** As new items of business come up throughout the day-the phone rings, the mail arrives, or you

receive an e-mail message, don't drop whatever you're doing just to get this new task out of the way. Simply add it to your Master List and continue doing whatever you were doing.

- ◆ **Plan for Tomorrow.** At the end of the day, look over your Master List before you go home and ask yourself: "What is the most important task I should work on tomorrow?" Schedule an appointment with yourself, write it on your calendar, and do the task first thing in the morning.

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## Your goal is to tackle your most important tasks

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**Remember:** Your goal is not to try to get all the miscellaneous items off your Master List so you can then begin working on the hard ones. Your goal is to tackle your most important tasks — those that take time, thought, consideration, and energy-while you have plenty of lead time. With this approach you'll produce high-quality work, get it done on time with less strain, tension, and effort, and have better results.

**TimeSavingTip:** One of the biggest impediments to being a success in business is interruptions. If you allow your flow of work to be interrupted every time the phone rings, the mail arrives, or someone walks through the door, you'll never get anything done. It's OK to turn off your phone and close the door (or put up a Do Not Disturb sign) for short periods of time so you can complete your important work.

### Using Your Master List to Get Your Work Done

Once you've created your Master List, this is how you make it work for you.

Scan the items on your Master List throughout the day to determine which item of business is the most important.

This helps you to identify the next task you should tackle. If you have a project that will take 30, 60, 90 minutes, or longer, schedule a block of uninterrupted time on your calendar. Think of it as an appointment with the boss or your most important client — because it is!

**TimeSavingTip:** If you've only got 15 minutes between meetings, use this time to make or return a few phone calls, read your e-mail, or pick off a few of the smaller, less time consuming tasks so that you can get rid of them.

### **Review Your Master List Before You Go Home**

Before you go home at night, take a few minutes to review your Master List to determine which items of business are most important. Plan to do them as soon as you arrive in the morning.

You can also use this time as an opportunity to plan your work for the future. What do you have to do during the next few days? Next week? Next month? Your objective is to produce the highest quality work that you're capable of.

When you give yourself more time to do your work, you don't have to worry about whether the first draft is good enough because you've got the time to revise it. And in the end, the finished product will be great.

**Remember:** Give yourself plenty of time to think about and plan your work, and doing the work is much easier.

**TimeSavingTip:** Use your Master List as a planning tool so that you can start on all of your work, tasks, and projects while you've got sufficient lead time.

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**Review your  
Master List for a  
few minutes  
before you go  
home at night**

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**Give yourself the first two hours of the workday and you'll complete twice as much work, in half the time, with half the effort**

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**Your goal is to get to your important work, do it well, and get it done on time**

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## **Schedule Your Important Work for the First Thing in the Morning**

When you schedule your work, try to tackle your most important tasks as soon as you arrive in the morning, when you're fresh, alert, and energetic. You'll be amazed at how much you can accomplish when you get into the habit of working on your most important projects early in the day before the inevitable fires flare up.

**TimeSavingTip:** Give yourself the first two hours of the workday — no meetings, no phone calls, and no interruptions — you'll find that you're able to complete twice as much work, in half the time, with half the effort.

## **Don't Rewrite Your Master List Every Day**

Some people make it a point to rewrite their things-to-do list every morning so that the most important items are at the top of the list. I think that this is not only a waste of time but also a waste of effort. You're in the business of doing your work, not rewriting your lists.

## **You're Not Going to Get Everything Done**

You must also realize that you're not going to complete each and every item on your Master List every day. Your reason for writing items on your Master List is so that you won't forget them.

Your goal is to get to your important work, do it well, and get it done on time. Your Master List is the tool that helps you stay focused on your most important tasks and projects and keeps you in complete and total control.

