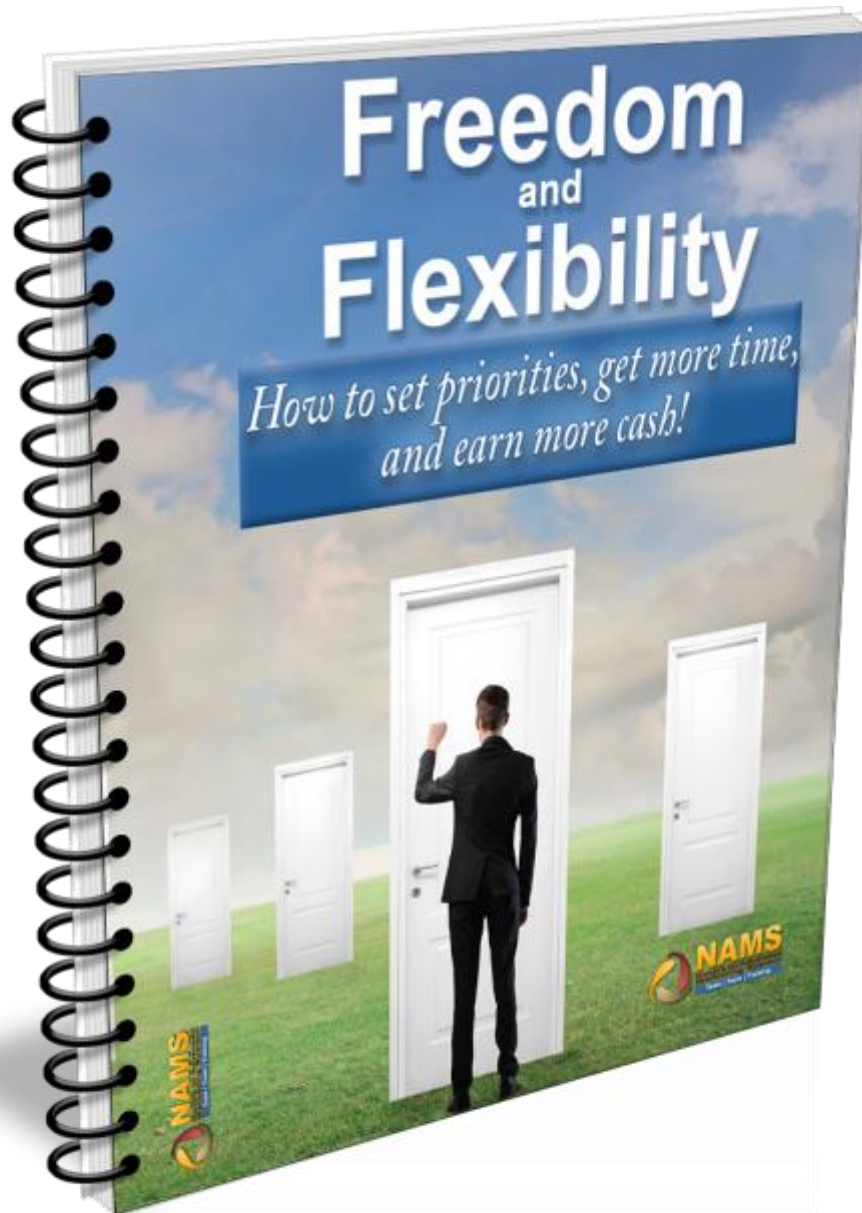


WEBINAR TRANSCRIPT

FREEDOM & FLEXIBILITY



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Welcome to today's webinar:

“How to Prioritize to Get MORE Freedom and Flexibility Beyond Time Management!”

Or...

