CRACK THE PRODUCTIVITY CODE AND SET YOURSELF UP FOR SUCCESS

TEXTBOOK

NAMS
Novice to Advanced Marketing System

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Introduction

What if you could do all the tasks, you never seem to have time to change all those habits you want and achieve your personal business goals for the day? What if you could do this and feel energized, motivated, and inspired instead of frazzled, burned out, and depressed?

One of the best, most painless ways to achieve this is simply adjusting your morning routine. No, it doesn't mean adopting a complete life change or keeping up unrealistic schedules that go south at the first intrusion of real life.

I'm talking about changing the first two hours of your day before checking your email or Facebook.

Changing what you do in the first two hours of your day may not seem like that big a deal—and the good news is, it isn't. But you're changing the two most important hours. Think snowball at the top of a hill. It's maybe about ten inches in diameter. Start rolling it down a snow-covered hill, and it picks up more and more snow, growing larger and larger.

By the time your snowball reaches the bottom of the hill, depending on the type of snow and the depth of the hill, it could easily be three or four times the diameter you started with. You spent no more time or energy packing it up with snow. Instead, you started it off in the right spot, and momentum took over. It tripled or quadrupled your efforts and grew all by itself.

That's what changing the first two hours of the day can do for you. It makes you achieve better results and be left with better energy and less stress than if you forced yourself to rearrange every work hour—and its effect is exponential.

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Step 1 Get Ready for Success

Instead of leaping up and rushing through a list, pre-plan and prepare to set yourself up for success.

Set your alarm a little earlier than usual

Do this so you will have time to make the most of the next morning's first two hours.

Go to bed a little earlier

Make sure you get enough sleep! Don't try to get up earlier while going to bed at your "usual" time.

Open your curtains

If you know you're not likely to get out of bed first thing, open them the night before, right before you hop under the covers.

Drink a glass of water

Yes, I know the urge for coffee is overpowering, but just sip that water first. If you hate the taste of water, try a slice of lemon or lime in it. If you don't like room-temperature water, make sure you've prepared fresh ice cubes the night before. Finally, try quality green tea if you can't stand water.

Don't put sweetener or sugar in, as that will defeat the purpose. Instead, at a pinch, try flavor drops. But the purer you can keep your water, the better the health benefits.

Exercise for Fifteen Minutes

You'll reap even more benefits if you add fifteen minutes of exercise to this routine.

Pick your exercise. Unless you like them, it doesn't have to involve brutal aerobic workouts or running five miles daily.

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Mobility-challenged people can often find a form of exercise they can easily do at home for fifteen minutes.

WARNING: Don't rush into heavy anaerobic activity for fifteen minutes. This exercise requires warm-ups and stretches before and cool downs and stretches after.

- Use aerobic exercise (cardio or stretching) to limit your exercise to fifteen minutes only.
- Examples:
- Fifteen-minute walk
- Set of stretches
- Fifteen minutes on an exercise bike or treadmill
- Walking around your house
- Going up and down your stairs
- Dancing to a favorite CD or show for fifteen minutes
- Catching the first fifteen minutes of your favorite fitness show
- Optional: One final habit many successful and dynamic entrepreneurs have adopted…

Start the day with a fresh Green Smoothie after your morning water.

Try a morning smoothie for a week, and you will likely notice a positive difference quickly. Morning smoothies you make yourself are much better than the sugar or fruit-juice-laden ones you buy at juice bars or fast-food stores.

Noticeable benefits:

- Stop heartburn
- Reduce or eliminate hunger between meals and food cravings
- Help you lose weight
- Heal your intestines
- Solve many bowel problems
- Give you more energy

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Try a morning smoothie—and see how quickly you'll check off the boxes in the list above.

How hard is it to make Smoothies? It's easy as pie. All you need is a blender and the fresh fruit and vegetables of your choice. Ice is nice, too!

Add protein powder and/or plain Greek Yogurt if you are on a low-carb diet or need some extra oomph. Next, add a cup of fresh baby spinach, washed well. Even if you hate spinach, do this. It's a painless way to ingest a cup of those dreaded "leafy greens."

What happens to spinach in a smoothie is this: It becomes neutral in taste, yet you benefit from all its vitamins. Spinach is the magic ingredient that conveys the lion's share of health benefits.