## Shortcomings of a Paper-Based Master List

The Master List is great for initially getting organized, but as you use it, you'll find that it has some shortcomings, the biggest of which are:

1. You're doing everything manually with a pencil and piece of paper, and
2. It doesn't integrate with a calendar.

It is for these reasons — and more — that I would recommend you use a contact manager, like ACT!, a personal information manager (PIM), like Outlook; or a handheld device, like the Palm, which I just happen to discuss next. For convenience, I'm going to refer to all of these — contact managers, PIMs, or Palm devices — as contact managers.

These tools are designed to integrate your calendar, things to-do list, list of people to call, and your meetings and appointments so you can stay on top of all of your unfinished work, tasks, and projects.

## Put Your Master List Inside Your Computer

If you *really* want to improve your daily productivity and take control of all of your daily activities — your telephone calls, to-dos, meetings, and appointments — start using a contact manager and put your daily planner inside your computer. The whole idea of using a computer is to help you get more work done in less time.

For convenience, I'm going to refer to contact managers, PIMs, or Palm devices, as contact managers. If you're not presently using one, it's my suggestion that you go out

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**Start using a contact manager and put your daily planner inside your computer**

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**With a contact manager it's easy to organize your day, and your life**

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and purchase a copy of ACT!, Outlook, or a Palm today.

And with a contact manager you can coordinate the basic components of your Master List with a single software program. These components include your

- ◆ Calendar,
- ◆ Appointment book,
- ◆ To-do list,
- ◆ Name and address book.

With a contact manager it's easy to organize your day, and your life.

### **Things a Contact Manager Can Do for You**

If you're like most people, I'm sure that you do many different tasks and activities during the course of a normal business day. These would include:

- ◆ Scheduling appointments with many different people.
- ◆ Completing work for your customers, clients, and your boss.
- ◆ Following up on joint projects that you're working on with other people.
- ◆ Spending lots of time on the phone.
- ◆ Sending out letters, faxes, proposals, and other correspondence.
- ◆ Sending, and receiving, e-mail.
- ◆ Surfing the Internet.

With a contact manager you can manage all of these activities and tasks, and more, from inside your computer. You no longer need a Master List, a daily planner, and a calendar to stay organized.

Any piece of information about a person, project, or task that you used to keep as a note in a file folder, as a scrap of paper on your desk, or as a mental note in your head can now be kept in one place, inside your contact manager.

This is what a Contact Manager does for you

- ◆ It gives you a place to store the names, addresses, phone numbers, fax numbers, e-mail Web site addresses, and lots of other information about your business and personal contacts.
- ◆ It integrates that information with your list of things to-do, your list of people to call, and your appointment calendar.

Once you start using a contact manager you'll find that fewer things slip through the cracks because everything's at your fingertips.

### **Improve Your Business Relationships**

Day in and day out, you're working and interacting with many people — customers, clients, prospects, as well as your coworkers and colleagues — and you need to be able to stay on top of everything that's going on between you and them.

With a contact manager, you've got the tools you need to do a more thorough job of keeping track of all of the

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**Once you start using a contact manager you'll find that you're on top of everything**

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information that's associated with those projects, tasks, and your other daily activities.

A contact management program also helps you to develop and strengthen your long term relationships — which is the key to being successful in business — because it's designed to help you get to know the important people in your life.

It gives you a place to store lots of important information about a person and have it available at your fingertips.

**TimeSavingTip:** Store such pieces of information as the names of a person's spouse and children and the dates of their birthdays and anniversaries. In the memo pad you can record notes of each person's hobbies, outside interests, favorite restaurants, and most recent vacations. And, you've a place to store each person's work and/or home address(es), and phone numbers, as well as the names and phone numbers of the assistants.

### **Store and Find Names, Addresses, and Phone Numbers**

Whenever you speak with people, either on the phone or in person, you should always add their names to your contact manager. Over time you'll create an electronic Rolodex file that enables you to keep in touch with hundreds, or thousands, of people easily and effortlessly.

With the program's very powerful Lookup feature, you're able to find any person's name, address, and phone number in a fraction of a second because the information is stored in your computer, not on a piece of paper.