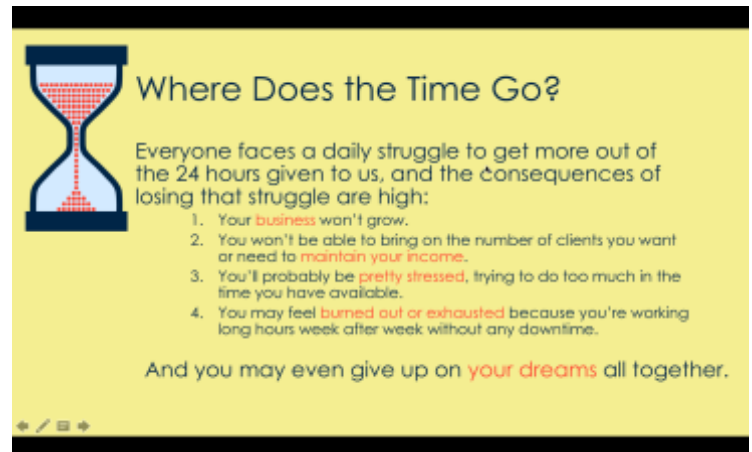
4 Time Traps That Keep You From Your Priorities...And How to Eliminate Them Forever!

Most of you are here because you need to find ways to get more done so you can spend more time with your family while still managing a thriving business. That's a struggle that all entrepreneurs face, and the most successful of you will find and embrace the strategies that help you be more productive and better manage your time.



So let's talk about that for a minute. What happens when you don't manage your time well? When you just kind of “go with the flow” or “fly by the seat of your pants”?

Well, first, your business won't grow. You won't be able to bring on the number of clients you want or need to maintain your income. You'll probably be pretty stressed, trying to do too much in the time you have available. You may feel burned out or exhausted because you're working long hours week after week without any downtime.



And you may even give up on your dream all together, thinking it's just too hard or too much work.

Sound familiar? Well here's the thing: You don't have to work that many hours. You don't have to be “on” 24 hours a day. You can—and definitely should—be taking time off to hang out with your kids and do fun stuff outside of work.

And your income does not have to suffer—not if you properly manage your time.

Our goal today is to eliminate the Guilt, Exhaustion, Failure, and Frustration that dogs your life when you don't identify and nip the time traps as soon as possible.

Today we're going to talk about methods you can use to avoid those things that suck up your time—you know, when you get to the end of the day and wonder just what you did all day?


Methods like how to:

- How to eliminate the easiest ones first
- How to identify all the time traps in your life
- How to focus on these 4 to start reclaiming your time
- How to commit to paying yourself by investing your priorities first thing every day

Yeah, we're going to put an end to that kind of frustration with today's tips.


But before we get started, I want to tell you a little bit about who I am and where I come from.

- My name is David Perdew and I am online business coach who helps people who are struggling with business to transform their lives."
- Over the past 8 years I've gone from struggling to pay off huge debt and spending little time with my family to living the life of my dreams with my wife while traveling the world and having as much fun as possible because of the business I've built and the systems I have in place.



Without Priorities, You'll Experience...

- **Guilt** – you don't have enough time to spend with family and friends
- **Exhaustion** – you're always on 24/7 because you're doing the next thing on your list
- **Failure** – too often, success is measured by income, and without the right priorities, your income will tell you you're a failure
- **Frustration** – you never achieve your goals and don't see a way that it will ever happen




The Key to Setting Priorities is to Attack Time Traps by Knowing...

- **How to eliminate** the easiest ones first
- **How to identify** all the time traps in your life
- **How to focus** on these 4 to start reclaiming your time
- **How to commit** to paying yourself by investing your priorities first thing every day

The following are not all the time traps that are stalking you but it's a great start.

Who Am I?

- NAMS, Inc.
 - (Novice to Advanced Marketing System)
- Online business training since 2005
- Niche marketing
- Affiliate marketing
- Live and Virtual Events
- 135 Instructors
- 1000s of students
- MyNAMS.com Membership site



David Perdew

If you're anything like me, you've probably tried a bunch of different things. Everything that came your way dressed up in bright shiny new hope and touted as the next thing that would make you rich tomorrow sucked you into throwing away your money.

Listen, I'm here to tell you to stop that – right now. As we go through this process of valuing your priorities and your time over everything else, you'll see how I've managed to change the way I do business. And by my example, I hope you can see the way to more focused productivity for yourself too.