Feeling healthier and having more energy will help you adopt other good habits and give you the mental sharpness to succeed.

Step 2 Feed Your Soul

That's the physical wake-up to your system taken care of—but don't skip straight to Facebook or email. Time to nourish your soul!

The beauty is, you don't have to adopt every method I'm going to suggest here—though you certainly can if you like. Instead, just pick at least one suggestion that strongly resonates with you.

Read Or Listen to a Book or Podcast

Self-Help, Motivational, Inspirational, Business, or Spiritual

Practice a Gratitude Attitude

This can be as simple as not allowing yourself to get out of bed in the morning until you've thought of three things you are grateful for. Try including a "Three

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Things I am Grateful for Today" section in your Daily Inspiration journal or write them on three slips of paper and slip these into a jar.

The "three things I am grateful for" habit is such an easy one to get into. It takes hardly any time, but it is also one of those little habits that can transform your life.

Use Relevant Affirmations

Words have power. If affirmative statements resonate with or inspire you, make it part of your two-hour morning routine.

Again, customize it into a format that works well for you—one you enjoy. Buy yourself a card pack with different affirmations daily.

Don't visit sites with multiple affirmations unless you have the discipline to choose only one for the day quickly. Then, it's too easy to keep on reading. While this is not bad, browsing can eat away precious time!

TIP: Print your chosen affirmation of the day. Pin or place it where you can see it as you work.

Ask a Meaningful Question of the Day

Affirmations and expressions of gratitude are helpful because they remind us what is essential.

Pick a meaningful question you can ask yourself every morning and throughout the day. For example, the late Steve Jobs, CEO of Apple Inc., started his day by asking himself:

"If today was the last day of my life, would I be happy with what I'm about to do today?

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Practice Visualization

If you are a highly visual person, creating a dream board might be the perfect tactic for you, providing you make it a habit to review it every morning. Many people create dream boards and then promptly forget to use them!)

The key to creating a successful dream board you can use in this way lies in making sure the balance of items on your board reflects your immediate, short term and long-term goals in proper proportion.

Goals should be specific—and they should have a deadline. The further away from a goal, the fewer items you should have on your dream board to represent it.

For example, say you want to own a $6,000,000 horse farm, but you've only just started coaching, and you figure that's about seven years away. Put a photo of a horse farm that looks like the one you're envisioning on your board—just to remind yourself that's your ultimate long-term goal—but make sure the rest of the board includes the things achievable in the nearer future.

Example:

Daily Goals:	Goals to Achieve This Year
▪ Exercise 15 minutes ▪ Drink smoothie every morning ▪ Meditate 15 minutes ▪ Spend breakfast with the family	▪ Buy wedding dress for August wedding ▪ Hire a VA in 6 months ▪ Produce a signature book by June

Of course, all this would be represented by graphics instead of sentences. For example, replace the "exercise 15 minutes" line with the photo of a treadmill (and so forth for the rest of each of your list items). It doesn't matter if nobody else knows what these photographs or graphic symbols mean—you do!

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You also don't need to put daily items on your dream board unless that idea appeals to you—or it helps you be more organized and inspired—but do use your dream board as a practical tool for regularly reviewing your monthly and yearly goals.

Do Your Planning Away from the Computer

Plan your day's most important tasks or top three priorities before sitting at your computer. You'll find ideas flow more quickly if you are relaxed—which means you are more likely to sit in the garden with your coffee or snuggled up on the couch with a fat little notebook.

Center Yourself Internally

You can substitute meditation for praying or create a de-stressing, energization routine that involves visualizing sailing for ten minutes or imagining you sitting in a forest listening to birdsong and waterfalls. If you want something more energizing, imagine you're at the top of the waterfall looking out on a fresh, new morning, with all the world before you, teeming with life and energy.

No matter what type of inner exploration you decide upon, one of the best tools you can use is to stop before plummeting into a whirlwind of business activity and listen to messages from the Universe, God, or your soul.

When you do this, you automatically de-stress. What threatened to overwhelm you becomes a small part of a well-rounded whole. What has you worried now becomes manageable—you may not know how yet, but you're sure you'll be able to tackle it. What you usually avoid now has you ready to face it.

Sitting in silence, letting thoughts come to you rather than chasing them in circles, can help center and ground you. And that's the best way to face each new day.