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**Create an electronic Rolodex file and you'll find that it's easy to keep in touch with hundreds, or thousands, of people**

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### **Finding People with the Lookup Feature**

With the powerful Lookup feature you can find people in the blink of an eye. This sure beats trying to find someone's name in an ancient Rolodex file or an old, beat up name and address book.

So go through those business cards that have been gathering dust in the lap drawer of your desk and put the information inside your contact manager. Now you'll have a way to find these people when you need them.

Use the Lookup feature to help you plan your business trips. When traveling, do a lookup for the names of people you know in the cities you're visiting so that you can schedule some additional meetings. You can also store the names of your favorite hotels and restaurants.

With all of this information at your fingertips, what could be easier? Needless to say, trying to find all of this information in your Rolodex file or name and address book is such a boring, laborious, and time consuming process that you probably wouldn't do it.

### **Keep Detailed Notes of All of Your Conversations with the Notepad**

Keep detailed notes of your telephone conversations and face to face meetings. This eliminates the need to write notes to yourself on sticky notes or little pieces of paper.

The more detailed your notes the easier it is to determine where your business relationship is going.

### **Schedule your Calls, Meetings, and To-Dos**

You can use your contact manager to keep track of everything you need to do. It makes scheduling activities — calls, meetings, or to-dos — easy.

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**Keep notes of  
your phone  
conversations  
and meetings**

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Additional scheduling features include:

- ◆ Assigning priority levels to each activity,
- ◆ Setting alarms,
- ◆ Scheduling recurring activities,
- ◆ Scheduling multiple activities,
- ◆ Scheduling activities for other users (if you're on a network),

### **Remember to Make That Call**

How many times have you called someone and been told: "I can't talk to you right now. Would you call me back in 20 minutes?" And what did you do?

If you're like most people, you would put this person's file aside and promptly forget about making the call.

So here's a great idea: Use the contact manager's alarm to remind you to make the call. Just schedule a call select the time you want to be reminded, and set the alarm.

Twenty minutes later the alarm will pop-up reminding you to call this person.

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### **Use the contact manager's alarm to remind you to make the call**

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### **View Your Meetings and Appointments in a Calendar View**

With a single click of the mouse, you can see your appointment calendar in a daily, weekly, or monthly format. This enables you to have a "picture" of what your future time commitments look like.

Just click an icon and you can change from one view to another. You can schedule new appointments, modify existing appointments, or clear appointments.

### **Put Your Master List Inside Your Contact Manager**

In addition to viewing your activities in a calendar format, you also have the ability to view all of your tasks — your calls, meetings, and to-dos — on a single list, i.e a Task List.

It was the Task List concept that convinced me that a contact management program was the ultimate time management tool. For the concept of the Task List is identical to my Master List.

With just a few mouse clicks you can see a list of all your unfinished tasks for today, tomorrow, or any range of dates, past, present, or future.

## **Taking Control of Your Day**

If you're like most of the people who are working in the corporate world, you've probably got too much to do and not enough time to get it all done. But as you look at your Master List, I'm sure you'll see that some jobs are more important than others, and it's usually the important ones that are going to take up most of your time.

So if you want to get ahead in today's fast paced world, you've got to be aware of which job you're doing and when you're doing it. It's just not enough that you're doing a particular job right.

You've got to be sure that you're

1. Doing the right job,



2. Doing it at the right time, and
3. That you're doing it right!

It's not very difficult to stay focused, especially if you're using your Master List or a contact manager to stay organized.

- ◆ First, you need to sit down and analyze all the things you've got to do — your unfinished tasks, projects, and telephone calls.
- ◆ Then all you have to do is make sure that you're spending your time on those activities that are of the highest priority, the ones that will have the biggest payoff for you and your company. The other tasks can wait until later.

And that's the beauty of this system. Because you're able to spend your time working on your most important tasks, you're able to take control of your work and your workday — they're no longer controlling you.

You're able to see what's important, and you can set your own agenda. You're the one who is making things happen. You're no longer just reacting to events as they occur.

