

3 Crucial Time Management Strategies

“Don’t confuse activity with productivity. Many people are simply busy being busy.” Robin Sharma

Hey, I’m Jonathan Goodman and I wanted to welcome you to our Wealthy Fit Pro series. I’m psyched to have you here because this could be the start of something big for you. Today I’m sharing 3 crucial time management strategies shared by many of the wealthiest fit pros. In tomorrow’s video I’ll be helping you overcome the flawed advice for generating referrals in addition to sharing a system for aggressively going after them. Then, in two days, we’re going over my favourite subject: pricing. Or, as I like to call it, how to get paid more and work less time.

Let’s dig in.

“Productivity is the deliberate, strategic investment of your time, talent, intelligence, energy, resources, and opportunities in a manner calculated to move you measurably closer to meaningful goals.” This is a quote that I came across. Google tells me it’s from Dan Kennedy

Productivity is not just about doing more, it’s about creating more impact with less work. You don’t need to be more efficient. Getting more done isn’t the answer. What you need is to be more effective.

The busiest CEO’s in the world have the same amount of hours in the day as you do. If you feel like you’re too busy then you don’t have a time problem. You have a time management problem – and it’s time to fix it. The 3 crucial strategies you’ll learn today will help you take back control of your schedule.

Just so you know, it’s not just my strategies that I’m sharing. Far from

it. For the past 8 years my team and I have published over 1,000 articles from over 400 experts. Since 2011, we've had 20 million fit pros read our online materials, and sold tens of thousands of books to professionals in 89 countries.

Through all of this work our team has identified the 3 crucial time management strategies that I'm about to share with you.

What follows will be logical and you will understand it completely. Most of it will be obvious to you. Not only that, you'll agree on the principles and will immediately recognize how they will improve your productivity.

What follows are good strategies, but they are not revolutionary. Very little that matters actually is. Odds are that you've heard all of this advice before.

Even though you've heard this before, my guess is that it's not a part of your daily practice. Those that have the discipline to spend five minutes every day to take control of their time and stick with it for months, and years, on end, reap immense benefits. When it comes to productivity and time management it is execution, not innovation, that matters.

The words of motivational speaker Jim Rohn are apt here when he said that "it's no wonder he's doing so well. Look at everything he does." Makes total sense.

We can gain much more by identifying the 1-3 things that the wealthiest fit pros do every day without fail than we can trying to copy whatever sales page, product, or service offering we find on their websites or social media platforms.

Fortunately we've done the work to identify the actions to emulate. These organizational processes help the wealthiest fit pros focus and be more effective in the time that they have to work.

Before I get to the 3 crucial strategies, I want to share the common theme amongst them all: Proactivity.

Poor fit pros who falter, flounder, and eventually fail spend their valuable time reacting to the business that they've already built (or fallen into). From the minute they wake until the end of the day when their heads touch their pillows, they're reacting to emails, client requests, and about a million others things. It's exhausting. These poor people work hard but, at the end of the day, have nothing to show for it.

Our people have already made the shift from an exhausting and useless reactive state to a progressive, proactive, and productive business – one where they dictate the terms, spend time on the important tasks, and push forward. A hallmark of Wealthy fit pros is that they spend time proactively working on their business, maximizing the effects of the time that they invest. This is what I want for you, and the 3 crucial strategies I'm going to share with you now will help.

The first strategy is **Touch is Once**.

Picture this: It's finally time to get to work so you open your email. The inbox is full. Every email is about something different. You start at the top, opening the first email. It's a quick question from a client about her program. Cool. That's easy. You fire back an answer and are on a roll.

The next email is promotional. Delete. Done. You're cruising. This is easy.

Next up is another client who has to cancel a session and wants to reschedule. You don't have your calendar open so you mark that email as 'unread' and move to the next, opening a message about a referral, which you want to give the proper attention so you also mark it unread, and move on to the next.

Just then, you remember that you haven't written the program for your client coming in later this evening so you shut off your email and write the program

– not realizing that you just spent 20-30 minutes on email and basically accomplished nothing.

If this sounds familiar, then the ‘touch it once’ rule is for you. Personally, it’s my second favourite in this list of three.

