

Work-Life Balance Without Excuses



Get More Done - in Spite of What Life Throws at You

Gail Buckley
www.PLRContentSource.com/

A Note to the Readers...

Let me explain how this course will work.

There are successful marketers whose business thrives, even when they're under intense amounts of pressure. They put nose to the grindstone and do what they have to do to sustain their business. Are there days when they crumble?

Yes!

But when you have a solid business, you can afford to have a few of those days, so that's your goal.

The key is getting yourself back on track - FAST.

Be one of the rare people who constantly feel *fulfilled* – you probably don't know many people who *can* say that, do you? But you can be ... you just have to master the art of balancing your life with your work.

Does that mean you have to be perfect every day or not get behind?

No.

You can always manage to get caught up if you falter, and you can continually churn out good stuff for your niche audience so that your income stream stays steady and you're able to be a great parent or spouse and enjoy life, too.

Every day you can crank out work, spend time with your kids, and have some relaxation. Some days the percentage will vary for each element, but it can all be in there.

I've divided this course up into 4 sections because before you get to the actual tutorial on *literally* balancing the cleaning of your dishes with the writing of your blog post, you have to have certain things in place – a specific mindset to start.

This mindset enables you to kick your own butt whenever you need to. You may not be able to read it once and have a complete shift. You might need to read it once a week until you get the hang of it.

After mindset, we go over your business models. There are certain things you can do, or specific ways you can think about business models that help you achieve more. So I want to show you how that outlook on all of that might look.

Third, I go over your promotion online. Marketing and branding yourself. This is a balancing act with the rest of your life and work. Some people get sucked in and spend 8 hours on Facebook.

Raise your hand if you're one of the people who need a Candy Crush intervention!

And last, I cover a detailed – very detailed – work-life balance regimen that can help you achieve more. Everyone is different, so the first lesson you need to know is that you can “Frankenstein” these tips.

That means you pick what you like, toss what you don't, or create a new system based on something you read here that sparked an idea in you!

It's time to quit feeling overwhelmed and start regaining control.

Balance Your Mindset

Time to Get Tough (& Gentle) With Yourself

Usually when you crack open a PDF document that's from someone who teaches Internet Marketing, the tone is set to inspire and motivate and warm the cockles of your heart.

Well today is a little different. You'll need your thick skin and your big girl (or boy) panties on. But you know what? Even if you crumble after reading this, I've done you a favor.

I will have weeded you out of a very tough business to be in – because not everyone is cut out for it. Not everyone has what it takes.

I'm not talking about money or talent, either – I'm talking flat out guts.

It takes guts to be in this business.

Well, anyone can be IN this business – but to succeed, you have to be willing to put yourself out there like you have never done in your life.

You have to balance your mindset and play good cop/bad cop with yourself. Give yourself a dash of forgiveness when you mess up - with a pinch of swift kick in the butt so that you don't rest on your laurels for too long.

You have to stop comparing yourself to others – put blinders on – and just focus on you and your journey – because no two people are going to have the same business models, same availability of time, and same obstacles.

You can expect to have some down days, too. You are not a superhero. This isn't all rainbows and unicorns – there are days when you'll get frustrated, feel stupid and become envious of others.

But during those times, you have to get tough on yourself. You have to get angry!

I'm angry at all the wasted time and energy and money I see from those of you struggling. I'm angry because people don't think highly enough about themselves that it scares them into failure.

I'm not angry AT you - unless you refuse to overcome your obstacles so you keep emailing people like me wondering why you keep failing, when we've told you why.

I'm angry FOR you. I'm annoyed that someone made you feel intimidated or unworthy enough to really go after success hardcore on the 'net. But it's time to get over all that.

We have to start with mindset because as hokey as it sounds, if you don't have the right mental outlook, you will fail repeatedly until you get your house in order emotionally.

The ONLY thing that makes people fail with Internet Marketing is their attitude, period. I say that because you can succeed with zero money, you can succeed without being THE sole leader in a niche – all you need is the ability to tap into your heart, mind and soul and you can do it.

Without the right mindset, you'll sit there paralyzed each day – not getting work done, and not getting your personal life in order, either.

Before you get started, you have to really define what work-life balance means to you. Does it mean getting your to do list done each day? If so, have you carefully analyzed your to do list to make sure it's actually *doable*?

You can't go through life *just* working or *just* living.

No one can. We have to do a little of both. We have to make money – and money requires tasks to be completed. And we have to raise our kids and take a bath and do our laundry and enjoy ourselves a bit.

Otherwise, what's all this work *for* anyway?

It's not just a task list that you'll be tackling in this course. We've all drawn up enormous task lists for both professional and personal use. It's knowing how to navigate it every day – how to manage your time every 24 hour cycle that you go through so that you feel accomplished and *happy*.

That's what this is all about – becoming happier with what you do each day. We already know that on days you do no work, you feel guilt that you weren't being a good entrepreneur.

And on days where you worked and did nothing else, you feel tired and bitter - and possibly guilt for not having anything left of yourself to give to your loved ones, much less for a little TLC of your own.

As an online entrepreneur, you have a unique set of obstacles you have to overcome. I already love that you invested in yourself enough to change things. MOST people sitting out there complaining will never give up that security blanket of blame and whining long enough to find their way through.

You believed you could change and improve – and that's a formidable foundation to start with.

Have Something Powerful Driving You to Balance Out Your Monetary Needs

Why are you even pursuing Internet Marketing? Is it because you're bored? Maybe retired and bored or a stay at home parent who needs something to do?

If so, you might find it hard to succeed. That's because there's nothing lighting a fire under your rear. There are two types of people who succeed online:

The first are those who have some sort of life changing situation where they have no other alternative but to succeed. Maybe there's a drastic illness for you or someone in your family that requires you to work from home now.

You can split this first group up into two sub categories – those who see the situation and take care of themselves – and those who just curl up into a ball and want someone to make it all better *for* them.

The second group is people who just have that fight in them. They come into this, not because they *need* to – but because they *want* to. They don't just “wish” they had more money – more time – more freedom – they *crave* it.

They're not saying they *hope* to succeed – they're saying they *will*. Ever seen the movie Rudy? Where the short little guy at Notre Dame gets on the football team and allows himself to get knocked down a million times because he wants it so bad?

That has to be you if you don't have that “critical life changing situation” happening for you. You have to be driven by the fact that there's just no other option – you *will* make it happen.

People email marketers all the time ready to give up and sometimes, depending on their mood, they might coddle them and try to motivate them. Other times they just want to say, “You know what? Quit the

business. You have a quitter mindset, so do yourself a favor and stop trying."

They usually don't say that because it's not fair to them – they don't know any better than to be full of the defeatist mindset they've cultivated over the years. But it is what inspires some marketers to write those butt kicking blog posts or reports like this.

So what is it driving you? And don't tell me money.

You can say something like, "I'm so sick of feeling like a failure because I can't get my kids much of a Christmas every year," or, "I don't want my kids to grow up with a struggling parent who never had time to play with them because s/he was always trying to make ends meet."

But see, that's not just about money – that's about the FEELINGS behind the lack of money. That's something that can drive you. If you need to, type out a reminder of what it is and attach it to your computer monitor, like, "For my kids..."

It's a simple reminder whenever you work that every time you put yourself out there and do things you're nervous about, like video blogging to make a connection with your audience – when you risk being ridiculed by Internet trolls and getting your feelings hurt – you're doing it for a reason.

Whenever you sit down and feel like you'd rather watch TV than work – glance at those words and know why you're putting in the time and effort.

When you feel overwhelmed and like you're going to cry because – well, because people do that sometimes when life is not going according to your plan – go ahead and cry, blow your nose and work anyway – because you know why you're doing this!

It's not enough to sit there and say, "I want more money." Screw money! What do you want to DO with that money?

Vacation?

GREAT! Then get to the core of those vacation feelings. Why do you need a vacation? To get away from someone? To get rid of the stress that someone else is causing? To reward yourself because you're doing an awesome job?

DIG. DOWN.

Until you dig down, you won't have what you need to push THROUGH those obstacles you will encounter blocking your work-life balance, because my friend – there are so many obstacles in this business.

You are solo – an entrepreneur with no franchise kit or business in a box (no matter what those liars say) – and you have to wear many hats to make this work.

What if you simply hate your current power-tripping, ungrateful boss? Then you know what I'd do? I'd take my freaking iPhone to work and snap a picture of him (without him knowing it) and stick it on my computer at home so that every time I sat down to work, I'd see his sorry mug in the corner of my eye and I'd work THAT much harder to get to the day when I got to tell him where to go.

