

Time Management Of The Stars!



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You know... doing what I do... working online, that is, has allowed me the pleasure of meeting some pretty successful people. As I was getting the Time Management ebook ready, I wondered how THEY dealt with all the stuff that goes on. So... I asked them!



Soren Jordansen – [IM Success Formula](#)

Each morning I write a to do list of what I want to accomplish that day (notepad on my desk) I then check each item as I get them done. I try to start with the boring manual stuff like checking emails, doing support etc. and then work my way to more important stuff.

That way I have most of the day to work on the stuff that makes money, and I don't fall into the "check email every 10 minutes black hole".

These daily to-do lists are of course based on weekly/monthly lists of what needs to be done - and of course on the biz plan as a whole.

And of course I outsource a lot of stuff, which would be the ultimate time management.



Jon Olson – [HitExchange News](#) – [Hits, Clicks, and Misses](#)
[ThePizzaPlan!](#) <---**New!**

When Sunny asked me to write a short blurb about time management, I had to think back to when I read one of my favorite books of all time *golden nugget would be to read Tim Ferriss' 4 Hour Work Week*

This book basically showed how to run your business on the minimal amount of time possible. But more than that, it should you how to run it effectively.

Case in point, I've been behind my computer for a decade now and up until about 3 years ago, I spent between 14-18 hours working on my business. This had to change and change it I did.

I outsourced a HUGE part of my customer service business which allowed me to concentrate on the next step for my business, putting systems in place.

With my businesses complete with systems, I could concentrate more on promoting and building my business, rather than running it. I'm not saying they 'ran themselves' but the scripts in place made it much less labor intensive.

The big message here, get systems in place as soon as you can. The more that is done for your business, without your input, the more time you will have. Let's

face it, we are not trying to build online businesses to 'work more'. So the best advice would be to set up the systems as soon as possible.

Time management for me now is working less, but still getting things taken care of, without the need for 'Jon' to be in front of the computer for 18 hours a day.



Paul Kinder – [TrafficSplash](#)

So how do I manage my day huh?

Well, I don't - it all just all kinda overwhelms me LOL

OK, let's get serious ...

I am actually a bit of a time management freak. There is no way our business would have grown so fast, with such high service levels, if I wasn't. So, real brief what do I do?

Well, point one, I know where I'm going! I start by talking to customers and defining service levels (an ongoing process of continuous improvement) and then I set high level goals and deadlines with my business partners. It doesn't always work perfectly, you have to be flexible, but you need those high level goals because...

Once I know the end goals I work back to create smaller goals that will lead towards the end goal. That's a big point... always start with the end in mind. It helps you focus and work out what the little goals should be.

Here in the Internet Marketing niche we get bombarded particularly well with really attractive propositions, constantly! If you don't know your end goals, how do you know which propositions will help or distract? Very important to maintain focus or you will never achieve your goals.

So, on a practical level... how I manage my daily tasks?

Quite simple I use Outlook, dead simple really. Everything, and that really means EVERYTHING I do is on reminders in Outlook tasks or calendar. I always have a list of daily reminders set up and they appear in the right order as soon as I login in the morning.

Then I work thru my reminders until I'm finished - one by one - no multi-tasking - I am just a bloke don't forget! My very last task each day is to go to my project manager and start on the "big stuff"

I also stay very focused - it's that multitasking thing again - multitasking is a total total time killer - don't do it! So for example, I don't sit with my inbox open. I only look at email twice a day. That alone saves me about two hours a day.

I have two weaknesses though - and they are HUGE timekillers - but well - we're all human! ...

1. Every day I try and fail at this. I set reminders to look in my support desks every three hours. I have a team covering 24/7 who can deal with almost everything so I really don't need to look more often than that - but old habits die hard and I just can't resist, unless I'm away in meetings or completely focused on a major task I sit with my Traffic-Splash support desk open all day. I won't answer most tickets - the team does that and I won't interfere - but I read for feedback. Can't help it. I'm like a moth to a flame with my support desks! LOL
2. Instant Messenger flashes all day long and I just cannot ignore it. I can't, I've tried, I just can't. I am disciplined enough not to start chats very often, but I just cannot ignore people when those little orange flashes appear! If anybody out there has some tips on how to control this I'd be very grateful - just don't IM me with them! LOL



[Guido Nussbaum](#)

My name is Guido Nussbaum and I'm running my own online business since August 2007. In my first year I've managed to start 5 membership sites, 4 giveaway events, 3 blogs and various niche websites... all on my own. Of course I've also promoted these, done the customer support and even programmed 2 new softwares.

How did I manage to be so productive as a one man show?