And after you've taken control of the tasks and projects that need your attention today, you're in a position to begin planning for tomorrow and beyond as you look at those tasks and projects that will need your attention in the days and weeks ahead.

### **The Priority Payoff Formula**

To help you identify your high priority work, I've created a system that I call "The Priority Payoff Formula."

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**You're able to  
take control of  
your work and  
your workday**

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Take a long look at your Master List. Where do all of these unfinished tasks and projects fall on your priority list? Think about each item, and ask yourself: “Do I really need to do this?” Here’s an interesting way to find out.

### **Level of Importance**

Give each item on your Master List a numerical value based upon their level of importance:

1. This work must be done, and must be done well, it is a big part of my job.
2. This work is necessary, but the companies future doesn’t depend on it.
3. Nobody really cares.

### **Time Commitment**

Give each item on your Master List a numerical value based upon the amount of time you think you’ll need to complete the work.

1. A major investment of my time.
2. A modest investment of my time.
3. I could do this project with my hands tied behind my back.

### **Study Your Ratings**

Now study your ratings for each item. They should be equal. In other words, the projects you rated Number 1 in importance, should also be rated Number 1 in the amount of time you’ll need to spend on them.

If a Number 1 project requires only a Number 3 time commitment, something is seriously wrong.

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**The projects rated Number 1 in importance, should also be rated Number 1 in the amount of time you’ll need to spend on them**

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**Planning is  
nothing more  
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organizing, and  
scheduling your  
work**

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For most people, it's the number 1s and 2s that are out of balance. Projects that are Number 1 in importance don't receive enough time and attention; while the Number 2s consume far too much time.

You should be spending the majority of your time on projects with a maximum payoff. If you're not, you're cheating your company and yourself. You're wasting your valuable skills, talents, and time on work and projects that are of marginal value. You're busy, not productive.

Take another look at your Master List. Any project rated 1-1, is top priority, and obviously deserves the major share of your time and energy. The 2-2 projects have a lesser priority, but they still must be done. As for the 3-3's, if they're truly unnecessary eliminate them completely, or delegate them to someone else when possible.

Your biggest challenge is to find the time for the 1-1 priority jobs. They're usually the big, on-going and truly demanding projects. Somehow you must fit them in and around the necessary, but less demanding 2-2 projects. That's why it's imperative to save time on the jobs of lesser importance.

### **Planning Your Daily Activities**

If you're not in the habit of planning your day, don't be alarmed — planning is really easy to do. You see, planning is nothing more than identifying, organizing, and scheduling your work.

And that's what this eBook is about, helping you to take control of your day so you can get your *important* work done, leave the office, and spend more time with your family and friends.

Common sense tells us that we should spend the majority of our time working on our high priority work, and put aside the lower priority work until later.

But for most of us, that's not what we usually do. It's just too easy to get distracted. So we end up spending the majority of our time doing things that aren't very high on the priority list, like:

- ◆ Reading the mail,
- ◆ Answering e-mail,
- ◆ Talking on the phone, or
- ◆ Trying to solve someone else's problem,

while our high priority, big ticket, big payoff projects wait for us.

Then when we finally do get around to working on them, we've got to rush through them because we've blown all of our lead time.

Now, you may be one of those people who feel that you're able to produce high quality work under pressure. Even if that's the case, try to imagine how much better that work would be if you actually gave yourself the opportunity to put it aside for a while and then come back and make some additions, changes, or corrections.

And for the rest of us, we should all be able to improve on that first draft if we leave ourselves enough time to go through it a second or a third time.

Did you know that in a recent time management study the researchers found that most people spend only 20 percent

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**By keeping  
your Master List  
up-to-date, you're  
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you've got to do**

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of their time working on the handful of important tasks and projects that yield 80 percent of their positive results?

This only confirms what I've long believed: Most people are spending the majority of their time — 80 percent — doing all sorts of things that keep them busy. And when they've finished doing all these miscellaneous things, they finally start working on their important and meaningful tasks and projects.