So get in touch with the emotions that are driving your physical, tangible needs. Not “money” but *why* the money? Not time, but time to do *what* – and *why*. Print it out and stick it on your monitor.

Because you will forget!

You'll get frustrated with something - and when that happens, you won't be thinking clearly – and you'll need that reminder – because it will anchor you when you're having an all out hissy fit, meltdown and labeling yourself a failure.

Balance Your Blame of Others with Taking Responsibility

It's easy to blame others for your lack of success. Maybe in the real world you blame bosses for not giving you credit or allowing you to climb the corporate ladder.

You preferred to sit and complain rather than get yourself back in college, finish your degree, and trample them in the workforce.

Blame those online gurus, too – for never holding your hand and showing you all of the steps. Nevermind the fact that others made it through just fine. We want to ignore that little piece of information.

You need to know the truth now.

You have to have guts to believe in yourself in order for you to make it online as an entrepreneur.

No one is to blame but YOU if you fail to make ends meet or can't figure something out. But how often do you blame others? Here are a few common finger pointing tactics you might be using to excuse your failure to get things done:

- Everyone's a liar! I don't know who to trust!
- None of the courses work.
- They all leave stuff out!
- So and so took my money and didn't deliver the product.
- They aren't holding my hand through it.
- I can't find a good coach or mentor.

Well boo ... freaking ... hoo.

I'm sorry but really, I look back over that list and I feel like anyone using those excuses needs to put a diaper on, grab a pacifier and suck on it.

You SHOULD be looking at those excuses – the blame game you're trying to play – and being tough on yourSELF instead.

Let's go over them one by one.

“Everyone’s a liar! I don’t know who to trust!” Well, that statement is a lie. The fact that you can't figure out how to vet someone thoroughly doesn't mean everyone else is a liar.

All it means is you'd rather say, “I fail to get things done because no one's truthful with me” than take responsibility for your own actions and learn how to evaluate people and figure out who to trust.

I'm going to share a few ways to determine if someone is real or fake right now – so you can't use that excuse anymore.

1. Your gut tells you they're being too bloated with the truth.
2. You looked at their forum posts and see that they're really jerks a lot of the time – belittling others and trying to make themselves look cool.
3. They align themselves with other people you *know* to be scumbags.
4. They don't do *anything* to help others – they're all about selling 24/7.
5. Their products suck. They don't give detail, they're so sterile they read like they've been written by a ghostwriter – there's no heart in them.
6. You asked. You *did* ask people, right? “Hey what do you know or think about Jane Doe?” It's as easy as that.
7. You dug around the Internet. Look for their name and see what people are saying about them in forums and blogs and comments – I'm not talking about those silly “John Doe Scam” blog posts meant to attract search engine traffic – I mean *real* conversations.
8. You interacted with them. You emailed them. You formed your own relationship with them to test the waters.

“None of the courses work.” Well now if that was true, there wouldn't be any satisfied customers, would there? Everyone would be enraged. So just because *you* can't get them to work, quit saying everybody *else* is the problem.

Are there some products that don't work? Yes! That said, just about every product you've ever bought can help you make money in some way – even if you only pick up 1-2 tiny nuggets of information.

There might be times when you encounter blackhat information that isn't ethical or possibly legal – in those cases, just say to yourself, “This guy sells scumbag, dirty tactics – don't buy from him anymore.”

Lesson learned.

“They all leave stuff out!” So what?

If a step is left out, get your butt on the Internet and find the answer to the missing step.

Have you ever HEARD of such a concept? Probably not – because most people just get annoyed and blame others and say, “Well I can't do that task now because nobody taught me!”

Go back to the product owner if you cant find the answer and ask for advice.

Oh, and this goes back to finding the right people to trust – because you want someone who will actually reply.

“So and so took my money and didn't deliver the product.” They did, did they? Well that's when you get your nasty hat on. You first understand that there are technical glitches and sometimes for some reason, your communication didn't get through.

You still have to try:

- Their email
- Their blog contact form
- Their Twitter
- Their Facebook page
- Their forum PM box

And you have to make sure you're receiving emails okay, too. I can't tell you how many times email replies I've sent have bounced back because their email inbox is full or something like that. Balance your immediate suspicions with some rational thinking and find a solution.

"They aren't holding my hand through it." No...no they're not. Because being an entrepreneur is not about getting your hand held. You're not on a date with this person.

They released a product and expect you to implement it. If you get stuck, and you've actually tried their steps – *then* you can go to them and ask why it's not working because you've done X, Y, and Z.

But no – those entrepreneurs you're buying from? They're successful. They have businesses to run. They can't do the work for you. You have to do it. And if you don't want to do it, then it's up to you to quit – or outsource a step to someone else who *can* do it.

"I can't find a good coach or mentor." And you don't have to have one to succeed. Most people have the wrong idea about what a coach or mentor is supposed to do. They think, "He'll tell me what to do step by step, I'll implement it, and then I should be seeing some money!"

How wrong you are.

A good mentor doesn't drag and force you along on this journey – they PUSH you from behind. They get you out of your comfort zone and help

you get strong by urging you to take action and make decisions and choices and put yourself out there.

They lead – but they don't steer your journey for you – and any coach or mentor who sells that idea is doing you a disservice in my opinion.

Your journey shouldn't be 100% identical to theirs, and if they're *telling* you what to do, then it's not YOUR journey. It's theirs.

Oh you might get a few steps further. You might be really excited that finally, someone's there to help you – but you're not doing yourself any favors letting that happen.

It's just a matter of time before they won't take responsibility for what happens, like a setback, and then you'll feel like you just got dumped – you'll feel betrayed. If you have to find a mentor, just find one for mindset and growth in your business – the rest will take care of itself.

Try New Things, But Always Follow Through

You have to give yourself freedom to try new business models and different strategies. But you can't flit around so much that you never follow through on any one effort – because that will cause you to fail. There has to be a balance.

Marketers tend to get so down on themselves and how they're pursuing their business.

You get to work for yourself.

How many people can say that? It's a wonderful, freeing feeling – if you let it be. Many of you don't.

First of all, you have this weird mindset that you **MUST** get one business model fully successful before you can ever branch out and try something new.

And God help you if the first one fails – and the second and third – because then you approach everything else with a defeatist attitude. You sound like Eeyore in Winnie the Pooh... “Well, I guess I'll try another one, but I'm sure this one will fail, too. I'm not good at anything.” (Must be read in your best Eeyore voice for the full effect).

You know, there are SO many branches of the Internet Marketing world that I don't like – and I'm lucky I didn't happen to choose a couple of those first because if I failed, or flat out didn't like them, I would be disgruntled with my whole IM journey!

There have been many along the way that I quit on – **AND THAT'S OKAY!** You hear me? This isn't grade school where you're **FORCED** to learn Geometry because “someday you'll need it.”

No! You don't **HAVE** to keep going with anything you dislike. That's why it's smart to work on a few business models at a time. Because what's going

to happen if you spend SIX MONTHS pursuing some strategy and either fail at it or it doesn't "do it" for you?

I recommend pursuing at LEAST three business models at a time. Maybe even up to five. We'll talk about handling schedules later, but get your mind ready. Think of it like an office job.

Your job probably didn't require you to just do one thing. You probably had to do more than one – take calls, run reports, create content, etc. That's what your multiple business models will be like – you'll be running different tasks.

"But wait! Won't it take longer for me to get three business models running than it would if I just did one at a time?"

Not really.

In 6 months, you can get one of three business models running and profitable. In 6 months, you might be starting from scratch with zero income if you only have one business model to work with because what if that one fails? Or gets shut down?

Forget about TIME, please. It's not about TIME. It's about what you choose to pursue, how you do it, and other factors that determine your success. Time has absolutely nothing to do with it unless you're desperate looking at life necessities not being taken care of – in which case, Internet Marketing is NOT the right career to pursue in those times.

While you're allowing yourself the freedom to find the best fit for you, you also have to hunker down and make sure you've given it your best effort. That balances out your antsy behavior where you just want to move on – NOW!

That means taking different courses from different teachers who will all be able to share slightly unique insight to you. It means carefully analyzing what you've done to see what you did wrong, or what you could do

better – even enlisting the help of others who can spot problem areas you might be too close to recognize.

No More Excuses for Why You Fail

More mindset obstacles – AKA: excuses. Before you even read this section, please think of some excuses you've used for your failures or lack of success.

