



THE ENTREPRENEUR'S GUIDE TO

# TIME MANAGEMENT





One day is the same as another  
 Always thinking about work  
 Strain between work and home  
 Money the only reward for being productive  
 Continual sense of fatigue  
 Constant “stuff” and messes  
 Need crisis to be excited  
 No need to be more productive

## THE TWO ECONOMIES

There are two ways of looking at the world—through the lens of time and effort, and through the lens of results. Most people find security in the guaranteed income a job provides, and they don’t have the desire to take on the risk of owning a business. As an entrepreneur, you’ve chosen to cross the risk line into what we call “The Results Economy.” In this economy, there is no guaranteed income—only the opportunities you create for yourself. For you, it’s all about maximizing results while minimizing the time and effort involved to produce them. The Strategic Coach® environment and tools are designed specifically to help you as an entrepreneur maximize all your results and opportunities. Don’t forget to let others, especially your team, know that what excites you is opportunity, not security. Surround yourself with a community of people who think the same way.



**RESULTS**  
 OPPORTUNITY  
 No Guaranteed Income  
 (Entrepreneur)



**TIME & EFFORT**  
 SECURITY  
 Guaranteed Income  
 (Job)

This requires a totally different way of looking at time.



Multiply free time, multiply income  
Sharp distinction between days  
Many other interests besides work  
Freedom from “stuff” and messes  
Increased physical and mental energy  
Harmony between work and home  
Goals, progress, and achievement provide excitement  
Active career extends another 20 to 40 years

### The Entrepreneurial Time System®.

The Time System is a powerful way to focus your time, energy, and creativity to produce your best results. It frees you up to spend time doing all the things that make being an entrepreneur worthwhile. It's too easy to get caught in the trap of doing countless different activities every day: calling a prospect, ordering office furniture, working on a client project, solving a technical glitch, answering a question for a team member, booking travel for an upcoming conference, all while trying to get set to give a client presentation. It's impossible to gain any traction or momentum to move your business ahead because everything's pulling at you in different directions.

Instead, The Entrepreneurial Time System breaks your activities into three distinct types of days: Free Days™, Focus Days™, and Buffer Days™. On Free Days, your main purpose is to rejuvenate. This can come about in a variety of ways: relaxing; spending time with your family, friends, and community; and doing the things outside of business that you find fun and exciting. You can finally take time off without feeling guilty because you know you've got Focus Days devoted to your top three money-making activities. These are “game days” where you're doing what you do best with your best opportunities and relationships. They're all about results. And you also have Buffer Days set aside to handle all the “stuff,” messes, and routine activities required to run a business.



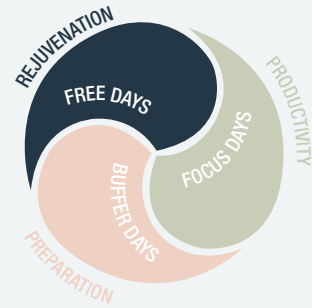
Suddenly, all the complexity that can make running a business so draining disappears. You're more energized, productive, and making more money than ever, all while taking more time off. You're experiencing the freedom you've always dreamed of.



## FREE DAYS™

### FREE DAY GROUNDRULES

- A Free Day™ is a 24-hour period, from midnight to midnight.
- No focused business-related thinking or reading.
- No communication with the office.
- Schedule your Free Days ahead of time.
- Plan vacations one year in advance.



### Rejuvenation generates creativity.

As Vince Lombardi said, “Fatigue makes cowards of us all.” When you’re tired, you stop creating, taking risks, communicating, and delegating. How do you prevent fatigue? Regular Free Days keep you constantly refreshed, creative, and energized. Smart thinkers are well-rested—they have the brain power to think differently and more creatively. Free Days make sure the “best you” shows up every day to do your best work.

### Develop the skill of taking regular Free Days.

In the Time System—designed specifically for high-achieving entrepreneurs—Free Days come first. They hold this place of importance because they’re a prerequisite for periods of high achievement. Think of an investment model: You’re investing in your most important asset—you.

This does run contrary to most thinking, where you work until you’re exhausted and then take a weekend off or go on vacation because you think you “deserve” it. Doesn’t it make more sense to take rejuvenating Free Days *before* a period that you know will need your best thinking and action?