Ok, so let's get down to it! If you want to take control of your time instead of feeling like you're constantly overwhelmed, you're in the right place. And I'm absolutely thrilled to be here covering this with you today, it's such an important topic, so let's dive right in.

First, I'm going to define what the time traps are and why they are so detrimental to your priorities.

You must know your priorities. In other words...



- ***What's your clear purpose for any activity?***
- ***What tasks lead to the result that is going to move you toward your goals?***

If you're not clear on that, it doesn't really matter how you spend your time. You're not going to get anywhere of any consequence.

And if you don't know your priorities or what you want out of life, check out the resource package we've got for you at the end.

But for this presentation, let's assume you do know exactly what your priorities are. We'll look at those traps that suck your energy and waste your valuable time. I've identified four of them that don't directly add dollars to your bottom line, yet are critical tasks that must be done.

I never bring problems unless I bring solutions too, so it is with each of these time wasters. Using these solutions, you can get back to the work that matters. Because really, wouldn't you rather be talking to clients, creating great content, partnering with awesome JVs, and developing more paid coaching programs? I know I would.

But instead you're very likely spending a large portion of each day on these time traps, and while they are important, they're not the best use of your time.

Quickly, the traps we'll dig into today are:

- Administrative work
- Technical support
- Continuing education
- Overthinking product creation

Time Trap #1: Administrative Work

This one is tough for a lot of marketers.

This is the business of being in business, and includes everything from bookkeeping to email to project management.

All of it is critical to keeping your business running, and ***none of it makes you any money.***

Not only that, but many administrative tasks are high-level work that marketers often feel only they can do. If you're "type A" personality is preventing you from getting this admin work off your plate, then this first strategy is for you.

I'm going to help you move these non-money-making tasks off of your to-do list and right onto someone else's. And if that's simply not possible (as we'll see) then we're at least going to make them a whole lot easier and faster to do.

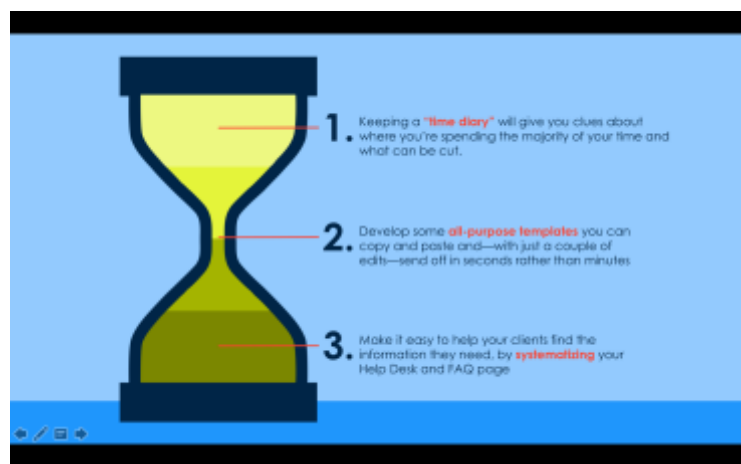


Step One: Keep a Time Diary

Chances are you're spending more time than you think on these time sucks, so the first step to gaining control of your time is to get a handle on what they are.

Here's how to do that:

Keep a notebook on your desk and start recording your time. This "time diary" will give you lots of clues about where you're spending the majority of your time, and you'll also see what can easily be cut.



Your time diary can be as simple as a list with your time spent, like this:

- 8:00-8:30am – Email potential clients from last week's MeetUp
- 8:30-9:15am – Phone calls
- 9:15-9:45am – Facebook Group
- 9:45-10:15am – Breakfast
- 10:15-11:30am – Writing blog post
- 11:30am-1:00pm – Coaching calls
- 1:00-2:30pm – Email
- 2:00-2:45 – Customer support

We provide you a calendar template that you can use in the resources package at the end of this presentation.

Step Two: Create Templates

As an online entrepreneur, you'll probably find that your biggest blocks of time are dedicated to phone calls and email. You have potential clients to follow up with, past clients to reconnect with, billing issues to manage, and customer questions to answer.