Here are some I can think of right off the bat that I hear about – aside from the old “it's their fault” blame game stuff:

- You're too old.
- You don't get it.
- You're not good looking enough to put yourself out there.
- You're shy.
- You don't have money to invest.
- You have no support.
- You don't have time.
- You have a fulltime job.
- The dog ate your computer.

They're all ridiculous. Not to *you*, of course – because you've been clutching onto these excuses so that you don't have to feel so bad about where you are with your online success.

But I'm telling you, they're ridiculous.

Everyone can get it if they try to **learn how to learn**. Nobody is too old, young, ugly, etc. Unless your goal is to run a porn site with you as the star attraction, then looks are not a valid excuse.

Too shy? Then quit. If you can't get out of your own way, stop wasting everybody's time and your own money. **Or** – practice getting

comfortable. Read confidence books. Whatever you have to do to become stronger.

No money to invest? That's too bad – because there are plenty of ways to get started for free if you're hungry enough for it. If you can't figure that out, then I guess if you want it bad enough, you'll sell some junk off on eBay or pawn something.

Maybe donate plasma for \$25 a pop.

No support at home? Oh well. Entrepreneurs have a lonely job. No one else needs to understand for you to be successful. And you need to stop looking for other peoples' approval if you want to succeed, too.

Have no time? Wrong! I'll show you how to schedule your work, but everyone has time to chip away at this - even if you have less time than someone else. It's not a competition.

Have another job? Good! Hopefully it's a really crappy one that makes you want this even more. I'm very UN PC here, too – I'm telling you that if it sucks, find ways to get this done on working hours – just enough that you're still meeting your requirements there, but facilitating your progress on this journey, too.

People walk around at work and chat and snack, etc. Well you can use that time to work on your own business. Have a spiral notebook with you everywhere.

Sitting in a boring meeting – the kind where it's a bunch of nonsense? Jot down ideas for your business as they come to you. So many people waste time in the workplace, and if you're one of those, all I'm saying is, start doing something productive with that time while your coworkers are chatting on their phone or playing Solitaire on their computer.

Even if you don't work on company hours, another job isn't an excuse. You have before work, lunch hour, breaks and after work as well as weekends to get yourself further in this process.

Whatever excuse you come up with, I want you to find a counter argument for it. If you can't find one, accept defeat and quit. No use struggling to go on if you've made up your mind.

Balance Advice Seeking with Decision Making

“Would you do *this* or *that*?”

The questions come in daily from people basically asking other marketers to make their business decisions for them. It's one thing to ask their opinion so that you can see what advice they might have – but it still shouldn't be THEM who decides what business model you pursue, which niche you go into, or what domain name you pick out.

These are just a few of the decisions people come up with. There are so many.

Look in forums at people asking others to make up their mind for them. These aren't the types of people who are just fishing for all opinions so they can then evaluate.

I'm talking about those who literally want to have a hands off approach to their business because once they allow someone else to make the decision, they don't have to be so scared that they'll fail – and they can also blame someone else when it goes wrong.

There are many times in every day of being an Internet Marketer that you have to make decisions on your own. Not only does asking put your business in jeopardy, *because we don't know it as well as you do*, **but it takes up too much time.**

For example, let's say that you want to know about a niche. You not only ask a few people you trust via email, but you might post it in a forum like the Warrior Forum.

“Is dog health a good niche to go into?” This isn't someone asking what makes a good niche – like whether or not people spend money on it – this is someone specifically asking others to do the research for them and make a decision for them about something very specific.

But here's the problem: You might hear from other marketers who have failed for who knows what reason in that niche – and they're blaming the niche itself.

You might NOT be hearing from people succeeding in that niche because they're not stupid – they don't want more competition in their successful niche.

You might also hear from people who are just blowhard know-it-alls who have their own agenda. “No, it's not a good niche because of blah blah blah – you need a good niche picking course to teach you” (which is where the signature file comes in handy for them as you now doubt yourself and click on their “How to Pick a Profitable Niche” course link).

Not only that, but getting responses is a waste of time for you. You sit there all day (maybe even several days) waiting for replies when you could be taking action instead.

Don't ask people to make specific business decisions for you. If you want to learn how to do things better, like pick a domain name, then ask something like this:

“Hey – I was considering two domains and I'm wondering if you have any advice on them as far as broad versus specific topics is concerned: dogtraining.com or shockdogcollars.com.” Or look it up online – “broad domains versus long tail domains.” See if anyone's already written about it.

It's okay to get advice, but then make up your own mind. And it's OKAY to disagree with someone who is already more profitable than you are! You don't have to make yourself believe that experts are flawless – everyone screws up from time to time.

All of this time you waste emailing people, asking in forums, and trying to make sure you won't fail will do more harm to your business plans than if you just trust your gut and go for it.

Every Success Story Has Had Their Fair Share of Failures

Yeah, what about this failure stuff?

I say, wear it like a badge of honor.

To know you're out there working on tasks and trying different things is something to be very proud of.

It's those people who are walking on eggshells, terrified of making one misstep who ought to be ashamed.

Every marketer fails.

Every. One.

Do you think you're special enough to never go down that path? Good luck to you! It'll take you a million years to navigate this online minefield without screwing up even once.

And besides the fact that it's not possible to never make a mistake, let me add that sometimes your mistakes are the BEST moments you can have online!

Those are moments you **never** forget – ESPECIALLY when they're more frustrating. When something makes you shed tears, grit your teeth and let a 4-letter word fly, you make sure you never make that mistake again, right?

It's the small mistakes we often forget and go through again and again – because they're insignificant.

I often see people email me or comment that they feel so stupid about something they failed at – whether a big or small mistake.

Why would you feel stupid? Because you had the courage enough to launch your own business, you've been educating yourself and you took

action? I can see why you'd feel like such a fool (not!). Balance your frustration with some pride in the fact that you're an action taker.

Nobody else in life is going to pump you up - so you'd better learn how to do it for yourself. Would you put your kid down if they tried hard and failed? Of course not (and if you answered yes, then you suck as a parent LOL). So treat yourself with the same kindness. Be proud, get up and try again! Okay ((hugs)) if you need it after reading this section. Let's move on.

*Balance Your
Business Models*

Balance Your Talents and Shortcomings

Some of you are bad mouthing yourselves when you shouldn't be - while others have no idea how bad you suck at something. It's time to really find out where you stand because as an entrepreneur online, you don't want to waste time on things you're not good at – your goal is to achieve more - and you have alternative options for those things.

You might know for a fact that you stink at graphics. You look at what you've created and it just pales in comparison to the professional graphics you've seen online. It's not for a lack of trying, either.

You may have purchased top of the line software, taken classes, read tips on blogs – it's just something you know better than to waste your time on. It's worth the outsourcing fee to have someone with talent do it so you can work on other aspects of your business.

Probably 90% of the graphics you see on most people's blogs and sites look amateurish. It's stuff that you see and it makes you immediately take the person down a few pegs in terms of expertise (even though logically, you know it shouldn't).

Graphics are one of those things where to me, you either have it or you don't. There is no in between, “almost there” type of category. Now with some skills, I can see levels and appreciate those who are intermediate.

Take writing for example. I can overlook someone who typos once in awhile or who spells something different or even wrong. But if the whole thing is a mess – a nightmare mess – I think they just don't care, and that reflects poorly on them as a leader in whatever niche blog or product I'm reading.

With Internet marketing, you don't just learn strategies – you learn *skills*. You've probably been so wrapped up in your own business model(s), wondering if they'll hit or miss – that you haven't taken time to work on bettering yourself.

This MUST be worked into your schedule.

The most successful people I know are lifelong learners. They study everything – time management, leadership and coaching, writing, and if they don't want to outsource, things like graphics.

Whether or not you outsource your content creation to a freelance writer, you still need to know how to write. You need to know all of the steps:

- Brainstorming and idea generation
- Comprehensive research
- Organization of thoughts
- Writing from scratch
- Editing and polishing

If you absolutely can't write and it literally makes you frustrated, then you should set aside funds to outsource it all – your blog posts, articles, emails, courses, and even social media accounts.

This is a skill that most people can improve with. But the fact is, they're too lazy. They're so caught up in making money that they don't want to take time to step away and learn a skill.

You should love to learn. Take time out of every day to learn. Develop a love of researching – it's fun to play around online and dig for stories or use keyword tools and see how unique you can get my results by thinking outside the box.

Take a speed reading course locally - you'll love what it can do for you in terms of being able to quickly consume ideas from an article or book.

Read little bits and pieces of many books at a time. One day grab the Time Warrior book and read a page out of that. Another day tune into a Tony Robbins video that inspires you to put yourself out there unafraid.