The skill of taking great Free Days is developed over a period of years, but each step will produce immediate results. The big payoff for developing this skill is rejuvenation on all levels: physical, mental, emotional, spiritual, creative, and visionary.

As a result of this rejuvenation, you’ll experience increased productivity and enjoyment at work and at home, along with deeper and stronger relationships with everyone in your life.

### Let your team take over.

A huge payoff of taking Free Days is that you grow your team. What if you weren’t around to ask for help? Consider this: Maybe your being out of the office is the best thing that could ever happen to your team. They’ll have to figure things out and make decisions without you.

***Whatever you do, the key to having a true non-work Free Day is having it scheduled in advance, protecting it, and having a plan for the day!***

Train them how to use their best judgment while you're away, and you'll develop partners rather than dependants. They'll learn. They'll take on more responsibility. They'll make mistakes, and then they'll learn some more. But in the end, your clients will be better served, and you'll be freed up. It's a win-win from every angle.

### How to have and enjoy true Free Days.

1. Start by listing your favorite non-work-related activities. What do you love to do most when you've got free time? If you're out of touch with this, start small. Maybe there's a favorite restaurant you enjoy. Or maybe you like going to movies, shows, or sporting events.
2. Start booking some fun activities to do either by yourself or with others. Over time, you'll get back in touch with more of the personal activities in your life that you most enjoy. Tip: At first, it's best not to take a Free Day and hang around the house with the intention of diving into the novel you just downloaded. It's too tempting to dip into some kind of work, personal or business.
3. The key to having a true non-work Free Day is having it scheduled in advance, protecting it, and having a plan for the day! Get them in your calendar and protect these days. Think of this time as untouchable.

### Strategizing Your FREE Days

IDEAL RESULT	KEY CRITERIA	ACTIVITIES
<ul style="list-style-type: none"> <li>• 4 weeks/yr vacation</li> <li>• Completely disconnected from work</li> </ul>	<ul style="list-style-type: none"> <li>• Quality time w/ my family</li> <li>• Technology-free</li> </ul>	<ul style="list-style-type: none"> <li>• Hiking</li> <li>• Golfing</li> <li>• Traveling</li> </ul>
<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>



## FOCUS DAYS™

### FOCUS DAY GROUNDRULES

A Focus Day™ is a 24-hour period.

The focus period is 80% of an average workday.

Each Focus Day is devoted to your top three results-producing activities as well as anything to do with your most important relationships.

Plan your Focus Days two to three weeks in advance.

Review your three Focus Day activities at the end of each 90-day period.



The purpose of a Focus Day is productivity. On a Focus Day, 80 percent of an average working day is spent on your top three money-making or results-producing activities or relationships.

#### **Recognize their importance.**

To achieve true freedom as an entrepreneur, getting a handle on your time and money is key. The place to start is with your Focus Days. When your Focus Days are working, this gives you incredible confidence about your ability to generate revenue and be in control of your time.

When they're not working, it becomes tempting to cancel Free Days and postpone cleaning up messes, delegating, and acquiring new capabilities. Your days become unstructured, you feel drained, and your momentum stalls.

#### **Fine-tune your activities.**

If your Focus Days need recalibrating, take the time to get really clear on the activities you do that generate revenue. In The Strategic Coach® Program, we have a completely clarifying way to do this.

Imagine that we take every single activity away from you. Now, in terms of your three top money-making activities, what would be the first and most important activity you would take back in order to generate revenue? Then take back a second, and then a third. That's it, just three. These are what you should be doing on a productive Focus Day.

If you have a direct relationship with the marketplace, your Focus Days will involve selling, prospecting, and client appointments or calls. Keep in mind that your clients are paying for your expertise being applied to their issues, so the time you spend doing client problem solving is also a key Focus Day activity.

If you get your results through other people, your activities will involve meetings with those people (e.g., your sales team). Time spent with them strategizing and solving problems will be one of your main Focus Day activities.

**Get your team to help protect them.**

Whatever your Focus Day activities, it's important that both you and your team know what they are. Then, plan and organize your time in order to spend 80 percent of your day doing them. Have your team help you. Be rigorous about interruptions, use signage on your door to let people know when you are and aren't available, and postpone non-money-making activities until your next Buffer Day. Doing this will get you back on track and feeling on top of your work rather than feeling like your work is controlling you.