But by keeping your Master List up-to-date, you're able to keep track of all of the things you've got to do. As a result, you'll see a dramatic increase in your daily productivity.

That's why it's so important for you to get organized. It's just not possible for anyone to stay on top of their unfinished work, projects, and tasks when they've so many piles of stuff lying on top of the desk that they don't even remember whether the desktop is made of wood, glass, or Formica.

### **Work on Your Important Tasks First**

Have you ever come into the office with the intention of working on one specific project and then discovered that the whole day had come and gone and you never got to it? This used to happen to Tom on a regular basis.

Then one day he realized that his focus was wrong and that he had his priorities backwards.

Tom was trying to complete all the unimportant tasks and projects on his to-do list — those “B,” “C,” “D,” and “E” items, the items that take up more of one's time than one's creative energies.

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**Send your time  
working on your  
important tasks  
and projects**

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He felt that once he could get them out of the way, he would be able to start working on his “A” items — the important work.

You see, we get paid to complete our “A,” #1, big ticket, high priority items. And nobody really cares if, or when, the other stuff gets done. But this important stuff, if it’s done right, can mean big bucks to the company, and for you, it can mean raises, bonuses, and promotions at the end of the year.

That’s why I believe it’s so important to focus your time and energy in the right places. If you’re spending the majority of your valuable time working on unimportant tasks and projects, there won’t be enough time left to work on those really important high priority ones.

And it’s these projects that you need to give your time and attention to because that’s where the money is.

So don’t spend your time trying to complete all the easy things first, just so you can get them out of the way. If you do, you won’t have enough time or energy left to work on the harder projects, the ones that will take time, thought, and consideration.

Since most of our important projects or tasks can’t be completed in one sitting, you’ll make your life so much easier and reduce your stress level when you can start working on them while you’ve got plenty of lead time. You do a little bit now and a little bit later, and before you know it, you’re finished.

### **Put Your Big Rocks in First**

Years ago I was attending a time management seminar. The speaker pulled out a one gallon, wide-mouthed mason jar, set it on the table in front of him, and carefully placed about a dozen fist sized rocks into the jar.

When the jar was filled to the top, he asked, “Is this jar full?”

Everyone said, “Yes.”

Then he reached under the table and pulled out a bucket of gravel. He dumped a few handfuls into the jar and began shaking it. Within a few moments, the gravel had worked itself into the spaces between the big rocks. Then he asked the group once more, “Is the jar full?”

By this time the class was onto him. “Probably not,” one of the participants answered. “Good!” he replied.

Next he brought out a bucket of sand. He dumped the sand into the jar, and with a few shakes, it had filled the spaces between the rocks and the gravel.

Once more he asked the question, “Is this jar full?” “Yes!” the class shouted.

“You’re wrong!” he said as he grabbed a pitcher of water and poured it in until the jar was filled to the brim.

Then he looked up and asked, “What is the point of this demonstration?”

One eager beaver raised his hand and said, “The point is, no matter how full your schedule, you can always fit some more things into it!”

No,” the speaker replied. “This is the point:

**Put your big rocks in first!  
Otherwise, you’ll never get them in.**

What are the big rocks in *your* life? Put those in first.

### **Review Your Master List Throughout the Day**

Have you ever been sitting at your desk, unable to decide what it was that you wanted to do next? You looked at one pile, then another, and then another, and the more you looked, the more depressed you got — because those piles represented an awful lot of unfinished work.

So you shuffled some papers back and forth for a few minutes, looked at the clock, and then went out to get a cup of coffee.

Keep your Master List on the top of your desk, and you’ll guarantee that will never happen again!

Whenever you complete a task, look at your Master List, scan it from top to bottom, and ask yourself: “What should I be working on next?”

And if you’re like me, you may grumble a bit because it’s not a task you were looking forward to doing, but you should just stop thinking about it and do it anyway.