This stuff doesn't take a lot of time because you don't put a burden on yourself. Learn in small increments. You can do that. Learn and apply, learn and apply – even if you're reading one page – or one paragraph! – you can make progress that betters you as an online entrepreneur.

You might have had the attitude to date that you have to sit down and read large chunks of a book and finish one whole book before you move on to another concept.

The fact that you might only be able to squeeze in half a page or a page a day felt wrong to you, so you keep waiting for that day when you have time to read a whole chapter. That's why you never read that book *at all*.

There's rarely a job in existence that requires absolutely no training or attendance of meetings where you're going to be educated about how to be better employees.

This time, you're the person at the helm who has to enroll yourself in some sort of continuing education efforts. That doesn't mean you have to take a formal class at a local community college.

Just carefully and honestly analyze your skills, see which ones you have the potential to get better at and find *many* ways to learn how to be better at it. If you don't care to get better, then you're going to find success a much harder thing to achieve – and you'll have a hard time balancing your work and life because you're struggling more than necessary.

One more thing – you can always learn something new, from somebody new. Don't ignore newcomers who have great insight just because you feel more comfortable with a household name.

Serve Others While Creating for Yourself

Nothing helps you take action faster than helping someone in need. We sure don't put ourselves on the front burner, so if you can find a niche or a business model where you're serving others, it will benefit you tremendously.

In this business, one of the driving factors in helping you get more done each day will be knowing someone out there *needs* you.

You feel fulfilled when you open up your inbox and see people asking for your advice.

You smile when you log into your blog and there are pending comments from people appreciating your blog posts and insight.

You love it when you post something on a forum or Facebook or Twitter or G+ and your item gets Liked, ReTweeted or Shared with others because it's just *that good*.

You still have to balance giving back to others with working on your own monetization strategy. You can't give all day for free unless you have your own financial needs met first.

Maybe one of your business models is literally to be a service provider. When you're working for someone else in exchange for pay, it helps you get a faster income – but you still have to balance that with other business models.

One of the most common work-life balance issues I hear about it that people who are service providers don't know how to work for others *and* get some of their own stuff done. They act like they never have time for their own projects.

You need to be aware if that's a problem you have, and realize that if your goal is to someday have residual income, then you can't put clients

first all of the time, or you'll never achieve your goals and you're setting yourself up for failure, with time as your excuse.

If you have some sort of schedule for client work mapped out, put your name on there, too. You have to act as if you're a separate entity – a demanding client whose needs you have to meet ahead of all others.

Some people take years to learn their lesson. A service provider can start raising their rates to existing clients so that they can take on *less* work and get the same pay. Once they do that, they're able to squeeze in a bit of time for themselves and their own projects.

By balancing out those projects, do you know how it changes them?

Up to that point, the service provider dreaded work. They were always working for *other people* and seeing their projects take off (many top sellers on ClickBank, which sickens them).

Once they start sitting down to work on their own stuff, they become the hardest worker you can imagine. They don't stop to look up – they just take that small amount of time and do as much as they can, as well as they know how.

And it pays off.

When you start releasing your own products and seeing profits, it makes it that much easier to schedule in more time for yourself until you're weaned off of client work forever.

Never lose sight of the fact that YOU are your best client.

On the other hand, fulfill your obligation and working on other people's stuff every day, too. Over the years, you can get faster at things like writing and then spend the rest of your day writing your own products, cleaning house, running errands, relaxing and spending time with your kids.

In fact, the way you can prioritize your schedule today is to deliver other people's work first. That's because your own projects will be something you feel passionate about, whereas if you worked on your own project all day and then when you got tired, had to write about "fish tanks" or whatever topic someone hires you for, you might be drained and dreading it – so get it out of the way first thing in the morning.

Balance New and Recycled Information

Affiliate marketing is a great example of how you can create something new and then recycle it later, saving you time on work and freeing you up for LIFE.

Being an affiliate marketer is a great business model that can naturally work into your content structure. Each time you blog, create a product, or post on social networks, you have the opportunity to recommend something and get paid for it if others buy.

One thing many feel helps them with affiliate marketing is just genuine conversation and sharing. Never wake up one day thinking, "I want to increase my Hostgator commission, so I'm going to post on FaceBook about Hostgator."

When you begin cultivating a relationship with your readers, conversations just happen. You hear from them via email or maybe you see a comment from them on your blog, so you create a natural reply with a sincere recommendation.

Do you have specific affiliate sites where you make every post about promotions? Sure! That's okay! But on a daily basis, start making commissions based off of email exchanges and web 2.0 interaction that makes your time spent networking worth it.

So let's take a non marketing niche example. You might be one of the people who feel like they don't have time to add affiliate marketing into the mix. You already have trouble posting on social networks like you're supposed to.

What if you have a vegetarian site where you posted blog posts and you were creating an info product on the topic? You could easily add affiliate marketing in by combining your social networking and promotion.

Create a video blog of you preparing a special vegetarian meal in a crockpot (making dinner – which addresses personal needs). Put the step-by-step instructions and text on your blog.

But then take that video and add it to Facebook on your fan page, too. Only do it a little differently. While your blog post might be a specific post on “Making Vegetarian Beefless Stroganoff in a Crockpot,” your Facebook post might be, “5 Favorite Vegetarian Creamy Meals.”

You could post your top 5 list, invite others to do the same, include the video – *and* add an affiliate link that points your fans to the exact crockpot you’re using! This is quick and easy.

You’ve doubled the usage of your video (blog and FB), and you don’t have to create a 1,000-word FB post – just a list with a link! Don’t make it more difficult than it has to be.

You’ll see many gurus talk about recycling content – this is an example of that process. Recycle and spin it. Don’t sit there thinking up a unique FB post for half an hour when it isn’t necessary.

Be Humble, But Confident

One thing that causes many work at home entrepreneurs to not get as much done as they wanted to is a bad case of low self esteem. This is true in many online elements.

- Who would want to sign up to *your* list?
- Who would want to see *you* on video?
- Who cares what *you* have to say?
- Who do you think *you* are creating a product as an expert?

Confidence issues take up a lot of time because you have to sit there convincing yourself to go forward with something. Think of all that you could get done if you would just set aside your fear and go for it on the very first try – to be able to shut that little voice up inside your head would be great, right?

Much of what makes your business models (like product creation) a success or failure is your mindset. A negative mindset might tell you there's already too much competition in a niche. It might tell you that you don't have enough experience to create an advice book on a topic.

Negativity will keep you from creating a high converting sales page because that requires you to brag - to some degree – about what a great product you have.

Every time you give in to low self esteem, you're sabotaging your success. You're also impeding your work-life balance because the part of you who *does* believe in yourself has to constantly battle with the uncertainty, and that gets exhausting.

This is one of those times when you need to kick your own butt. You have to tell yourself how ridiculous you're being and embrace your ability to make a total fool of yourself – because WHO CARES?

I don't know if it's an aging thing or what, but the older you get, the less you care about what others think of you if they're people whose opinions you don't value anyway. Be here to serve a very specific audience – and those who don't appreciate what you share can find what they need from someone else without you getting your feelings hurt.

Don't go to the opposite extreme and become a close-minded braggart, either. You have to balance out your modesty with your self-assurance.

Balancing More Than One Business Model

There are many benefits to operating more than one business model as an Internet marketer. Some will say that pursuing one thing at a time has its own perks, but it's too risky in terms of developing a sustainable income for when life happens and you need to address your personal life more than your professional one.

Multiple business models prevent burnout. You might get really bored being in one niche, using one business model day after day. You might like to have some variety!

Having more than one business also gives you financial peace of mind. You can mix up the fast earners and the slow, residual income streams. Use service providing like ghostwriting when you need immediate income, and create products like private label rights or courses for slower, on-going money.

Some people are so panicked about money that they focus on just one business model, claiming they're hurting so bad for cash, they can't vary their efforts.

But desperation doesn't enable you to forego balance. Not for any significant period of time, at least. It's okay to focus on one business model for a week, for example – but make sure you never neglect the other branches of your business.

To help you manage more than one business model, map out what tasks each business model requires of you. For example, with product creation, you might map out a list like this:

- Conduct keyword research to see what niche wants to know
- Look in forums for niche conversations about topic
- Create outline for eBook
- Write product

- Editing process
- Sales copy creation
- Test purchase and delivery...etc.

It will help if you create a calendar breaking each task down into bite-sized efforts. For example, you can't create the entire product in one day (in most cases), so you might want to break it down by chapters.