**Strategizing Your FOCUS Days**

IDEAL RESULT	KEY CRITERIA	ACTIVITIES
<ul style="list-style-type: none"> <li>• Increased revenue</li> <li>• Team handling office admin</li> </ul>	<ul style="list-style-type: none"> <li>• Working only w/ top clients</li> <li>• No interruptions</li> <li>• Increased referability</li> </ul>	<ul style="list-style-type: none"> <li>• Prospect/client meetings</li> <li>• Public speaking</li> <li>• Creating innovative solutions</li> </ul>
<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>



# BUFFER DAYS™

## BUFFER DAY GROUNDRULES

A Buffer Day™ is a 24-hour period.

Use these to prepare for Free and Focus Days.

There are three specific uses of Buffer Days:

1. Cleaning up messes.
2. Delegating “stuff.”
3. Acquiring new capabilities.

You *may* do Focus Day activities; they are a bonus.



Buffer Days are for preparation. They’re crucial to setting you up so your Free Days deliver the greatest rejuvenation and your Focus Days result in the highest productivity. Overall, Buffer Days are dedicated to all the other activities that are part of running a business.

### **Buffer Days create the foundation.**

Within The Entrepreneurial Time System, Buffer Days are often the most overlooked and least appreciated. Yet Buffer Days are crucial because they allow you to put structures in place to support your future success. Without this buffer zone, it’s challenging to build a foundation that will lead to greater revenue and free time in the future.

At the start of implementing this system, you will most likely need to schedule more Buffer time to clean up past “messes.” This is normal. Don’t be too hard on yourself. One by one, as you clean up each mess, you’ll feel a burst of energy and freedom. Going forward, you’ll need fewer Buffer Days, and they’ll become more strategic and future-focused.

### **The importance of Buffer activities.**

Just like an entertainer or athlete who needs to practice, rehearse, and get organized, so do you. Overall, Buffer Days are about clean-ups, delegations, and new capabilities, all of which set you up for great Focus Days and Free Days. Your Buffer Day activities can include:

#### **1. Clean-ups.**

There are six main types of messes that add to the complexity and frustration in your life. Messes can be administrative (paperwork), environmental (office space), financial, health-related, legal, or relationship-oriented. Some messes are more important than others, but all can be a burden that dampens your energy and distracts your focus.

Over time, not only will you clean up past messes, you’ll get better at not creating new messes. Your time will be better structured, you’ll have more support, and you won’t commit yourself to activities that drain your energy.



## 2. Delegations.

There are a number of activities you're currently doing that are likely not the best use of your time and talents. These activities can often be delegated to people who are more interested and skilled in these areas.

Consider delegating activities such as administrative details, bookkeeping/accounting, project preparation, research, routine problem solving, and scheduling. Start with a key assistant. Step by step, build a team around you so you can be free to focus on your top revenue-producing activities.

## 3. New capabilities.

To grow your business, you need to be continually putting in place new capabilities. These can include gaining new knowledge and skills, developing new markets, hiring new people, building new strategic alliances, and bringing in new technologies.

Often, we don't feel as though we can take the time to invest in learning because there are more urgent items that need our attention. However, having Buffer time to put these new capabilities in place is crucial to being freed up and leveraged. They're a completely worthwhile investment in your future growth.

## Strategizing Your BUFFER Days

IDEAL RESULT	KEY CRITERIA	ACTIVITIES
<ul style="list-style-type: none"> <li>• More time for strategic planning &amp; connecting w/ like-minded peers</li> </ul>	<ul style="list-style-type: none"> <li>• Keeping up w/ industry trends</li> <li>• Strategic thinking</li> </ul>	<ul style="list-style-type: none"> <li>• Delegating tasks</li> <li>• Business reading</li> <li>• Meeting w/ team</li> </ul>
<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>



## GOING AGAINST GRAVITY

All progress in our lives requires that we go against some kind of “gravitational” system. Gravity in this sense means the forces that hold us in place. It means all those forces that prevent us from moving or changing our position. To move against physical gravity requires muscles. The stronger we are, the more we can move about and do what we want. Nothing new, different, or better happens in this world that does not go against gravity.