When I was playing ball in college, a teammate of mine would say, “Jeff, stop thinking! It hurts the ball club.” It was almost 20 years before I

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**When you complete a task, scan your Master List, from top to bottom, and ask yourself: “What should I be working on next?”**

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understood what he meant. Just do what comes naturally, and don't give yourself the opportunity to talk yourself out of doing it.

### **Review Tomorrow's Agenda Before You Leave in the Evening**

I like the idea of separating thinking and planning from doing. And the more time you can spend thinking and planning your work, the easier it will be to do. So, as part of your daily planning, make it a point to review your Master List at the end of the day, to see what's on tomorrow's agenda.

- ◆ Who are the people you need to call?
- ◆ What projects or tasks need to be done?
- ◆ What meetings do you have to prepare for?

By reviewing your Master List in this manner, you can get an overview of all the things that need to be done and identify the most important tasks or projects that you'll need to work on.

You may even want to pull out the project's file, just to refresh your memory about what's got to be done, and to put yourself in the right frame of mind so that when you arrive in the morning, you'll know exactly what you need to do.

After you've taken the time to determine whichever task is most important, you may not realize it, but you've already made a commitment to start working on it. When you arrive in the morning, you'll be ready to go to work.

**SuccessTip:** If you work with other people, make it a point to sit down with your secretary, administrative assistant, or the other team members for a few moments at the end of the day so that they know exactly what things they should be working on when they arrive in the morning.

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**The more time  
you can spend  
thinking and  
planning your  
work, the easier  
it will be to do**

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## PRIME TIME: Use Your Most Productive Time To Do Your Most Productive Work

Have you ever felt like Snoopy as he's trying to write his first novel and always gets stumped after he writes, *It was a dark and stormy night...*?

What probably happened is that you tried to start this difficult, time consuming project and you didn't have enough mental or physical energy left to move forward. It's late in the day. You've gone from one meeting to the next. And now that you're sitting at your desk, you're so exhausted that you can't write and you can't think.

Nothing's happening!

You probably never gave this much thought before, but have you ever noticed that there's a time of day when you have the most energy and enthusiasm, and your ability to concentrate is very high?

I call it **Prime Time**, the time of day when you're at your best. And if you're like most of us, you're probably at your best the first thing in the morning.

You're bright, alert, and ready to go. That's why you may even call yourself a "morning person."

### A Nifty Idea

Tackle your most important work at the time of day that you have the most energy and enthusiasm. When you're able to complete your important work early in the day, it's much easier to deal with the inevitable fires that flare up.

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**Tackle your most important work at the time of day that you have the most energy and enthusiasm**

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## Schedule an Appointment with Yourself

Have you ever thought of scheduling an appointment with yourself? I'm serious. You schedule appointments with everybody else — your boss, your customers, your clients, your coworkers.

Well, why not schedule an appointment with yourself so that you can get some of your important work done?

For instance, let's look at that big file that's been sitting on the corner of your desk for a week. If I were to guess, I'd say it's there because you have to do some work on it.

Well, if you want to guarantee that it gets done, why don't you schedule an appointment with yourself to do the work? Yes, actually write it down on your calendar and think of it as an appointment with your boss or most important client. Because in a way, it is.

Your boss gave you the assignment but doesn't want to sit at your desk and watch you do the work. Your boss has other things to do, and besides, that's why you were hired in the first place.

### Write It On Your Calendar

When you've got an important project or task that you need to work on, schedule an appointment with yourself and write it on the calendar. When it's time for your appointment, close the door and turn off the telephone so that you won't be disturbed.

Then go to work. After you get started, you'll find that this dreadful project wasn't so bad after all. When it's done, you'll experience the feeling of satisfaction that comes from doing a job well, and you will have a big smile on your face as you cross the item off your to-do list.

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**Schedule an appointment with yourself so that you can get some of your important work done**

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**Give yourself the first two hours of the workday to tackle your most important work**

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## Get the Most Out of the First Two Hours of the Day

If you're really adventurous and want to try something new, do this:

Give yourself the first two hours of the workday to do your most important work. Schedule an appointment with yourself, and actually block the time out on your calendar. Then when you come into the office, close the door, turn off the telephone, don't allow yourself to be interrupted... AND GO TO WORK!.