Your day might include one thing from this list for product creation, and then you would pick another task from *another* business model. Throughout the day, you'll be building all of your business models at once.

Some people use tools to help them micro manage all of these tasks on their to do list. You might prefer not to. You might use a simple spiral notebook and a pen. There's no right or wrong way to track your progress, but I do want to explain how micro managing can help or hurt you.

It's great to plow through your workload with some accountability and tracking procedures. But the problem occurs when you start spending more time with your tools and accountability than you do your actual work.

For example, you can use an online tool like a mind map to help you visualize the flow of procedures for your info product. That's great! But if you procrastinate with the actual writing because you keep staring at your mind map and tweaking small elements of it, then it's doing you more harm than good.

Accountability partners work in a similar fashion – there has to be balance between keeping each other on task and spending all day commiserating about your trouble achieving goals.

Prioritize your work tasks. This is a huge key to success for most people I know. You will *always* have a to do list a mile long. As an entrepreneur, there won't be a down day where there's not something you could be doing.

But some things take priority over other tasks. You have to know what comes first and make a commitment to get things that *must* get done that day, *done!* No excuses.

Some people get overwhelmed seeing a long to do list.

Simply understand going into it that most of those tasks are going to be swept onto the next day's list, but if you can get to it, be happy! If you finish your most important top 5 items, be glad you already have the rest listed so you don't have to lose momentum figuring out what to do next.

It's more a mental obstacle than anything else – so if it intimidates you, or makes you “feel bad” when you finish your day and still see items sitting there, then get to know yourself and how much you can realistically achieve so that your to do list is never too long.

Balance Your Promotions

Balance Your Socialization Skills

Some of you go from one extreme of social networking to the other. You're either all in or all out – *both* to your detriment. You have to have a nice balance when it comes to networking online.

On one hand, it's kind of a necessity for an Internet marketer. It's how we engage and communicate – and if you refuse to do it, then your competition will just trample you in your niche.

On the other hand, it can't be *all* that you do. You have to squeeze some real work in there – you can't just be flitting around Twitter and Facebook all day. So here are some balancing tips for you in regards to this type of branding and promotion:

Choose Top Social Networking Sites

Don't try to be on every single social network there is every day. Pick the top ones for your niche. Aren't sure?

Well, everyone's on Twitter and Facebook – so definitely go there.

In addition to that, you might want to go on Google Plus, since Google is the major search engine most people use.

Pinterest or Instagram might be good if you have a niche where pictures can help you brand and engage your audience. For example, fashion or food or beauty are all good for picture-laden sites like this.

Tabs Are Your Friend

If you use Google Chrome, like I do, then don't be afraid to use tabs to flit around here and there with your social networking.

I'll have several tabs open at once, including:

- Email – so I can stay on top of it.

- Twitter – so I can post a quickie message
- Facebook – so I can respond to comments or post something I want to share
- Research sites when I'm researching for whatever I'm creating

Now if you're the type of person who just *has* to take a peek whenever you hear a "ding" sound that says something new has been posted, then you might need to mute your volume.

I only check in between little tasks. For example, right when I finish this paragraph, chances are I'll quickly click on Gmail, FB and Twitter just to take a quick peek and see if there's anything for me – then it's right back to working on the next paragraph.

Some people will need to do the opposite. They can't get interrupted or they lose their train of thought. That's okay, too. You can set side time if you want, but to me, that never felt right.

How can *I* predict how much time I'll need whenever I get on Facebook? Maybe there are no comments and I have nothing to share. That would require less than 60 seconds.

Or maybe one of my posts has generated 30 comments, and I need to spend a little more time interacting with my audience.

So that whole "egg timer" thing just startles me – and irritates me – while to others, it might be a solution that keeps them from getting sucked into wasting time on the sites.

Balance Selfishness with Selflessness

Whenever you use social networking sites, please don't become one of those people who just promotes. That doesn't help people become loyal to you – it doesn't help them feel like they know you better.

When you wake up in the morning, while having your coffee, post a quick hello and good morning to everyone on your Twitter, FB and G+ accounts. Did you dream about something funny? Share it. Be personable.

Throughout the day, if you complete a new blog post or launch a product, pop in to share it with your social networking audience. Remember, not all of these people will be on your email subscriber list – they're strictly tied into you via web 2.0, so you want to promote everything there, too.

While you want to have a focus on promoting your own links and also your personal life, social networking sites aren't supposed to be all me, me, me!

You have to be selfless there, too. That means balancing out your own posts with sharing, commenting and acting on other people's posts, too.

Always keep in mind that your audience on those sites is trusting *you*, not the person you're ReTweeting or sharing. They're trusting your judgment, so if you see one of your followers who is promoting their own link, you want to make sure you feel confident recommending that to others.

When you see other people's personal posts, spend a little bit of time commenting and letting them know someone's listening to them – the same way you like for people to acknowledge your personal posts.

This is how genuine friendships are created online – and people take that personal friendship to the next level by sharing your professional links, too.

Have Balance with Your Email Marketing

There are two ways you have to balance your email marketing. The first is timing and the second is the *type* of emails that you send to your list. Both are important.

Timing is important because you have to balance out your goal of building brand loyalty and cultivating a relationship with your subscribers with being overly communicative – to the point many people start unsubscribing because you email too often.

There's no one right frequency you can pinpoint for your emails. Some email out almost daily. Sometimes marketers will go a few days in a row without emailing – like if you're busy doing activities with your kids.

If your list is used to hearing from you daily, they start emailing you worried about you. Now a few days is okay – but if you were to go three weeks without emailing anyone, and suddenly you email daily, you have a problem.

People have to hear from you often enough to remember that *they* chose to opt in to *your* list.

Types of email messages are also important. You want to include more than just spammy promotions in each email. Have a nice, warm personalized greeting and closing.

Make sure you balance out items you're selling with good, free advice. Link out to a good blog post you created, not just to your sales copy for your latest project.

Remember that emails don't have to be entire, lengthy "newsletters." They can be short and to the point – you know – the way a *real* email to a friend might be? Value other people's time.

Balance Your Blogging

“How do you manage to blog when you’re going through so much?”

Whenever you’re going through a lot, you still have to understand that you have obligations to your blog audience. You can be honest with them about the fact that you might be blogging a little less.

When marketers were polled about one area in your profession that you feel doesn’t get done when “life happens,” many of them said they neglect their blog.

It’s hard to show up – especially if you don’t have a following yet. You feel like no one’s listening to you. But if you only knew how many people lurk and never comment, you’d be amazed. You might get thousands of hits to your blog and maybe 20-100 comments on a GOOD day. Out of thousands.

Then out of the blue you’ll get emails from some random person you’ve never heard of who tells you they’ve read your blog for years but never reached out. So make sure you show up, because your readership *will* grow with good content.

One problem I see here is that you view your blog as a personal diary. A blog is not a diary. A blog is (CAN BE) a place to make money in your niche.

I’d like for you to start looking at your blog as an advertising billboard that doesn’t cost you anything.

Every time you post a new (**good**) blog post, you’re doing the following:

- Branding yourself for a slant
- Giving search bots new content (so free traffic opportunity)
- Bringing in people who will see your ads in the sidebars

- Bringing in visitors who might sign up on your list

Those things are things people pay money for. And you're able to post what YOU want on that blog. There's no Squidoo headquarters rule or forum owner clamp down that's going to tell you how to run your blog.

It should be a safe place for you – one that YOU control. You keep out spammers. You get to choose content topics. You decide on length and keywords. It's one of the few places where you have *total* control.

But you have to balance your *need* to blog with your *desire* to blog. I don't map out a month's worth of blogs. I DO jot down a topic I might want to talk about to my readers if I can't get to it the second it pops into my head.

Don't box yourself into a schedule, but as you start mapping out your daily task list (which we'll be covering soon), try working in a place for a blog post. That way, if you have something worth sharing, you can do it daily!

Balance Your Participation in Forums

Forums are an excellent place to network. I'm not just talking about marketing forums, although if you're a marketer, it's also a great place to be. I'm talking about putting yourself out there as a leader in your niche – whether it's a parenting forum, health forum, or whatever.

But forums, like social networks, can be a time suck if you let them be. The key is to balance your participation with sensible time constraints.

Again, I'm not an egg timer kind of person – I don't like putting a set amount on what I can spend time-wise. But it's OKAY if you ARE like that! Do whatever you need to do to ensure you get some forum experience, as long as you aren't wasting time.

I don't go in forums every single day, but I used to! It was a great way to learn and test the waters at becoming an experienced leader.