For example, if you find yourself continually penning new emails to request payment or testimonials, or to reach out to potential clients, then it's time to develop some all-purpose templates you can copy and paste and—with just a couple of edits—send off in seconds rather than minutes.

No need to create your own templates from a blank page. Pick up a set that you can edit to make your own and save a ton of time from the resources at the end of this presentation.

Pro Tip: *Want to save even more time? Give your templates to your VA and have her manage your email follow-ups! Outsource everything from payment issues to testimonial requests. Remember, you can get done-for-you templates to start.*

And here's an added benefit—if you're at all squeamish about asking for payment (and aren't we all?) then handing this task off will not only save you time, it will save you stress as well!

Step Three: Systematize

If you find you're spending a lot of time answering client questions, then the time has come to set up a help desk and an FAQ page.

Clients can answer many of their own questions simply by visiting the FAQ page, where you'll want to include answers to such questions as:

- How do I schedule coaching time with you?
- How do I cancel my membership?
- How do I log into your website?
- How can I change my credit card info?
- How can I know if you're a good fit for me?
- What kinds of issues can you help me with?

You can also create "canned responses" within your help desk to answer your most common questions. This will make it easy for your VA to help your clients find the information they need, and you won't have to be involved at all.

Just imagine how much time you'll save when you're not having to worry about retrieving login details or cancellation requests from clients!

Time Trap #2: Technical Support

Have you ever heard the expression "*working in your business rather than on your business*"?

I'm convinced the person who coined that phrase was talking about technical work.

You know what I mean. It's those things that just have to get done so you can build your brand and get paid, but probably aren't in your list of favorite things to do.

Things like setting up webinars, creating shopping cart links, and installing new landing pages.

If you're letting tasks such as these bog you down and waste your time, then you are most certainly working *in your business*.

That's not the path to growth and higher profits, so let's take these things out of your hands so that you can do more of what you love to do.

Here's how:

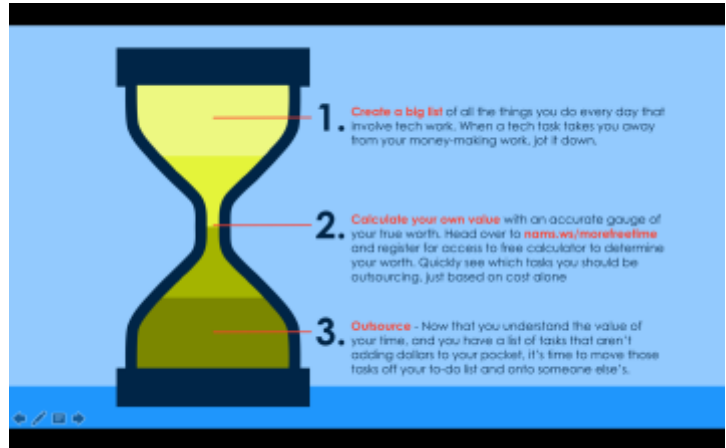


Step One: Make a List

Brainstorm a big list of all the things you do every day that involve some kind of tech work. It might be creating a new mailing list, or tracking down a missing affiliate link, or uploading videos to YouTube.

It might help to keep a piece of paper and pencil near at hand as you go through your day.

Then each time a task such as this takes you away from your money-making work, jot it down. Include how much time it took you as well, and by the end of the week you'll have a really good idea just how much time you're wasting on these tasks.



Don't worry, we've got a template for this task that you can pick up in the resources package at the end of this presentation.

Step Two: Calculate Your Own Value

How much is your time really worth? Do you know?

Sure, you know what you earn for every hour you work with a client, but that's not a good gauge of your true worth.

To find out, head over to nams.ws/morefreetime and register for access to Melissa Ingold's free calculator.

In just a few simple steps, you'll know exactly what each hour of your time is really worth, and you'll be able to quickly see which tasks you should be outsourcing, just based on cost alone.

Step Three: Outsource

Now that you know what your time is worth, and you have a list of tasks that suck your time that aren't adding dollars to your pocket, it's time to move those tasks off of your to-do list and onto someone else's.