Well, it's the right time management mixed with some special skills that I have. My No. 1 special skill is that I can focus for 10 hours or even longer on my work. My time management is basically categorized into 2 area:

1.) Projects

2.) Daily Work Tasks

When I do Projects like creating a new software or starting a new membership site, then it often happens that I work for 18 hours every day. These long phases help me to produce my stuff faster than many big companies do.

My Daily Work Tasks like submitting articles or blogging are printed out on a piece of paper that hangs right here on my wall. I focus on this work and while doing it I'm "blind" for any advertising or distractions. Sometimes I even plug off my phone.



[Jackie O'Connor-Hagood](#) – The 10 minute rule

Basically it means you spend 10 minutes each day on dreaded, nasty tasks. If you discipline yourself to do that, you may see that you can actually finish it faster. ;)



Scott Martin – [Blue Surf](#)

SLEEP SCHEDULE

If you're like me and have no other daily routines, it is very easy to slip into a terrible sleep schedule. Waking up at 4 AM one day, and going to bed at midnight the next day. Then waking up at 2 PM and being exhausted and going back to bed at 8PM.

This is terrible non-constructive.

Still to this day I fight with managing my sleep schedule. But on the days where I get it right, I am much more productive because I am alert, attentive, and able to manage my time better.

WORK SCHEDULE

Hey, IM is a work at home job, right? You can work when you want! However, I find that if I keep a schedule of what should be done on a certain day and certain hours to do it -- I am much more productive. Instead of lollying around on forums or doing other

time-wasting things, I can concentrate on the work at hand because it is on paper (err... in notepad!).

MULTIPLE PROJECTS

It is incredibly easy in the IM world to spread yourself too thin. Working on too many projects simply leads to little getting done on either project. This is something I have learned the hard way. Now, even though I have a lot on my plate, I prioritize the projects and finish the highest priority projects before I continue working on the other ones. You can try to do them all at once - but I find doing them in order makes a world of difference. In addition, it lowers stress levels.



Ray White – [Soaring4Traffic](#)

My day starts at various times, depending on how late I've stayed up the day before. Sometimes till the early morning hours... :)

My first agenda is what I consider most urgent. Checking site reports, answering support questions, and paying members requested commissions.

After those are complete, I check my advertising campaigns, check site stats, new members, new sites, and yahoo IM messages.

Remainder of the day is spent on creating new promotional ideas, new ad campaigns, and continually monitoring site reports, email, and member support tickets.

Those are my priorities, though each day can present a new challenge with different aspects and issues. Average hours spent online each day ranges from 8-12 hours.



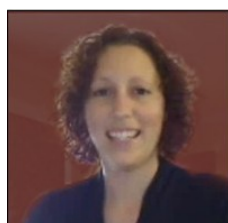
[Steve Ayling](#) – [Splash Page Maker](#)

First thing of the day for me is to check my PayPal account and make sure all my figures are entered on my accounting spreadsheet and this is done while my email downloads.

I then consult my diary on what is the most important task to complete that day followed by what I would like to do extra. Its then time to reply to emails and support tickets.

I then like to grab a cup of tea before completing the most important job. When that is done I take some time out for a walk along the beach or to the paper shop just to get a break and have time to think. Thinking and off time is just as important as spending all day sat behind the computer. The best ideas of mine and the plan for the rest of the day comes from my walk or trip out.

It is always important no matter what list of jobs you have to do to make sure that you have one thing noted down each day about how you can move your business forward as some of those can make the job you are doing pointless as you may be going in a different direction later on that day.



Cindy Battye – [Daily Niche Idea](#)

Effective time management is essential to growing your online business. It is too easy to waste time checking stats, randomly surfing the internet or reading things that don't contribute or develop your business.

I use two tools on a regular basis to keep myself on track - to make sure that the time I am spending is helping me towards my long term goals.

1. Essential PM Pro. You can use free versions of organising software, but this helps me remember launch dates, appointments, reminders about responding to emails etc. I set at least one goal that I want to accomplish each day that will help me reach my target - whether that is setting up a JV, writing/ rewriting a sales page, writing email series - or whatever. Some days I can smash out more, but I work hard and stay focused to accomplish at least one thing that will drive my business forward each day.
2. Excel Spreadsheet/ [Egg Timer](#). OK, so this will sound weird - but I record my actions for each 15 minutes of the day. If I am totally 'in the zone' - writing ad copy or something, then I will not document for an hour and just work solid, but coming back to this task every 15 minutes revives my focus and makes me aware that I need to be responsible with my time.

The thing is... I can sit here at the computer for 18 hours a day – and accomplish little. I might think I am working to build my business, when in actual fact - all i have done for the day is check stats, write a couple of emails and chat with friends. In actual fact - I could probably accomplish the same amount of work in an hour a day - doing the same things and living life with the rest of my time... Or.. I could use those extra hours and make a purposeful decision to reach my goals.