When you're in a forum, no one is paying you for your expertise. So when you see someone ask a question and you spend time giving a thoughtful answer, you can see how well (or not so well) it was received.

This can either boost your confidence or show you where you're lacking in skill. Both are beneficial for you.

Learn how to use forums in a balanced way – both for information you need and to cut your teeth as a leader in your niche, serving others.

You're never EVER too big to ask questions – even questions that sound stupid. I do it all the time.

While some gurus never stoop so low as to look anything other than perfect, I like the guru who can get out there and be one of us – show us his or her obstacles and guide us in how to get past them.

Don't spend all day there. When you go into a forum, use it to gather information about what your niche needs. You can scroll quickly down the

page and look at thread titles. Only pick the ones you *really* care about to read further.

Go in several times a week to see if there's anyone you can help. There's always someone on a rung of the ladder below you who needs a helping hand. But don't hang around allowing yourself to get all riled up and participate all day in a back and forth with another forum member. This just keeps you from balancing your work and home life.

Balance Your Life

Frankensteining 101

You've heard me mention that you can (and *should*) Frankenstein (alter to your liking) your work-life balance system. You should never sit there and look at my schedule and copycat it for yourself.

That's not how this works.

Every single successful guru has a completely unique schedule.

There are some guys who sleep 4 hours a night – and work 100% of the time other than that. You have to feel sorry for their wives and kid.

Other gurus make so much more money – but they travel a lot and outsource anything they can, basically just managing their empire – very well.

Some marketers use one PC while others have 3-5 computers on their desk so they can multitask.

Everyone's different. You can learn from other people's personal work-life balance tips, but what the goal is – is for you to take that and say, "Hmm – that person can get away with that, so I'm going to do *this* particular thing *THIS* way – **just because I want to.**"

I want you to feel *freedom* in managing your work and life, not stuck like glue to some stringent schedule somebody else dreamed up. If that's what you want, why not just go out and get a regular job?

If there's one thing I've learned from spying on marketers who I admire, it's that they can laugh about their own ridiculous "systems" and the way they go about accomplishing goals.

It's never a straight line. There are always zig zags, obstacles, and a dash of self doubt they have to overcome. I loved watching one of Lynn Terry's videos about how beneficial procrastination can be! Have you ever heard such a statement?

Watch it here: <http://www.youtube.com/watch?v=0d92E-Sz6wo> - she says she gets MORE done when she's procrastinating. Sounds backwards, doesn't it? I'm the same way! So forget about "BEATING procrastination." Embrace it!

As marketers have admitted, one thing is clear: we all have such totally different circumstances, talents, and thresholds for tolerating exhaustion that we need to each be kind to ourselves **and** push ourselves enough so that we feel accomplished, but not to the brink of insanity.

Do You Suffer from a Lack of Support?

Trying to run your own business and balance the rest of your life is hard without help. But it *is* doable – and there are many other people going it alone, too (sometimes even when they have someone living with them)!

Lack of support doesn't necessarily mean *single*. It means alone.

You can be surrounded by people and be left to handle everything on your own – the business, the cleaning, the care-taking of kids, and so on.

So the first thing we have to do is accept that you're going to be working solo here – and then set boundaries for those who unintentionally (or intentionally) set out to interrupt your time (aka: your success).

We have to stop blaming other people about who isn't helping. You can't change other people – you can only change how you handle your life, so in this case, you have a TON to get done in both your business and personal life – and not a lot of time to do it.

We start there.

It's going to require you to have reasonable expectations. No thinking you're going to whip up a 60-page report in one day or become Martha Stewart for your home life in just 5 hours.

It's fine to set high goals, but not to the point that you feel frustrated and like a failure if you can't reach them.

You really need to sit down and plan it out. Don't create a goal to produce a new course in 5 days if you expect it to be 60 pages and you can only write 5 pages a day. But some people don't do the math. Sometimes it's good to *underestimate* yourself on paper so that if you get *more* done, you feel really good about what you did.

I want you to write out some staples about what you **have** to get done each day. Here is a sample of my Staple Tasks list some days (I change mine up every morning when I write out my to do list for the day):

1. Play or spend time with my kids.
2. Take a long, hot bath.
3. Do the dishes.
4. Do the laundry.
5. Pick up the living room floor.
6. Answer emails.
7. Create a blog post for one of my blogs.
8. Do 5 pages a day for ghostwriting client.
9. Write one section or page of one of my products.
10. Read a page of one of my self help/leadership books.
11. Visit someone else's blog, a forum or web 2.0 site to interact.

This is an example of what you might have to get done that day.

And yes, it looks silly to have to write down, "take a long, hot bath," but it's something you might enjoy at the END of your day, and if your day is looking harried, then it becomes all too tempting to just take a quick shower instead - and miss out on your pampering baths. So it has to have a firm spot on the list.

Everything on the list you can get done each day. Now if you have more tasks, you will add those to my To Do list – but these staples *have* to get done, so you start on those at the very beginning of my day – as soon as you flip on the coffee pot.

Don't worry about who else in the family is going to do what. Only worry about *you* and *your* tasks. If you have kids who have chores, then you might jot a note down to yourself to remind the kids to do their chores.

If you know for a fact that you can't get it all done and you're feeling especially unnerved by that, then you have options. You can have a talk with your partner to divvy up the household tasks.

Don't make it your responsibility to oversee the chore list. That takes time away from your productivity. If things aren't getting done, have a once a week talk to go over any problem areas, but leave it alone during work hours.

You also need to set boundaries for people who believe that "work at home" means "sit at home doing nothing." You might have already had your fair share of those gems.

You may not need to go to the extreme of kicking them out of your life. You might have friends who drop by without calling. REALLY annoying. Would they have dropped by your office as frequently, interrupting your meetings? No.

One woman ended her friendship with a marketer because the marketer wouldn't watch her kid during the day. "Well you're HOME," she said. Yes, lady – she's home WORKING, not making herself available to be your babysitter!

Good riddance.

People will call. They'll drop by. They'll ask for "favors" because you're "home." You have to start learning how to get out of all of that. For starters, don't answer the phone if you have an interrupter who is insensitive about your work time. If you need to, text them and say, "Can't chat now – working – will call later."

Don't open the door if they pop in. Boundaries, people!

Don't worry about hurting other people's feelings. This is your *life* and your *career* we're talking about.

Have a go-to excuse that you use with everyone who tries barging in on your time.

Like ... the WEBINAR.

People who are not fellow marketers look very intimidated by this word. They ask if you can run an errand and you say, "Oh I can't – I'm co-hosting a webinar!" and they look confused, and back away slowly. It sounds technical.

If they DO ask, then you just say, "It's for another marketer – she needed a co-host and we teach her group various marketing lessons through an online live event." They don't need the details.

Yes, it's a lie. If you feel guilty lying then just tell the truth. To me, this is a little white lie. I'm working. That's all they need to know. But that's not good enough for some people, so instead of saying, "I have to whip up a blog post," which they'll assume you can do later, I just make it a scheduled live event.

If they don't give me an exact time, then I say, "I have several webinars coming up – when is it?" When they say 5 PM Tuesday, darn! I have a webinar at 5 PM Tuesday. ☺ Look out for #1, people!

Crafting Your To Do List

Now that we have the support system in place (or not in many cases), you have to learn how to literally create your to do list. This is where some of you are salivating, thinking you're going to get some genius literal secret map – not happening.

I'm going to share my to do list creation tips with you, and then you take it from there.

Your day should ideally consist of half life, half work, right? Oh, and a lot of sleep for good measure – because without good sleep, the rest of your entire day is toast.

You won't function well and because you're dragging professionally, it's going to eat into your personal time.

So before you do anything, figure out if you have sleep issues (we all do sometimes), and find a way to get the maximum amount of sleep you need (that might mean 5-7 hours or 9-10 hours a night).

You can use any tools you want to create your to do list. Some people like a spiral. In fact you might like a clean NEW spiral. For some reason, once they start getting ratty and worn down where there are about 7 sheets of paper left, you might feel like you need a fresh one – and at \$0.99, it works for a marketer on a budget.

Perfect timing – I just got an email from Nicole Dean where she posted her [Expert Briefs blog](#) of the day. Today's was about how the experts manage their calendar.

In the post, Nicole remarks about how surprised she is that so many of these six figure marketers use pen and paper. She's talking about calendars, not to do lists, but I love how she said, "One last thing. My "to do" list is not electronic. I keep that separate on paper. So, I am old fashioned in that way."

I think many of us like the pen and paper route.