You'll quickly discover that you're able to complete twice as much work in half the time with half the effort.

## Give Yourself More Time Than You Think You'll Need

Have you ever started a project, and just as you were getting to the good stuff, you ran out of time and had to go to a meeting? Then when you got back to your office, did you find that it was difficult to get started again?

Well, this situation happens to almost everybody because most of us aren't very good at estimating time. We usually underestimate the amount of time it will take to complete a difficult project, and then we overestimate the amount of time it will take to complete an easy one.

**SuccessTip:** When you start working on a task, ask yourself how long you think it will take and then expand that amount by at least 50 percent. (If you think you need an hour, give yourself 90 minutes. If you need two hours, give yourself three.) This strategy will help to ensure that once you start working on a project, you'll have enough time to complete it.

### Just Do It! But Keep It Short

Abe Lincoln once said, *“I would have written a shorter letter, but I didn’t have the time.”* It’s easy to write a letter, memo, report, or presentation that’s 5, 10, or 20 pages in length.

But it becomes much more difficult, and it takes a lot more time, as you try to make it shorter, more concise, and to the point. How many months do you think it took to come up with Nike’s slogan: “Just Do It!”?

Try to give yourself plenty of time to write, rewrite, edit, and think about your work. And after you’ve written, rewritten, and edited something — two, three, or even five times — you will finally reach the point where you feel satisfied with the quality of the work you produced.

You can now pat yourself on the back and congratulate yourself for a job well done. Then you can move on to your next project.

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**Give yourself plenty of time to write, rewrite, edit, and think about your work**

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### Solve Your Problems Before They Become Problems

Someone once told me that there are three kinds of problems:

- ◆ Those that solve themselves.
- ◆ Those that will wait for you.
- ◆ Those that need your immediate attention and force you to drop whatever you’re doing.

But as I thought about what she said, I eventually came to the conclusion that most problems could be avoided in the first place if the work had been done the right way the first time.

And those little problems that eventually grow into BIG problems won't become BIG problems if they're addressed while they're still little ones. In fact, even the most insignificant things can become a major headache if they aren't addressed in a reasonable period of time.

### Schedule Time to Deal with Unexpected Problems

Terry is a good friend of mine. He would plan his day as if nothing unexpected would come up. But then he would become very upset and frazzled because whenever things went wrong, he was forced to stop whatever he was doing to help solve a problem.

After we talked about his scheduling system, we came up with a simple idea: Plan for those unexpected problems and allocate time to solve them on your daily calendar.

**SuccessTip:** Get your important work done early in the morning, before the inevitable fires flare up, and then you can spend the rest of the day putting out those fires. As you begin to take more control over your daily affairs, you'll find that you have fewer fires to put out because the situations that previously would have become a three alarm blaze had been dealt with long before being ignited.

And while we're on the subject of fires, you don't have to accept the fact that putting out fires is just an unavoidable part of your daily life.

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**Plan for those  
unexpected  
problems and  
allocate time  
to solve them  
on your daily  
calendar**

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If you're coming into work each morning with the expectation that you're going to have to spend a major part of your day firefighting, you've got a problem: You've been putting out fires — usually started by other people — for so long that it has become a part of business as usual for you.

**Remember:** Someone else's fire doesn't have to be your fire. Nowhere does it say that you have to drop everything because someone else has a problem.

So the next time someone walks into your office with a problem, ask them what they would do if you were on vacation — on a beach in the Caribbean would be nice — and weren't available at this very moment.

Then tell them that you're too busy doing your own work and that they should figure out a way to solve their problem all by themselves. Of course, you may not be able to say it quite so tactfully.

### **Avoid Interruptions**

Don't use the arrival of the daily mail, an e-mail message, or voice mail as an excuse for interrupting yourself.