Make Family Part of Your Morning

An important routine that many entrepreneurs don't even consider is to include quality family time.

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David Cameron, the British prime minister, advocates improving quality time by including "no TV at all."

Virgin Group founder Sir Richard Branson advocates exercise and family time in the morning at the top of his list.

Jeff Bezos, the founder of Amazon, cites having a "healthy breakfast with family" as one of his essential morning routines.

Howard Schultz, the CEO of Starbucks, "makes coffee" for himself and his wife.

These are small tweaks.

The twenty minutes you spend getting your kids ready for school, the family breakfast, the early morning coffee with your spouse on the patio, or having the kids jump on the bed for ten minutes to chatter about their upcoming day.

They are also the most priceless investments you could ever make—not just in your family but in your peace and well-being.

Step 3 Create Your Energizing Routine

It's important to remember that one size does not fit all.

You need to create a simple morning routine that helps you:

- Center
- De-stress
- Power up
- Be present in your day

And different things work best for other people.

The key is to simplify those first two hours down to:

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- What doesn't drain or distract you
- What produces maximum energy, confidence, and focus

If you find that ten minutes playing Candy Crush sets you up better than an hour of meditation, do it! But if you find that ten minutes of Candy Crush becomes two hours, and when you finally manage to click away, the last thing you want to tackle is work, then that's a morning habit you need to dump. If you don't want to, invest in a desktop timer with an online alarm—and pay attention to the buzzer.

Consider the top producers in Ashlyn Kittrell's study, which we discussed earlier. If you check it out, you'll find that the morning routines among these bold entrepreneurial visionaries are widely varied.

For example:

Tim Cook, Apple Inc.'s CEO, likes to check his emails first—an activity that would be distracting or de-energizing for most other people.

Robert Iger, Disney's CEO, likes to check his emails, read the newspaper, and surf the web.

Ariana Huffington, co-founder, and editor-in-chief of The Huffington Post starts her day with yoga and meditation.

Craigslist founder, Craig Newmark, likes to take care of customer complaints straight away.

Almost all these top entrepreneurs have exercise in common at the top of their lists. So, if you don't know where to start, when you're concocting your perfect, energizing morning routine, start with the six essentials. The activities that will clear away the cobwebs, fire up your neurons, boost your physical and mental energy, and nourish your body and soul:

- Set your alarm earlier than usual
- Get up earlier the next day

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- Open your curtains
- Drink a glass of water first thing in the morning
- Exercise
- Feed your soul and center yourself

Stop the noise and do something that brings you into contact with your family and/or soul center. Then, you can play around with everything else, adding or subtracting as desired.

Step 4 Avoid Energy-Snatchers

Here are seven tips to help you avoid activities that secretly—or not so secretly—drain you. For example, when you sit down to create your new ideal morning routine, don't do this at your desk.

Find a spot where you daydream, relax the most, and feel most physically comfortable. Then, take a notepad and pen with you and start brainstorming.

1. Identify the most distracting morning habit you have adopted—any habit where you spend far more time than you planned to spend, without having anything productive or inspiring to show for it—or any task that causes you to procrastinate when you try to do it.
2. Write down your top three essentials.
3. Choose one or more activity that inspires you or connects you to your spiritual core
4. Consider choosing the one necessary daily chore you hate the most—the one that makes you procrastinate—and tackling it first thing every day
5. Choose one or more activity that stimulates creativity. For example,
    - Walking the dog
    - Doing a crossword puzzle
    - Tackling one household chore like cleaning the bathroom or doing the dishes

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    - Sitting in your garden
    - Using a mind-map to free-associate
    - Having a hot bath and thinking
6. Add any other suggested morning activity that appeals to you
7. Subtract your most distracting activity (or activities) from your new daily routine

Now you're just about ready to put your new, energizing morning routine into practice.

Step 5 Make Your Workspace Empowering

We've discussed building personal energy, focus, creativity, and clarity. Now let's look at how to make sure your environment aids in helping you achieve a productive workday.

Separate home space and workspace.

- It doesn't matter whether you work best on the patio or in your home office. However, most experts agree that blurring the lines between your work area and home area can increase overall stress.
- It's more important, however, to make sure that wherever you choose to work, it is distraction-free once you sit down to work.
- If you must, shut the dog out, switch the phone to "answer" mode, and disconnect from the internet if possible.