Open your to do spiral (or Excel spreadsheet or whatever you're using) and divide it into two columns. You can use one column if you want, but you might like having two.

On the left side of the page, it should say "Work" and on the right side, "Home." Now *home* might mean everything not work – from errands to kid stuff to cooking and cleaning.

You can go down the left side of the page first and write, in priority listing, what *has* to get done that day. Then move on to things you *hope* can get done that day. But don't just write, "5 pages of ghostwriting for Joe."

Instead, write it like this:

- Joe – page 1
- Joe – page 2
- Joe – page 3
- Joe – page 4
- Joe – page 5
- Blog post on Covert Messenger Pro Review
- Set up PLR discount
- Email list with review and discount

Going back to mindset – which do you think would make you feel better if you only got 4 out of Joe's 5 pages done for the day? Would you feel better being able to cross off 4 items? Or having to leave all of it uncrossed because you lacked finishing up the last page?

You want to feel driven and successful – it *breeds* more of the same. Just as beating yourself up does. Enjoy seeing 4 items marked off and knowing you only have that last page to finish.

Sometimes you can look at it and see the visual portion – see it as, “Well I already got those 4 items done, 1 more won’t kill me,” so you put your nose back to the grindstone and finish it up.

On the right side of the page, write the home or life tasks that you want or need to get done. It might look like this today:

- Dishes
- P/U living room (P/U stands for pick up)
- Vacuum
- Cook dinner – grilled cheese and fries
- Laundry
- Bath

Today there are no errands, but some days it might put “post office” or “store” on there. Once you have my list made up, simply go from one side to the other, literally **balancing out your day**.

As you finish a task up, cross it off.

On your list, have all things you *know* you will finish today in full. There is no overflow. Otherwise, you would prioritize and work your way from the top down.

List any outsourcing tasks on there because otherwise you might forget – and it is a task that consumes a bit of time.

On the right side, all you might get done is laundry. But in between these pages, you’ll get more done as the day wears on.

By the time your day is done today, you’ll be feeling pretty good. Your living room will be all clean, dishes and laundry will be finished, and you’ll have dinner for your kids! And you might even have snuck in a bit of relaxation, too. Not to mention all of the work tasks.

Pretty productive!

And that doesn't include the socialization and emails you might do. You may or may not write that on your list. Some people actually consider social networking part of their "break time." Work time is all the content creation, research, etc.

Going out on web 2.0 sites is like an office worker who stands up to stretch and walks around chatting with others.

There's another way that you can write out your to do lists, because sometimes there's a big task that needs to be broken down. If you want the whole kitchen clean, for example, you have a main category and sub-tasks, like this:

Kitchen

- Dishes
- Counters
- Sweep
- Mop
- Clean out fridge
- Empty trash

Bathroom

- Mirror
- Counter
- Toilet
- Floor
- Tub
- Trash

So when you have an entire room to do like this, you will break it down JUST like we did "Joe's ghostwriting pages" in individual tasks. It feels GOOD to have gotten the dishes, counters, sweeping and mopping done and cross all of those off.

The fridge? It can go on tomorrow's list if you haven't completed it yet.

This is also a great system for just keeping track of what you need to get done. Of course every day you'll have to add dishes back in, but not sweeping and mopping. You can substitute the fridge for that the next day.

On your to do list, chances are you'll put the daily things that have to get done in life – the dishes, for example. But what about those bigger projects like deep cleaning or scanning or organizing a big box of photos?

You want to remember that old saying, "How do you eat an elephant? One bite at a time."

Tackling big projects like this just requires you to break it down into small steps and put it on your "Home" side of your to do list.

Someone actually submitted "box of photos" as an example of what they can't seem to get done. You may have one of those boxes yourself – and it's been giving you the stink eye for a couple of years now.

So you figure now is a good time to tackle it. What you can do is put on your Home list one day: *buy photo boxes*. And for that day, that's all you do in regards to that project – buy one for each child in the family or however you want to organize them (by year, event, etc.).

Another day you put "Sort handful of pictures."

Done – one day you literally grab a handful, and on your break, sort it into boxes for however you are organizing them in groups.

Once those are sorted, break the task into "scan" tasks like this: "Scan five pics of each kid and upload to Shutterfly."

Done.

Eventually, the whole box gets sorted through. Is it all done in a day – or even one week? No. Takes a little time for big projects like this. But you'll

love seeing progress made on big projects because eventually, it will be done.

So let's talk about deep cleaning. Take dusting for example. You would break dusting up like you did your kitchen list previously, only this time you would have it look like this:

Dust House

- Dust ceiling fan blades in den
- Dust ceiling fan blades in master bedroom
- Dust blinds in living room...and so on

Every time you took a break, you would get up and eat a bite of that elephant. Make a list of what kind of deep cleaning you want to do in each room of the house. Then add it into your to do list – a little each day.

Short of saving up to hire some cleaning services, this is just how it has to be done by entrepreneurs who lack some work-life balance. You'll feel much better getting some things done each day than getting nothing done and feeling like crap about it.

You can do the same for your big Internet Marketing tasks on the "Work" side of your to do list. Let's take the task of creating a blog post as our example. For someone who blogs frequently, you may not need to break it up.

For others who struggle to get it done, it might need to be done in steps like this:

Create a Blog Post

- Choose blog post topic (use competitor spying, forums, keyword tools to get ideas)
- Outline 5 main points for post
- Write introduction
- Write 1st main point
- Write 2nd main point
- Write 3rd main point

- Write 4th main point
- Write last main point
- Write the conclusion
- Gather curated information – quotes, backup sources, pics, video, etc. and insert into blog
- Preview blog post for errors
- Schedule or post it live
- Tweet, G+ and FB blog URL
- Share blog URL with email subscribers

Let's go over a few other work related examples so that you know how to manage both personal and life to do list creation.

Working on a Ghostwriting Project

- Conduct research to create outline for the product
- Write the introduction
- Chapter 1 – page 1
- Chapter 1 – page 2
- Chapter 1 – page 3
- Chapter 1 – page 4
- Chapter 1 – page 5 (and so on through the end of the book)
- Proofread draft copy
- Send to client
- Send final invoice

Creating a Tangible Affiliate Product Review

- Pick a product to review (based on bestseller lists, keyword volume, trends)
- Jot down main talking points (what consumers care about in this product, like parents care about safety with toys for toddlers or cooks care about whether or not a mixer can handle pizza dough)
- Look up manufacturer specs on the product
- Write introduction
- Write about safety (or list each main talking point in a separate bite-sized chunk)
- Mention any cons about the product and have rebuttal to them
- Compare the product to 1-2 others in general

So let's do a sample scenario for someone who isn't me. Let's call her Jenny.

Jenny is a work at home Mom of a toddler named Trevor. She is ghostwriting to pay the bills and feels like she can't ever get to her own projects because they don't generate fast enough money like ghostwriting does.

She wants to work from home to be a good Mom and have more time with her child, but she feels like she's not doing a good job caring for her house or family because she's always ghostwriting.

Jenny can benefit from learning how to balance her work and life together. First, she needs to slowly raise rates on her ghostwriting – even \$1 per page at a time – so that she can free up some of her 24 hours.

She needs to get herself and her child on a good sleep schedule so that she feels rested each day and the little one isn't cranky. Let's say Jenny wake up at 7 AM every day and goes to bed at 10 PM.

Right now, she has 3 work clients for ghostwriting. She also wants to create her own Kindle book about gardening, a passion of hers. She started a blog on gardening some time back, but it has sat neglected for months.

As soon as Jenny gets up, she should craft her to do list for the day. Hopefully, she will have given herself a cushion of time to get the projects delivered to the customers. If new customers come to her, she puts them on her schedule for a later date – once she knows she'll have these current projects off her plate.

Let's look at a sample of how her to do list might look:

Work

John – page 1
John – page 2

Home

Get Trevor dressed
Give Trevor breakfast

Rob – page 1

Rob – page 2

Seth – page 1

Kindle Book – page 1

Research & outline garden blog post

Take pics of garden for blog post

Write blog post and publish

Clean the kitchen

Paint with Trevor

Do a load of laundry

P/U living room

Plant garden with Trevor

Give Trevor a bath

Start dinner

This is a small sampling of what Jenny could have on her to do list. The key is that she chose a niche she's passionate about in real life. She can combine time with her family with work, using the topic of gardening to bond with her son and profit in a niche she enjoys.

The schedule has her writing 6 pages a day – including one for her own Kindle book. On days she has less ghostwriting, she will fill in those spots with her own Kindle creation.