The Entrepreneurial Time System represents a new, better, and different way for entrepreneurs to control their time—not only in business, but in all the other areas of their lives. Here are 10 obstacles we hear most from Strategic Coach members.

	OBSTACLE	RESPONSE
1	I DON'T FEEL COMFORTABLE WHEN I'M NOT WORKING.	For workaholics, free time is a strange experience. Their daily habits all go against it. Naturally, it feels uncomfortable. That's why it's important at first for them to schedule their Free Days and fill them up with activities — the same as they do with workdays. That way, they feel more normal.
2	I DON'T HAVE A GOOD ENOUGH TEAM TO TAKE FREE DAYS.	If you're not taking Free Days, how can you know? Most entrepreneurs are usually surprised by how their teams take responsibility and control when they're away. If you provide them with proper training, guidelines, and a clear-cut game plan, they'll do remarkably well without your being there.
3	WHAT IF I MEET A GREAT PROSPECT WHEN I'M ON FREE DAYS?	That can only happen if you're in a prospecting frame of mind, which is a business activity. There are a lot of great prospects for your business, and they'll be available to you in abundant supply during business days. If you meet someone interesting, you can always contact them when you return to work.
4	IT'S TOO DIFFICULT TO GET STARTED WHEN I GET BACK.	Here's how to set it up. Before you leave on Free Days, have your first week back completely planned, scheduled, and committed. Know before you go exactly what you want to accomplish during the first seven to ten days after your return. This way, you'll come back completely refreshed and focused.
5	MY TEAM NEEDS TO BE ABLE TO REACH ME.	Again, this is your need, not theirs. A survey of the team members who attend our Strategic Coach® Team Programs reveals that they want you to go away and leave the work in their hands. <i>They don't want to contact you.</i> Instead, they want to prove that they can be trusted to handle everything for you.
6	MY SPOUSE AND I WORK TOGETHER.	This is the case for a growing number of our clients. The fact that you work with your spouse can be a tremendous advantage — but make sure that your life together is about many other things in addition to business.

	OBSTACLE	RESPONSE
7	I CAN'T FILL UP AN ENTIRE FOCUS DAY.	A Focus Day is 80% of a normal workday. If you normally work ten hours, a Focus Day consists of eight hours during which you focus on your three most productive activities. If you identify those activities, you shouldn't have any difficulty filling up a day doing them.
8	I CAN'T SEE HOW BUFFER DAYS ARE VALUABLE.	Think about everything that will be necessary to make your next Focus Day as productive as possible, and to make your next Free Day as rejuvenating as possible. Schedule Buffer Days to handle all the details and tasks that will give you the best possible Focus and Free Days.
9	MY BUSINESS IS TOO UNPREDICTABLE TO PLAN FOCUS DAYS.	Same principle as the previous point. Simply schedule a Focus Day and take it, doing everything according to plan. Announce that you can't be disturbed and that you'll deal with anything unpredictable tomorrow. If you do this once, you'll see that it can be repeated and become habitual.
10	IF I'M NOT THERE, THERE'S NO INCOME.	This means that your business will need to improve so there can be income flowing when you're not there. That means increasing the knowledge, skills, responsibilities, and authority of your support team and bringing in other income producers. Free Days will give you the opportunity to try this.

## WHAT COMES NEXT?

The Entrepreneurial Time System gives you a structure to organize your time for maximum productivity, preparation, and rejuvenation. It allows you to fully commit your attention to what you're doing and the people you're with. Having the Time System in place will help relieve the feelings of guilt and stress that result from being pulled in too many directions at once.

Those who organize their time this way experience a slowing down of time, a sense of having all the time they need to do everything properly and to enjoy everything they do. All the complexity that can make running a business so draining gradually disappears. The Entrepreneurial Time System is the path to a more balanced life.

**Strategic Coach is the recognized leader worldwide in entrepreneurial coaching. We've worked with more than 20,000 successful business owners from around the world to help them achieve faster growth, greater profits, and an exceptional quality of life.**

**To take the next step in experiencing more success while taking more time off, book a free Discovery Call with one of our Membership Advisors at <https://now.strategiccoach.com/book-a-call>**



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