Documenting and watching closely where my time goes, shows me where I am being productive with my time - and where I need to watch out for time wasting activities.

So... that is me :) I wouldn't necessarily recommend that everyone goes out and does the same - but if you want to actually see where your time is going, it can be a fun exercise to do for a day or two! I am sure it will increase your productivity and make you much more aware of what you do with your time!



Paul Conway – [TrafficGoldRush](#)

Your Surfing v Your Health

It is not unknown for surfers to spend hours sitting at their computer doing what comes naturally to them, Surf!!!

Whilst this is obviously not a stressful occupation, it can still take a toll on your health. The body is not used to just sitting for hour after hour, it needs to circulate the blood around the system to ensure good oxygenation thus keeping you working like a well oiled machine.

Bottom line if you are working to optimum efficiency then your Surfing will do the same. The way to ensure this happens is to get up every half hour and carry out some basic stretching exercises.

Just do what you are comfortable with as we are all shapes and sizes and have different levels of fitness.

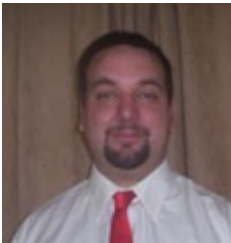
Stretching is simply the act of extending to full length the body or simply a part of it. This activity involves straightening or stretching the structure or the limbs.

Just 3 – 5 minutes of gentle stretching will increase your blood flow enough to ease those stiff limbs and re-energize you. Simple stretches can be done everyday. It can be incorporated into your lifestyle and your daily activities. It does not require much of your time.

Here are just some of the benefits of incorporating stretching into your daily health activity:

1. Increase your Range of Movement
2. Increased your Ability to Perform Skills
3. Injury Prevention
4. Reduce Muscle Tension
5. Enhance your Energy
6. Reduces your Cholesterol

So in essence stretching can improve your overall health, wellbeing and surfing skills.



[William Brant](#)

Time management is probably the hardest part of working from home. I know it seems like it would be the exact opposite, but when you have two toddlers running around all day the hours seem to slip by.

It becomes even more difficult with my wife's schedule. She works different hours every day so I can't just set up specific office hours to get work done. Some days my office hours will be in the morning, some times in the afternoon or most of the time at night.

There are two things though that helps me keep on track no matter what time of the day I do finally get to sit down uninterrupted in my office.

Those two things are Microsoft Outlook© and mind maps. I used to use two dry erase boards, one for notes and processes and one for a calendar, but with the more work I get the less effective they have become.

I now prefer to use Outlook for my calendar, the dry erase board works but, it only works when you are constantly looking at it. There were several occasions I would look at the calendar and realize I missed something, so now I use Outlook and set reminders that pop up, before an event or time line.

I use free mind as a mind mapping tool, and use it much like I used the white board but the real time saver is I have saved several templates for common tasks. I have a template for affiliate promotions, product creation, writing email series, pretty much anything that I do I have a mind map template for.

If I add something new to my calendar I also create a mind map for it, either by using a template or if it is something new I will create a new template that I can use again.

I then use the mind map to create certain goals, for example if I have a new project and load it into a mind map, and see that there 8 specific things that have to be completed I would prioritize those eight items, set a goal for when each one will be completed by and put that down in outlook on my calendar and under tasks.

I would then set reminders to pop up to at different time depending on when each item is due and how long I have to complete them.

It is very easy to get side tracked and lose focus on what you are working on and the task lists and calendar reminders are a great way pointing you back in the right direction.



Dan Davis – [GladiatorHits](#)

If you are like me then you are just starting your online life. This can be a delicate balance between working in and off-line job that you must do to make money until your on-line occupation gets going.

I run my own small construction/remodeling business so it starts at a decent hour in the morning, around 8 usually. I work until 5 to 7 pm then come home to my wife and two daughters under the age of three. My wife is older than three but my daughters are not :-) Sickos, I know what you where thinking.

For my self, family is one the biggest priorities so I always come home and spend time with my wife and play with the kids. If you work all day long and make tons of money but have a terrible relationship with your spouse and/or children what kind of quality of life is that? I for one do not want anything like that for myself.

I then around 8 pm put the kids to bed and start my online stuff. This starts by having a "to do" list. I prioritize what "needs" to be done versus what "should" be done. Some

days the order may change as to what is most important, but it should always be followed.

Having a list and sticking to it helps with not getting sidetracked. I believe in the 80/20 rule, you will spend 80% of your time accomplishing the top 20% of your list. Then what you do not get done today goes at the top tomorrow.

I usually try to spend at least three to five hours online a day. Then the weekends are a free-for-all. I do what I can when I can without having my daughters come in and start punching keys on my keyboard.