Now before you go thinking that you can't afford to outsource yet, keep these points in mind:

- Skilled VAs will often spend far less time completing a task than you will, so the cost will likely be lower than you think. You might spend three hours

wading through the documentation for your webinar management system just trying to integrate your autoresponder, while a VA who is familiar with the software can have it done in less than five minutes. Isn't that worth outsourcing?

- The time you're not spending on technical tasks can be spent working with clients instead. Or working with JV partners; or creating new content or paid programs. You're not going to just fritter away those hours watching YouTube videos, so don't think of outsourcing as an expense, but rather as a way to make more money.

If you're not sure where to begin to even find the right person, consider [Melissa's Fab Contractors list](#) to get you started.

Time Trap #3: Continuing Education

When you're in business for yourself, you can't afford to let your skills slide. You must work to continually increase your marketing knowledge, learn new ways to help your clients prosper, discover emerging technology, and a host of other information.

In fact, you could easily spend all your time learning and no time at all actually implementing what you learn. That's a common time trap that many budding entrepreneurs fall into, much to the detriment of their businesses!



So how do you manage to both run your business, work with clients, and put in the necessary time to stay on top of the latest developments in your niche? With careful prioritization and planning, that's how.

Step One: Schedule Your Study Time

You'll hear me talk about calendars and their importance in your business over and over again. I believe that if something is important enough to do, then it's important enough to put on your calendar. And that includes the time you'll spend learning.

Take a look at your calendar and see:

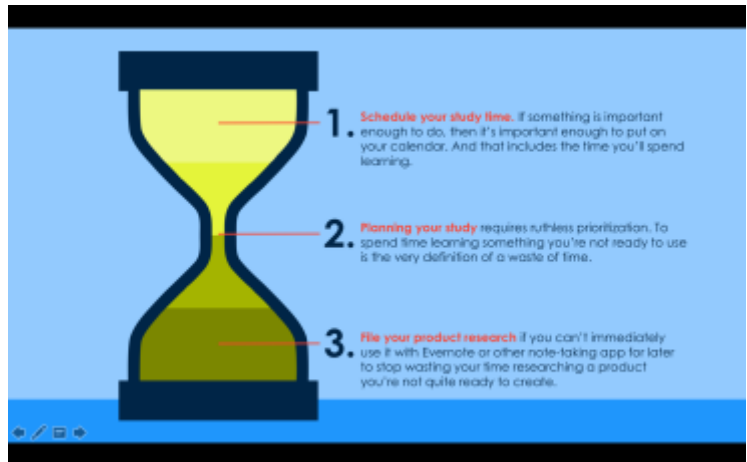
- How much time you truly have available (it's probably less than you think).
- What days and times you are less productive—this is the perfect time to watch a webinar or read a business book.
- When you have other things scheduled that you can safely multi-task. For example, if you have to wait in the school pick-up line every day for 30 minutes, that's a perfect time to read or listen to a business podcast.

Then block out a few hours each week solely for continuing education.

Step Two: Plan Your Study

Every day we're bombarded with offers to watch another webinar or register for another must-have course or sign up for yet one more social media tool.

They all sound so enticing, and if your friends and colleagues are jumping in, it can be tough to resist signing up for everything.



But avoiding the time trap of endless learning requires ruthless prioritization.

Pro Tip: You cannot possibly use all of the tools and techniques you come across in a given day, no matter how low the price or how inviting the offer. And to spend time learning something you're not ready to use is the very definition of a waste of time.

Ask yourself:

- Do I have a need for this right now?
- Will it help me make more money, reach more people, or otherwise grow my business within the next month?

If the answer to those questions is no, then do not put this on your schedule. It's of no real use to you at this point, and you can't afford to let FOMO (*fear of missing out*) cause you to waste your time learning something you can't use.

Pro tip: Product research can easily land you in a similar time trap. If you can't immediately use the information, just file it away in your Evernote or other note-taking app for later. That way you'll know where it is when you need it, but you won't be wasting your time researching a product you're not quite ready to create.