When you sit down to work on a task, you must finish what you start. Complete it. Check it off of your list. This isn’t just for email, but it’s the easiest example to showcase the importance of the rule – incorporate the touch it once rule into all that you do.

The touch it once rule – finish what you start.

The second strategy is to make great use of lists and folders.

Poor fit pros drown in busywork. As a result, they’re busy people who never produce any tangible results. If you feel like you’re dedicated, devoted, and work hard but don’t seem to be getting anywhere with your business then you probably fall into this category and what I’m saying may just be the tough love that you need right now. Fortunately, there’s opportunity in this and a way out but the first step is admitting that something needs to change. The second is to take back control by creating a host of folders and lists.

First, let’s talk folders.

I’ll continue my example of using email to demonstrate the strategy, but this does go beyond email. Anyway, in your email, create a folder for ‘client inquiries’, ‘programs to write’, and ‘stuff to read’. The way to implement the touch it once rule I just went over is to rip through your email quickly, organizing and filing it. In doing this, you can focus on one task like, for example, answering client questions – which are all in one folder – or writing programs – which is in another folder. ‘Clearing email’ isn’t a task. Email is where tasks accumulate. If you don’t manage your email. It will manage you.

Let's move away from email. Here's another specific example that shows you how to use folders to organize information and make better use of your time.

If you're like me then you love the feeling of finding an interesting looking article online. The problem is that if you click to read it, you lose concentration and get pulled away from what you're doing. I use a free app called Evernote to solve this problem. It's installed on my browser and iPad and syncs across both devices. In my account there's a folder aptly titled, 'to read later'. Whenever I come across something that looks interesting, I simply tap the browser Evernote clipper, which has been preset to save a simplified version of the article to this folder. Once a week I have a block in my schedule dedicated to reading whatever material I came across that past week. When that time comes, I open my iPad and have all of the great material ready for me to sift through all at once with a cup of coffee. This entire process took less than 5 minutes to set up and has saved me hours in addition to provided me improved focus on my reading.

This is getting fun. K. Let's move on to lists.

You must plan your day in advance. Before going to sleep, write down 3 things to accomplish the next day that will move your business forward. If a task is too long to be completed in one sitting, allot a certain amount of time on it (i.e. work on my book for 30 minutes).

In addition, make another list of the 3 things you need to do in order to keep your business rolling, like writing programs, answering emails, etc.

Folders and lists down. The 3rd crucial time management strategy of Wealthy fit pros is that they **'Clear the Calculator'**

Stop trying to work on several problems at once. Focus is what leads to progress and, in order to focus, you need to, in the words of Dr. Maxwell Maltz, the author of Psycho-Cybernetics, 'clear the calculator' – and give yourself a clean slate.

Multi-tasking is not a good thing. Our people have laser-like focus on the task at hand. One of my favourite little tricks is to write the title of whatever task I'm working on a piece of paper. Once finished, I cross it out and write 'done' beside it. Then I move on to the next. It sounds silly, but this tiny action clears the previous task out of my head and allows me to fully concentrate on the next.

Blown away by these 3 strategies? I expect that you aren't – and that's exactly the point. They aren't fancy, but they work wonders. To help you implement, I've put together two documents for you. One is summary of the strategies and the other is a worksheet for you to apply them to your own business. Please download both.

Tomorrow we're going to be talking about referrals because referred customers are the most valuable type of customers that there are. Not only do they convert faster, they also spend more with less price resistance.

Few would argue on the importance of referrals but, in the thousands of fitness businesses that we've been fortunate to get an inside look-into, a tiny, tiny fraction of them have any systematic process in place to foster them. We can do better. Tomorrow you'll learn that 'asking' is not enough and giving referral rewards is generally a bad idea.

Then, in two days, I'll be following up with the 3rd video in this series talking about the two biggest mistakes almost every well-intentioned, yet poor, fit pro makes with his or her pricing.

That's all for today. If you felt that this video was valuable, I'd be very grateful if you shared it either by hitting one of the share buttons on this page, emailing it to a friend, or suggesting your colleagues register for this video course. In addition, I'd love to know what your biggest takeaway was for this video in the comments on the course page.

I'm Jonathan Goodman and I hope that you enjoyed today. I can't wait to share more with you tomorrow.