

Section 06: Maximizing Your Income

Lesson 05: Time Management For The Alpha 2.0 Business Owner

I am a time management consultant. It's what I do for a living. I have been teaching time management techniques for about 13 years now. Time management is a must have. It is a required skill particularly with Alpha 2.0 when you end up with multiple companies with multiple income streams and your objective is to make as much money as possible, unlimited number of work hours possible. You must master or at least get reasonably good at time management. I could do an entire time management course. I might do that at some point. In *The Unchained Man* I have an entire chapter of two time management systems the E3D system and the Check System both of which work. If you have not yet gotten that book it's only \$7 for the eBook version. Just go get it please. Follow that chapter and pick one of those two systems and utilize it. You need a time management system. If you don't have a time management system you probably will not do the work necessary to get these things done. You probably won't unless you are a very unusually motivated person and most of us are not. Most of us are not very organized people either.

In this lesson I'm just going to give you some overviews in terms of time management directly as it applies to Alpha 2.0. I'm not going to go give you a list of all kinds of techniques because this is not a time management course. I'm just mentioning this because time management is a crucial skill you must learn and master. Don't short change this.

Minimum number of work hours per week

First thing, guys ask me how many hours a week is minimum for me to put in to this business to make it work. Let's say it's a guy who already has a day job and he wants to start his business on the side and then work his business up to the point where he can quit his day job which by the way is exactly what I did. That is a perfectly fine model. What is the minimum number of hours you need. 15 hours a week. This Alpha 2.0 structure if you want to make something happen with it you need to put in at least 15 hours per week. If you look at your typical week and you should do this. You should plan your week once a week. You can sit down Sunday night and say okay, I'm going to put in three hours on Monday.

Let's say you have a job. You have an eight to five job. I'm going to put in three hours Monday night. I'm going to take Tuesday night off. I'm going to put in three hours Wednesday night. I'm going to put in two hours Thursday night. Then I'm going to work all day Saturday and take Sunday off. There's your 15

hours. Not bad. If you can put in more than 15 that is better. The more hours you put in the faster you'll get to the money. 15 is a minimum. If you can put in 20 that is even better. If you can put in 25 that is even better. If you have a full time job you're probably not going to be able to 25 hours a week unless maybe if you're a single guy and you have no family, you have no kids, you're not in school maybe you can pull that off. Put in more if you can but 15 is the objective. You should do that once a week.

Map out your week

Sit down and map out your week. Schedule in when you're going to work in your business in your schedule. I hope you have a schedule. You have a schedule right? Please tell me you have a schedule. Too many people today don't have a schedule. It's insane. You have to have a schedule. You make appointments in your schedule and you keep those appointments with yourself as if they're appointments with your boss or your biggest client because they are. You are your boss. You are your biggest client. Keep those appointments. No dating. No girls. No girlfriends. No hanging out with the buddies at the bar. No working on the car. None of that crap. That night you work and you put it in your Alpha 2.0 Business. Then you can set objectives for those. If you have a job you can start something part time. You can set an objective for when you're allowed to quit your job. That is another question I get.

At what point should I quit my job?

Do I have to make all the money I'm making at my job or is there a percentage? There is a percentage. Here is the model that I give most guys. This varies based on your circumstances. It varies based on how much money you make. It varies based on debt you have and it varies based on how much savings you have. If you have zero debt or near zero debt and a hunk of money on savings you can quit much sooner than a guy who has a lot of debt and very little savings.

- The baseline that I usually tell guys is you can quit your job when you get to 40% of your job income in your business over the last three months. Let's use some easy number. Let's say in your job you make \$5000 a month. 40% of \$50,000 is about \$2000. You want to get your income to \$2000 a month in the last 90 days average out as I mentioned earlier. You run a process and loss statement over the last 90 days divided by three. If that number is \$2000 you made \$2000 a month three months in a row, it's pretty good. Guess what? You could probably quit your job. The reason you can do that is if your job away oh my God, my job goes away and I won't be able to pay my bills. Wait a second, by having no job you've just freed up 45 plus hours a week to put into your business. If you're already making \$2000 a month on 15 to 25 hours a week, if I give you another 40 to 45 hours a week on your business you think you can make up the rest of that? Yes, you'll make it up real fast. Get to 40% of your income and then you can quit your job.

If you have no debt and have a lot of savings, you can even knock that down to 30%. You could even go to 20% if you want. That is a little more risky but that is up to you. Should you just quit your job and just start your business? I would not unless you have no debt and you have a massive pile of money that is just burning a hole in your pocket. I doubt that is the case. I would like to see you make some money before you get to that point. That is what I would do.

- Work off a list. Always work on paper or on your phone or on a spreadsheet. I use Excel for my to do list. Always work off a list. Every day you should have a list of things you need to do that day, a to do list that hopefully you set up the night before or the day before. Don't come into your office or your desk the first thing in the morning and sit down or figure out what you're going to do that day. It's stupid. The day before you figure out what needs to get done and make a to do list. Just using a to do list and using nothing else improves your productivity 27%. If you do literally nothing else and you just work off a list so always work off a list. I never not work off a list even if I have a regular routine. I have my daily routine in a piece of paper under my little plastic covering in one of my desks and I look at it and it tells me exactly what I'm going to do every day. I have a to do list. I have both. Do not just sit down and say I've got to get this done and this. Then you check your email oh shit, I've got to do this and this. Now your day is shot. You can't do that.
- Work off short term goals. We talked about goal setting earlier. I'm not going to repeat all that. You need to have in addition to your long term, midterm and monthly goals short term goals. You should have goals for the week and there's two kinds of goals. There's achievement goals and activity goals. An achievement goal is I made a thousand dollars this week. An activity goal is I made 35 calls this week. An activity goal is 100% within your control. An achievement is partially within your realm of control. It may or may not be. You should always be operating under either one. Activity goals are a little better for short term. That is fine. It's up to you. Always be operating under short term objectives. I am always operating under deadlines, personal deadlines that I install. These deadlines are on my calendar that are right on my desk and right on my screen. I always see that date coming up. When I work on a new book, when I need to work on a new website, when I need to work on a course for example, when I need to work on something for a new client. It doesn't matter what it is. These are deadlines that I come with. These are self-imposed deadlines. I put a date on the calendar when it needs to get done and I review those deadlines at least once a week. Sometimes more than that. Sometimes I glance on them every day. I always operate on deadlines. It's another way of working on people. I operate on goals. I operate on deadlines.

I will see you in the next lesson. Have fun. Bye.

~Caleb Jones.