Time Trap #4: Overthinking Product Creation

Ok, this is a big one. We all want to create exceptional value for our tribe, so we work really hard to create products and programs that meet—and exceed—their needs.

So you:

- Identify the need
- Outline the solution
- Discover another angle
- Outline the solution
- Discover an interesting (and useful) side trail
- Outline the solution
- Decide on a membership site
- Outline the content
- Research membership options (including three days spent “testing”)
- Abandon the membership idea
- Go back to outlining content

And the cycle goes on...and on...and on.

If you’ve ever been “stuck” in creating your programs, then you know how much time and energy this type of overthinking can cost you. In fact, for a lot of marketers, it results in no product at all, because that feeling of being “stuck” becomes overwhelming.

The next thing you know, it’s a year from now, and you’re still “almost done” with that great program.

Or worse, that amazing, timely product is—a year later—completely irrelevant to your market.

Don’t let this time trap cause you to miss out on sales, market reach, and reputation. Do this instead:

Step One: Determine Exactly What Your Market Wants and Needs

Like any great entrepreneur, you most likely “have your ear to the ground” and are listening closely to the wants and needs of your clients. Great places to listen include:

- Private Facebook groups
- Your blog comments



- Emails from your readers
- Conversations on social media
- Your help desk

If you want more specific results, you can also ask for them in a survey especially designed for the purpose of creating a new product. Using a service such as Poll Daddy or Survey Monkey or even Google Forms, create a short survey asking questions such as:

- Where are you in your business journey?
 - Just starting out
 - Established but not earning as much as I would like
 - Well established and earning a great income
- Have you ever worked with a business coach before?
 - Yes, with great results
 - Yes, but I wasn't happy with the results
 - No, but I want to
 - I don't believe in coaching
- When investing in business training, which format do you prefer?
 - Video based training
 - Audio based training
 - Written training
 - Combination of the above
- When investing in business training, which time frame works best for you?
 - Learn at your own pace
 - Scheduled lessons over several weeks
 - Scheduled lessons over several weeks with the option to download the entire course
- What are your biggest struggles in growing your business?
- What do you find easy about running your own business?
- If you could invest in a program to *[ENTER YOUR SPECIALTY HERE]*, how much would that be worth to you?
 - Less than \$500
 - \$500 to \$1000
 - \$1000 to \$2000
 - \$2000 and up

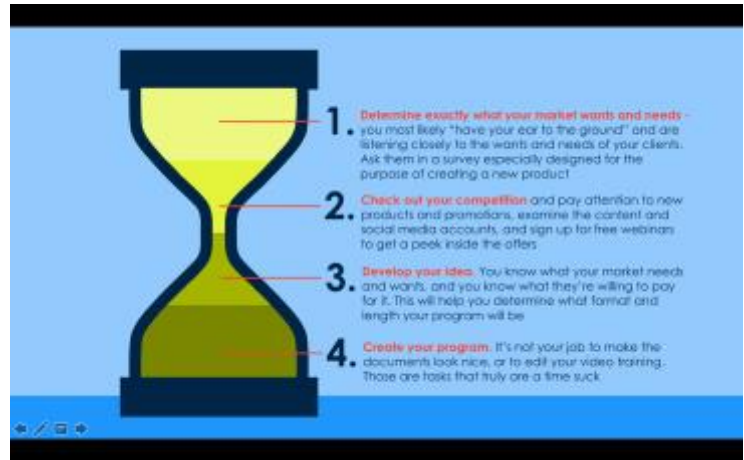
By including both multiple choice and essay style questions, you'll not only get a good summary that will quickly point you in the right direction, but you'll also see the words and phrases your market uses to describe their strengths and pain points.

Keep those examples handy, because they'll be perfect for writing a sales page that converts!

Step Two: Check Out Your Competition

Savvy businesses know exactly what their competitors are doing. They pay attention to new products and promotions, examine the content and social media accounts, and sign up for free webinars to get a peek inside the offers.

If you're not already doing this, you should definitely consider it. However, some marketers are concerned that by paying too much attention to what the competition is doing they'll accidentally "borrow" the ideas.



