

MY NOTE TAKING NERD'S NOTES FROM EBEN PAGAN'S GURU MASTERMIND PROGRAM

The Ultimate Self Management Leverage

The ultimate management leverage is getting yourself to focus on one thing at a time, for an extended period of time.

Eben considers the following people as two of the most significant (indirect) mentors in his life: Peter Drucker (a management expert) and Stephen Covey (a self-development expert).

What differentiates successful people from unsuccessful people?

Unsuccessful people mostly are "playing business," in contrast to successful people who usually are "doing business."

"Playing business" means things like: obsessing over your logo and business cards, unnecessary intellectual property/copyrights, excessive focus on office furniture, pointless meetings, bragging about how cool you think that your business is to your friends and others, etc.

Now, obviously it's important to avoid conveying a slothful and uncaring image...but it's also important to avoid getting so caught up in these things that you neglect spending time on the activities that will make you money.

Eben's unsuccessful friends do a lot of the things mentioned above.

On the other hand, Eben has a very successful friend who doesn't care that much about image, or his website design, or how he looks that much, etc. All he focuses on are moneymaking activities. These are things like creating value, creating really powerful marketing, and building relationships with partners that make him a lot of money.

When he is working, he is just doing things that make money and that make his business grow!

When he is working, he is 100% working. And when he is NOT working, he is just completely relaxing. He does things like going to the beach, hanging out with family and friends, etc.

So the question is...how do we avoid "playing business" and ensure we are "doing business?"

How do we get to the point where we literally have a PROGRAM running in our brains...that pulls us toward being that kind of person who is always ON PURPOSE, and is always focused?

Well, consider a metaphor that came from Stephen Covey, which is very valuable. He was speaking to an audience once and he brought out a gallon-size jar. He also had a pile of rocks that were about the size of a fist, as well as a pile of pebbles, and finally a container full of sand.

Covey then demonstrated how if he poured the sand into the jar first, and then tried to fit in the pebbles, and then the rocks, that there simply was not room enough in the jar to fit everything.

He then brought out an identical jar, and a set of rocks and pebbles, as well as a container of sand. Covey started out this time by placing the big rocks in the jar first, followed by the pebbles, and finally followed by the sand. Interestingly enough, all three elements fit completely within the jar this time. The pebbles had filled in the spaces between the big rocks, and then the sand was able to fill in the remaining space.

This metaphor is very POWERFUL!

The metaphor is...that if you don't put the BIG ROCKS, the big important things of your life, in FIRST, and if you don't structure your life around them, and then let the other things kind of fall in between them...then you'll never get around to them! You won't do them!

There are enough people, and enough processes, and enough technology, and enough TV shows, to grab your time, and distract you right now...that if you don't INTENTIONALLY set your life up so that you're always doing the IMPORTANT THINGS on a daily basis, then you're never going to get those things done. You're never going to GET AROUND TO THEM!

Now, in an information marketing business, there are a few "big rocks" that you'll want to "put into the jar first." And these things are the three pillars of money making: your Customer Pillar, your Conversion Pillar, and your Content Pillar.

These are the things that you need to be doing DIRECTLY, as much as possible. Structure your life so that you're spending every single day doing things from these three pillars. This way, you'll get the maximum leverage that you possibly can.

Right now, one of the biggest and most important priorities in business, and maybe the MOST important priority, is ELIMINATING DISTRACTION AND INTERRUPTION IN OUR LIVES!!

Anything that distracts you or interrupts you, is ROBBING YOU OF ENERGY!
It takes you anywhere from 15 to 20 minutes to get back to where you were,
before you were distracted or interrupted.

Now, most of us are distracted or interrupted MORE OFTEN than every 15 to
20 minutes.

First of all, we've got to become conscious of responding to distractions and
interruptions all the time.

The amazing book by Peter Drucker, "The Effective Executive," can be boiled
down into this simple idea: Work in focused, uninterrupted blocks of time, of
90 to 120 minutes or more.

When we intentionally set out to do focused blocks of time, on one high-
leverage thing, that shuts out the possibility that we're going to be doing
other things, or allowing other things to interrupt us.

Build the structure of an ideal day. Build it around the big rocks of getting
prospects and customers, converting them to sales and up-selling them; and
creating the products and services that you're going to create for them; and
delivering those things to them!

This is a 180-degree mindset shift from what a lot of people are thinking.
Most people who start out a guru business, are #1, focused on setting up
and "playing business" and #2, at best, on creating content. They're
generally NOT focused on the really important stuff - of generating
customers and traffic and creating conversion.

Eben's recommendation: Spend approximately 50% to 75% of your time
focused on the three money making pillars. You might even want to bump
that up to even 80% of your time.

The KEY here is, that you spend time EVERY SINGLE DAY working on building
relationships with other people who can send you traffic, working on doing
marketing to get traffic and customers to your website, and working on all of
those things you need to do to generate customers.

Maybe that means even going out and talking to people individually one-to-
one, or going into social networking sites, and creating discussion groups.

Whatever you need to do to generate business, you need to be "putting that
into the jar," FIRST. And it needs to be the MOST IMPORTANT THING!

Spend HALF OF YOUR TIME EVERY SINGLE DAY on activities to generate new
customers.

Then, spend about 20% of your time on conversions (learning marketing, copyrighting, and persuasion).

Then, spend about 10% of your time on creating your content (books, seminars, etc).

This is not a rigid structure, but you should stick to this about 80% of the time. There will be times when you may be busy planning an upcoming seminar which you'll be taping to make DVD's. So for that period of time, most of your focus will be on building your content. But as soon as you get back from the event and get the filming finished, etc, then you should return to the above time allocations.

Now, you'll also need to decide, test, and measure, as well as report and refine your processes. You'll need to figure out which techniques within those three main pillars work best for you.

In other words, you'll need to figure out what your best 'customer attraction strategy' is, and then do that; then, figure out what your best 'conversion strategy' is; and then figure out which products work best for you, the next ones you're going to create; and then you'll need to build those, within your Content Pillar.

Start with a general framework, and then work to fine-tune, refine, and find your own unique path.

The KEY THING is to BUILD THE STRUCTURE OF YOUR DAYS...so that it supports you in doing the most important things in FOCUSED BLOCKS of uninterrupted time, first.

Jay Abraham points out that one of the biggest marketing mistakes that many people make is to "find something that works, and then stop doing it."

Anytime you have something that works, always think about ways you can push it farther and get more out of it.

For example, say that you talk to someone for 20 minutes on the phone and it ends up very successful and you make a big sale. The very next thing you should do is to pull out your journal, and then write down everything that you just did. This way, you can create a structure & a system; and then repeat it again on future phone calls; and you can even go out and teach it! This is far better than just continuing to "wing it" every single time.

Take a moment to reflect on the best strategies you've ever learned:

1. For getting customers, leads, and prospects;
2. For conversion; and
3. To create products

Now, go out and focus on those things!

Here are your exercises from "The Ultimate Business Management Leverage" worksheet:

1. Which Efforts Create Big Results?

There are only a few different activities and efforts that bring you the bulk of your results. In most systems, 80% of the results come from 20% of the activities and efforts. Below, identify those activities that bring you LEVERAGED results - and lead to money-making most consistently:

(Figure out the one or two things in each of the three money-making pillars, and then list them here.)

2. Steps to Blocking "Results" Time

What would have to happen so that you could work in 90 - 120 minute blocks of focused, uninterrupted time, on the few activities that bring you the highest rewards in your business? Consider your environment, the things that interrupt or distract you, and the people around you. Then take action working more and more in large chunks of focused time.