Make sure your workspace inspires you.

Most people find that working in a cluttered space creates clutter in the mind. Set aside a morning and reorganize your workspace—but think about it first:

- Are you using the best area for you? The best room?
- Is there a different room you can use?

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- Do you need to add something essential (a door, better lighting, an air conditioner?)
- Is there one or more aspects of your workplace that cause clutter to accumulate? (Lack of shelving or drawers, an awkward corner)
- Does your workspace stimulate creativity?
- Does your workspace energize you?

Even if you're forced to stay in the same room or section of the house for your home office, don't put up with conditions that distract you or drain your energy - Take action!

Buy that new office chair and stop wrecking your back. Next, buy an alarm clock if online digital alarms don't work for you. Then, find the right shelving unit that gives you those two extra flat drawers you need.

Make a clean sweep of your workspace. Change it if it's not working for you. Use a bulletin board or dream board to easily see as you work. Allow yourself one luxury item that is a personal symbol of success. For example, a beautiful painting you've long desired or fresh flowers every week.

Make sure you see things that inspire you, like affirmations or personal mottos, or photos of a goal object you're targeting.)

Get rid of anything that is not necessary:

- Relocate or donate
- Dump

And when you are finished for the day, take five minutes to tidy up and organize for tomorrow. Then, shut the door behind you!

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Step 6 Set Yourself Up for Productivity Success

You've taken care of the personal stuff. You've taken care of the workspace. So now, let's make that once you head to the office, you set yourself up for a productive day.

The most important step here is to focus on being productive rather than just busy. A particularly seductive form of procrastination comes in the form of "busyness." We suddenly decide to create that MS Excel database of interesting blogs to follow instead of tackling those customer complaints. We research all day and discover that we haven't written an actual word and that what we researched ended up going off on tangents. We clean the stove instead of doing the monthly bookkeeping.

Don't get me wrong. Sometimes cleaning the stove is an excellent Zen-type activity—but only when you're genuinely at the brainstorming or problem-solving part of a project. If you find yourself using it to avoid a tedious task or contacting a difficult client, then it's procrastination—pure and simple.

Setting yourself up for productivity isn't hard. Let's look at the basics.

Organize at the end of the day.

Print out or write a list of your three-to-six top priorities for the next day at the end of your workday—the last step you take before shutting down your office for the night.

Focus on your top priorities for the next day.

How do you determine your top priorities? First, focus on what you want/need to accomplish the next day.

- What must be done?
- What has a deadline?
- What will bring in actual income?
- What will actively harm you or your business if you don't do it?

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Keep a list of the day's top priorities where you can always see them on your bulletin board, desktop, or on the pad beside the phone.

Make sure you know what your time is worth.

You will be less inclined to allow yourself to be unproductive if you have a realistic idea of what your time is worth. Not just what you charge clients hourly, but how much money each activity you do during the day brings in.

- Time spent on activities you can directly sell or bill a client for is your billable time—and being aware of this is golden.
- Time spent on activities that build relationships, generate leads, and build your brand is valuable too

Time spent on tasks that don't directly make you money or build relationships—tasks that anyone with experience in that task could do—are best:

1. Outsourced
2. Automated
3. Scrapped or left undone

Automate non-billable tasks by using services such as self-schedulers for clients to use or use templates or forms for intake, business administration, or content creation.

Organize for your VA

If you have a VA, build organizing work for her into the latter half of your early morning routine or set one block of time per week to do this task.

Of course, you don't have to organize your day the night before. You don't have to declutter, move, or update your office space.

You don't have to automate, use a VA, or change any part of your daily routine. Yet.

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Focus on the first two hours of your day. Then, remove draining activities and replace them with new ones that energize and de-stress you.

Making that crucial change in your everyday routine should be enough to kick in that snowball effect we discussed earlier. Your newfound energy and productivity will allow for more clarity and better focus and ultimately inspire you to streamline your day further. Once you get going and experience what you've achieved with all this newfound get-up-and-go, you will feel such freedom and a sense of better business development.

And to think. It all starts with a simple glass of water (one of six things to do to power up your day!)

Organize for your VA

If you already use a VA, build organizing work for her into the latter half of your early morning routine—or set one block of time per week to do this task.

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