Worse, you might freeze up, thinking that no program you create could possibly compete.

Pro Tip: Simply ask your VA to do the research for you, and distill her findings down into a few bullet points. That way you can still keep an eye on what's working for your competitors, without worrying about being overly influenced by their offer or getting even more stuck because of it.

Step Three: Develop Your Idea

Now we come to the fun part! You know what your market needs and wants, and you know what they're willing to pay for it. This will help you determine what format and length your program will be.

Lower-priced offers will likely be much shorter and not be part of a membership. They also probably won't include any coaching—whether group or private. For lower-end products, it's a good idea to keep this advice in mind:

One problem; one solution.

This alone will help you avoid the "everything and the kitchen sink" time trap that might be keeping you stuck in product creation mode.

For higher end programs, though, you have a bit more flexibility.

Higher priced products can include video and audio with a membership component and perhaps a group coaching aspect. They can also be much more comprehensive in nature, covering lots of topics in depth.

Step Four: Create Your Program

You're finally ready to begin putting your ideas down on paper. And here is where many of you will freeze up, so I want to give you a few ideas for easy content creation:

- **Repurpose.** You may have hundreds of blog posts, a YouTube channel, Kindle books, email archives, and a host of other content, so put those things to work for you! Have your VA compile a list of content that fits with your new program, and then you can simply update and refine rather than starting from scratch.
- **Crowd source.** If you've ever signed up for a telesummit, then you know the power of crowd sourcing. Gather a few experts together to share their knowledge, and you not only have a virtually instant product, but you'll have built-in JV partners as well.
- **Outsource.** No time? No problem! You can easily find a ghostwriter to create your content for you.
- **Rebrand.** You can kick-start your product creation efforts with strategic use of done-for-you course content or top-quality PLR from respected creators.

We include those resources in the package at the end of this presentation.

And finally, don't forget about editing and formatting.

***Pro Tip:** Your job is to create—or have created—the ideas and solutions that will help your audience to thrive. It's not your job to make the documents look nice, or to edit the “ums” and “ahs” out of your video training. Those are tasks that truly are a time suck for busy marketers, so you should happily hand those off to someone else.*

One last word about time traps...

Your job is to concentrate on serving your client base better.

You can't do that if you fall into these and other time traps.

We all have our own.

I've covered the most common ones



here but I want you to know this:

No matter what your personal time trap is, there's a solution for it. So think about what it is that's holding YOU back from greater success, and make a plan to get those time traps out of your life once and for all.

Your business will thrive when you do!

I've mentioned the resources package at the end of this presentation.

We're coming up on the end now and before we go I want to make sure that you have a chance to get this for less than the cost of a pizza.

Our goal with this resource package is to help you **Destroy YOUR Time Traps & Prioritize YOUR Tasks with Simple Tools Including:**



21 Tools To Help You Focus On Priorities, Save Time, And Make More Money!

- You'll love this. It's a comprehensive resource list of tools to help you take control of your life! Control your time, priorities, and anything else that gets in the way of living the life you want.

21 Ways to Set Priorities, Get More Time, and Earn More Cash!

- This 14-page, easy-to-use document is chocked full of ideas to help you stay focused and get more out of your day.

Worksheet to Identify Time Traps That Destroy Your Priorities...and Eliminate Them Forever!

- Not sure which particular time traps are eating most of your resources? Use this worksheet to capture those during the date.

Easy-to-Use Checklist To Implement Your Strategy And Stay Focused On Your Priorities!

- Follow this step-by-step checklist to make sure you're closing the gap on all the time traps we've identified in this process.

4-Week Calendar Template for Setting Your Priorities

- Create your schedule using this template, put it on your desk and follow it so that you can stay focused on your priorities.

Transcript and PDF of this presentation.

- This document alone is worth \$97 because the content we've delivered is so actionable, but you get it as well with this package.

With all that, you probably think we're selling this package for hundreds of dollars. We're not.

But just for grins, what would your life be like if you tackled all these time traps, eliminating them from your life, and focused 50 percent more of your time on your priorities?