No matter how many clients she has, she will always be one of them who gets a spot every single day. Now it might take her 25 days to create a short eBook for Kindle, but it's 25 days, not *never*.

At the same time, she's met her ghostwriting obligations, she's blogging and building traffic there, and her time with her son is sample. Her house is even tidy. If she wanted to add some “deep cleaning” tasks on there, she could. Or she could add some continuing education to her Work side.

Now what you need to do is take the example and swap out Jenny's tasks with your own. You might be working as a graphics designer who is an affiliate marketer for Amazon products, and wants to create your own info product for ClickBank.

Break those elephants into bite-sized pieces.

And maybe you're not a parent at all, but your home tasks would include yard work or exercise or renovating your home! It will all fit – just break it down into little baby steps.

In Between Your To Do List

Now here's really where the magic happens. We just mentioned how some consider socialization their break time. I want to explain break times to you because they're what help you eat away at those larger tasks in the previous section.

You have your MAIN to do list with tasks on it.

As you're completing those tasks, you take little unplanned breaks all throughout the day. They include:

- Getting up to get a drink of water (or a Coke)
- Going to the restroom
- Chatting on the phone with a friend
- Standing up to stretch because you've been sitting too long

Do this stuff all day – but make it productive. Don't just stand up and slowly shuffle into the kitchen to pour yourself a glass of ice water.

When you stand up, glance around the room. Your task might be to pick up the living room. So you might see on the floor:

- Your son's sneakers
- Some Halloween décor you took down but haven't put back in the attic yet
- Your daughter's library books
- A hanger
- A pillow from the couch
- A game controller
- Someone's sweat pants

As you get up to get that glass of water (or stand up or talk on the phone), walk around doing a few of those little items right away. As soon as you stand up, grab the books and put them in her room. Grab the sweat pants and hanger and toss them into the laundry area.

Get your water, sit back down and work some more. During another break, grab something else – the pillow, the game controller – get a snack, sit down and work.

If you want a longer break, you might do one of my entire “Home” tasks, like clean the entire living room or kitchen at once. But this honestly might wear you down – tire you out more. So some people rarely do it this way.

You might like doing a little bit here, a little bit there in EVERYTHING.

A half a page of ghostwriting, with a break to pick up a few things, back to the page – finish it up and cross it off and break again – finish picking up the items off the floor – cross the task off your list that says “P/U living room.”

Doing your schedule this way allows you to get a lot done – in both your home and work life. You FEEL good. You feel like you’re productive. You’re happy.

Are all of your breaks work breaks? Nope. But even then you can multi task.

If you have Netflix on your smartphone, you can go out in the laundry room to fold towels, for example. Pull up NetFlix and turn on your favorite TV series or movie and watch a bit while you fold towels. Just one scene at a time. You might love how NetFlix picks you up right where you left off. You’ll feel entertained all day.

Or you bring the towels into the living room and turn on TV to watch something You can record on Tivo and play it back - get entertainment and relaxation *while* working. A little bit. Not a ton. Enough to sustain you.

Sometimes you want or need more relaxation. So on your break you do nothing but sit and veg out and relax – no multi-tasking. You have to listen to your body and your mental state – what do you need *in that moment*?

During those low moments in life when you're going through a crisis like a divorce or major health crisis? When you feel like crying? Use a break to cry for a few minutes. Then dry your eyes, blow your nose and get back to work.

I think you'll find that as you chip away at your tasks, you'll be able to feel less panicked or defeatist about what you get done each day and those times when you DO need more of a break, you can take them without guilt – because you know that during other times, you're working at full throttle – giving both your business and your personal life everything you have to give.

Dealing with Distractions

Distractions are different for everyone. Some people are capable of working with the TV on, the kids playing video games loudly, people talking – you name it. Maybe you're the type who needs peace and quiet.

I suggest you get some sort of white noise going. You need to train yourself to work amid house sounds – the kinds I just listed above. Maybe that includes a dog barking.

There's even a white noise online free site you can use called [Coffitivity](#). Turn it up or down. Maybe train yourself to work with it louder and louder over time. That way your family making noise won't be a bother to you.

And not every day will be identical to you. Some days, it's all you can do to muster up some focus, so if you need to shut off the TV because the Real Housewives of Beverly Hills drama is just too tempting and you keep wanting to glance over at it, turn it off.

I mean, sometimes we have to have some discipline, right? Tivo is great because you can watch it whenever. And you know that during one of your breaks, you can watch a "scene" and see what all the fuss was about.

Some people consider their partner or spouse a distraction. This sometimes has a lot to do with the fact that the other person doesn't understand that you're working. I mean, they hear you say it, but they don't "get" that it means they shouldn't interrupt you.

You might have even thought about showing up to their office 5 times in a day to pop in and ask them things like, "What do we have to eat?" or "Do you know where the remote is?" LOL!

I can just see the faces when you show up to their office to do these things. But if you don't want to go to those lengths, then you might need to find a different method.

Personally, I would suggest you go to the person and spend a few minutes of quality time. Then get up and say, "Okay I'm going to finish an important project that needs my full focus, so do you need anything before I get started?"

Then if they interrupt, I would train them to wait by saying, "Sorry I'm in mid-project – it's going to have to wait until I'm done." Make them wait. They will *learn* to figure out what they need *before* you get started, when you so kindly offer to be available to them.

Will they get flustered at first that you're not at their beck and call?

It's possible. But if you want to change things, you need to stand firm and work out a plan with them. Emphasize how you need to not be interrupted every 5 minutes for tasks they can do on their own, like look in the fridge or search for the remote.

What about your kids? They need you. They won't understand. Parents might just want to be there for them - don't ever shut your kids out. Ever. You might work in the living room, where your child's gaming systems are and their toys are.

So your daughter might tell you about a rubberband bracelet she's making. She gets frustrated and feels like quitting, so one 2 minute pep talk later, you're back to writing and she's back to playing.

You won't get these precious years back, so if your child wants to spend some time with you, put the keyboard down and give them some attention for a short while.

You won't regret choosing your kids over work. Money-wise, schedule-wise - you would have liked to have it finished your work earlier. But nothing – and I mean nothing – comes before the needs of your kids to spend time with you.

In the early stages – as you're building your online business, there's a cost for your success. You might have to work more – harder – than you ever have before.

But just keep in mind what we talked about earlier – what's driving you to create this? You don't want to sacrifice that very thing (like time with your kids) for the months or years it takes you to reach a certain level of success.

How to Run Your Business When You're Sick

Being sick is horrid. It can sabotage *both* your work and your life because when you're sick with more than a little cold, you don't *feel* like working. And if we're being honest, your work would probably suck anyway.

So the best thing you can do when you get hit with a really bad sickness like the flu is to do minimal work (answer customer service emails, for example), and turn off the computer and let your body have those 2-3 days it needs to get better so that you can function.

I hope you know the difference between feeling a little ick and truly being sick like where you feel like a truck just ran over you. Because just as most office workers have to get their rear into their cubicle with the sniffles, you should be working on your business, too.

When you do get really hit hard, even if you have a project due to a client, just be honest with them. Tell them you're extremely sick and don't want to work like that because the deliverables wouldn't be up to par.

You probably won't have anyone complain. They much prefer that to you not answering emails or lying about it.

After 2-3 days, when you feel human and functional (not 100%), you get back to work and finish what you had on your plate.

You might not be the only sick person in this equation, either. When your kids are sick, you have to take care of them. Take breaks to make chicken noodle soup, check on them, and comfort them. And understand that you might need more breaks than usual.

Sometimes that means putting the keyboard down and holding a sick child. You cherish those moments and do it. Never put work first.

Look at some of your really busy friends in the world. They're maxed out every which way you turn. Their own activities, their kids' activities – they never rest or slow down.

Their kids are often bratty and wild. Don't you feel like the lack of down time – the lack of cuddle moments and just “availability by mom or dad” has just gotten out of control?

So when their kids *are* sick and everything slows down, their kids want them to hold them constantly. If you're available, your kids won't act so desperate to cling to you all of the time.

As an entrepreneur, don't become unavailable. Not to your kids or to yourself. One of the reasons why you chose this career was probably so you didn't have to choose between work and life – you wanted both, so give yourself time to enjoy and nurture both.

I want you to learn how to enjoy your career, and that means you have to stop being a perfectionist. Allow yourself flexibility in both your personal life and your work routine.

Whether you want to be the “egg timer” strict schedule marketer with rigid time chunks who uses lots of online organization tools - or you find that you enjoy the laid back, pen and paper, pick and choose what you do marketer – it's right if it *feels* right to you.



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