Most of us require some motivation to get started on a project, but after we do get started, we begin to develop some momentum as we become more engrossed in the work.

And after you get into the mood, the last thing you want to do is interrupt the flow of things by allowing yourself to be interrupted.

Don't use the arrival of the daily mail, e-mail or voice mail messages, as an excuse for taking a break. When you

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**Don't use the arrival of an e-mail or voice mail message, as an excuse for interrupting yourself**

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interrupt yourself — and lose your flow, rhythm, and momentum — it's twice as difficult to resume your work.

So don't drop everything just because the mail's arrived, the lights on your telephone are flashing, or your computer is beeping. Just ignore these interruptions and continue working. When you've completed your task, you can see what new things need your attention.

Here are two Time Saving Tips:

- ◆ When you go through your mail, e-mail, and voice mail, look for things that need your immediate attention and add them to your Master List at once so that you won't forget about them. You can get to the other things that you need to read, look at, or review later in the day.
- ◆ When you open an envelope, don't look at the contents and then place them back inside the envelope. Take the papers out, unfold the paper, use a paper clip to group the papers together, and throw the envelope away.

### **Meet Your Deadlines**

When you were in school, did you have any friends who never opened a book, and then when it was time to prepare for a test, they would stay up all night and try to memorize enough material to pass the exam?

I had a few friends who liked to pull all-nighters, and I even tried it myself a few times, but I eventually came to the conclusion that nothing was worth losing a night's sleep over.

Well, many people in business pull the equivalent of all-nighters when they let an assignment sit, and sit, and sit.



Then when they finally begin to work on the project, it's the fifty ninth minute of the eleventh hour and they haven't left themselves enough time to even proofread their work for spelling or grammatical errors.

Maybe the work is satisfactory, but more often than not, it leaves something to be desired. If this approach isn't for you, I can show you a better way to get your work done, meet your deadlines, and get a good night's sleep.

Just start on the project as soon as it's assigned. This way, you can do a little bit at a time and think about what you're doing; the more time you're able to put into it, the better it will be.

This is another way in which your Master List can help you get your work done on time because you can use it to schedule your tasks and projects as soon as they are assigned to you.

Then you can start working on them long before you need to be concerned about an approaching deadline. The goal is to have a great finished product, not a great first draft.

**Remember:** The more time you can spend thinking about and planning what it is that you have to do — before you begin doing it — the easier the work becomes.

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**Start on your  
projects as soon  
as they are  
assigned**

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## The Key To Being Successful

The key to being successful is to get the *important* things done each day. These are the tasks that have a big payoff for you and your company. The way you do it is by

- ◆ Having a great follow-up system,
- ◆ Planning Your Daily Activities,
- ◆ Using Your Prime Time,
- ◆ Scheduling Appointments with Yourself,
- ◆ Avoiding Interruptions, and
- ◆ Meeting Your Deadlines.

Do these six things every day and you'll go further than you ever dreamed.

## Thoughts/Comments About This eBook

What are the BEST useable ideas you gained from this eBook?

How do you plan to apply these ideas?

How will these ideas help you close more sales and grow your business?

Please send your thoughts/comments to [Jeff@SucceedingInBusiness.com](mailto:Jeff@SucceedingInBusiness.com).

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*Jeffrey Mayer is a great coach. He motivated and challenged me to think about my business in a totally new way. Jeff gave me a new level of confidence and direction that has been very positive for my business. I have avoided numerous mistakes that would have cost me money because of Jeff's counsel.*

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*Jeffrey Mayer taught me how to run my business like a business. My sales have doubled and my profits are up more than 100 percent. By leveraging my time, energy and resources, my fixed costs have gone down and my productivity has soared.*

Kim Camarella, President, Kiyonna Klothung

*Jeffrey Mayer's business management techniques have taught me how to better run my business. His ideas helped me increase revenues by 15 percent. Profits have grown by almost 60 percent. And this was after working together for only 30 days.*

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