How much more money would you make? Hundreds of dollars? Thousands of dollars? More?

How many more clients would you have? Dozen? Dozens? More than you could handle?

We could easily charge \$500 for this package.

And you would expect to pay at least \$297 for it, I'm sure.

So, when I say \$10 – less than the cost of a large pizza—you probably think I'm lying.

I'm not.

\$10.

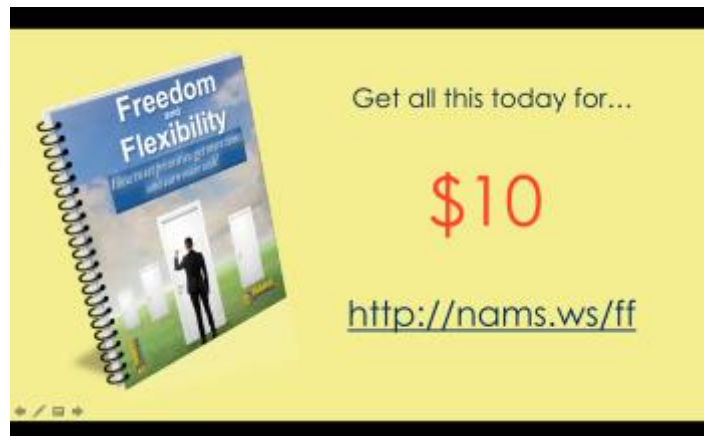
That's it.

Why?

Time management that supports your priorities is one of the most important things you can do for yourself and your business.

But there's something even more important. I want you to get started with this though before we talk to you about the next step.

So, get the Freedom & Flexibility package today, while it lasts, for just \$10. And let's see what's next... Thanks for joining us today.



Special Time Saving and Training Tools

MyNAMS Free Training Resources

Sure, there are great paid training courses at MyNAMS, but if you don't know us yet, get started with these free resources.

We have so many free training resources on more essential business topics than most high-paid membership sites, that they can't possibly compete with the quality and breadth of our training.

All you have to do is visit our site and create a free account.

[Get Free Training here.](#)

Cost: Free



White Label Perks

Free Audio: All About Using Private Label Content

Listen in as Kelly McCausey, blogger, podcaster and Solopreneur business coach, describes how private label content helps her grow her list. She counts on the content to reach and attract a community of people perfect for her products and coaching.

List growth equals profit growth.

- Discover how it works and why you should get on board.
- Winning reasons you'll want to develop LOTS of content.
- The tools she's using and some free options that do the job well.
- Lots of content format ideas, because variety is awesome ☐
- Guidelines for choosing great topics for your content.



She reveals some of the best practices she's discovered along the way. You'll be so ready to give it a go!

Check [White Label Perks here.](#)

Cost: Free

DIYplr – Ready-to-Monetize, High-Value Content

Whether you're looking to grow your mailing list, create your first information product or add high value extras to a membership or product, **this is** the right place.

DIYplr specializes in creating quality illustrated reports, graphics and practical content extras like checklists, worksheets and slide shows.



Your customers are going to thank you for **this**, and **it** will save you a fortune hiring writers and plenty of time.

And as an owner of the Freedom & Flexibility package, you'll get more than \$40 in Free PLR of Your Choice!

Enjoy 2 FREE Download Credits that will allow you to access any 2 PLR Product Bundles of your choice at DIYplr.com.

That's more than a \$40 value, yours at no charge. Tons of PLR to choose from in a variety of topics

[Check out DIY PLR here.](#)

Cost: Get your free credits [here](#).

CoachGlue – Done For You

If you're a Business Coach or online product creator, you may be tired of spending hours in front of your computer creating content for your group programs.

Or maybe you're sick of putting together your next teleclass or webinar, or typing up forms and letters for your clients we can help!

Coachglue helps thousands of business coaches spend less time on paperwork with done-for-you coaching forms, letters, coaching workshops, and coaching planners and content.



You just grab what you need, customize it, add your logo and brand it for your biz, and then sell or use it in your own business with your clients!

[Check out CoachGlue here.](#)

Cost: Varies by product