

*How To Triple Your Income  
And Double Your Time Off*

# **ACTION SECRETS**

**GET MORE DONE FASTER, BETTER  
AND WITH LESS EFFORT**



**ALEX MANDOSSIAN**



Alex Mandossian is considered one of the top 10 freelance direct marketers in America today and owns one of the largest marketing libraries ever assembled ... with over 1,800 rare books and volumes dating back to the 1800's.

During the past 14 years, Alex has helped his clients generate over \$203 million in sales from TV spots, infomercials, QVC, Home Shopping Network, national retail catalogs, space ads in *Parade Magazine* and *USA Weekend*, direct mail, web marketing, and of course, postcards.

Here is what Mark Victor Hansen, public speaker and best-selling author of *Chicken Soup For The Soul* and *One Minute Millionaire* series, has to say about Alex:

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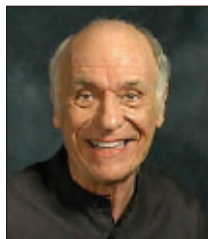
*"The first time I watched and heard Alex Mandossian give a marketing presentation, my pen ran out of ink because I took so many notes! Alex's greatest gift is the way he uses the power of stories to make his marketing strategies stick in your mind."*

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With one of Alex's websites that sells just one product, Alex makes five-figure cash profits every month, and has done so — on auto-pilot — since that site went live in April of 2001.

Here is what Jay Conrad Levinson, best-selling author and acknowledged "Father of Guerrilla Marketing," has to say about Alex:



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*"Alex is a Guerrilla Marketing genius. I hope you take the time to listen to this man because he'll teach you how to convert your shyest, most skeptical prospects into lifelong customers. Plus, his sincerity shines through with every speech he delivers."*

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Whatever  
your financial  
goal is, the  
next goal is  
to work as  
little as  
possible to  
get there

This eBook reveals how to triple your income and double your time off. Period.

Most Internet marketing courses, most books talk about how to double your income, triple, quadruple or even quintuple your income. Some are believable, some are not. Some are creditable, some are not.

Very few talk about doubling your time off, though, and that is what is most important to me.

Here is my goal. My goal is to set a quota for the year, divide it by 52 and have a quota each week for the total amount of revenue I want to generate.

My next goal is to work as little as possible to meet that goal.

Now, let me give you a brief background about me, and why I think that I am in a position to talk about these things.

When I worked on Madison Avenue from 1993 all the way to the year 2000, I worked like an animal. There is no other way to look at it. I felt like I was in the Galleys rowing, in one of those old movies about the Vikings or the Romans, you know.

I use to work 16-hour days on Madison Avenue. I worked at 59th and Madison right across from FAO Schwartz or Barney's. Regardless of your persuasion, whether you have kids or like to go shopping. It is a very active area.

I was a chief marketing officer of a company, and I worked like an animal. Why? Not only did I want to keep my job, but I also wanted to make more money, and the only way I could make money is to get a promotion.

I didn't get a pay raise every month like I do now, and I had very little time for freedom.

In fact, if I continued at that place, I would have likely lost my marriage before I came to California, and I probably would not have had the two beautiful kids I have now — both of them in diapers.

The reason that I had kids so late in my life was because of my job.

So many of us feel that we need to work on our own, work from home or be our own boss. It is almost intoxicating.

You will not  
only get  
what you  
want, but  
you will want  
what you  
have

The challenge — how do you structure your day so that you have freedom with your time, which was the reason you did this thing in the first place?

You get rid of or fire your boss, who is a human being, but Father Time ends up becoming your biggest boss. That is what I want to eliminate once and for all. I don't think that I can do it in 60 minutes, but I can put you on the path to do that.

I have done it. I wouldn't say that I saved my marriage because of this, but my best friend, my wife Aimee, and my two kids are in my life today because I continue to take advantage of some of these secrets.

I am going to talk about the problem and define that problem very, very clearly. Then, I am going to give you seven solutions that I take advantage of.

Here is the best part — you don't have to take advantage of all seven secrets.

If you take advantage of one, even two, you will double your time off. You may not triple your revenue, you may not even double your revenue, but you will double your time off.

I believe you will not only get what you want, but you will want what you have — which is the definition of happiness, don't you agree?

Let me repeat that. You will not only get what you want, but you will want what you have.

That second part is what challenges us all. The last thing that I want to have happen is have someone reading me my last rights, while knowing that my kids don't recognize me because I wasn't around, or knowing my wife couldn't stand to have me around.

I have overcome that, and I am very very proud of it. I have been using this system for the past four years now.

When you bring the fact that you are a workaholic to consciousness, it can be a curative.

Many have too many projects and too many ideas spinning around in their heads. They get easily side-tracked. Therefore, they need to learn how they can better organize their time and their work situation.

Part of my commitment in doubling and tripling time off is not writing all of the time because writing takes time.

Clearly  
define your  
problem and  
you will  
often have it  
half solved

Writing can be tortuous when you are looking at a blank page or on a blank screen. You've got to write that first word, and writing take time. To me, it can be excruciating.

Plus, I find it difficult to turn that off when I go to bed at night. Oftentimes, I can't. This is called breaking the back of the ad, which means to do it until it is finally done.

I avoid writing because I want to double my time off, as well as triple my income. I want to spend time with my family, so I set a quota for the year and divide that by 52, for the 52 weeks in a year. Then, I work the least possible amount to reach that goal.

I always reach my goal. The moment I do, I put call forwarding on my cell phone and take Gabriel, my son, to the park. I will be taking Breanna there as soon as she is old enough.

I also take mini vacations with Aimee and the kids. Sometimes, we leave the kids off at the Grandparents. That is why we moved out to the West Coast, by the way, because we have free babysitters out here that we never have to worry about.

That is my lifestyle — that may not be yours. I don't know of anyone who doesn't want more time off, but often times, they feel guilty when they are taking it.

What if you could get 16 hours worth of work out of an eight hour day? Does that interest you? I think it will.

So, the first thing that I would like to look at is diagnosing the problem.

Any great ad starts with a problem that people can relate to and commiserate with. That is typically the conversation in the listener's mind or the reader's mind, depending on if it is an ad, a teleconference, an audio testimonial or whatever the communication medium is.

First, we diagnose the problem. Clearly define it. Sometimes, it becomes half solved when we do that.

Then, we give the solution.

When you go a doctor or dentist, that person is a professional who has gone through years of schooling, received a medical or dental degree and has literally spent thousands of dollars on knowledge so they can know how to diagnose you.

Do they simply take just one look at you and say, "I know what you need"?

Your day is filled with unrequested interruptions; determine what they are

No, they ask you questions. They dig further to find out the underlying problem. They might even take x-rays. That is called diagnosis.

The best doctors are the best diagnosticians. If someone is diagnosing you for, let's say, a brain tumor, and you don't happen to have one, you don't want to get opened up for that, right?

Diagnosing your problem is absolutely essential.

I want everyone to do something right now, whether it is in your mind's eye, on your computer or on a sheet of paper. Take out a pen and grab a sheet of paper, or open up your Microsoft Word document — then, write these down.

Here is the problem. Let's say that your day starts at 8:00 a.m. and ends at 5:00 p.m.

Anyone that works for themselves knows that that is a myth, but let's say that is the situation or that is what it is supposed to be.

Now, let's talk about all the different interruptions that we are faced with that we do not have control over. I am going to list a few. A phone call — do we have control over a phone call coming in? No. It is an interruption.

How about email? Do we have any control over solicited or unsolicited email? We do not. For example, you fired up your email first thing this morning, and someone wants a refund request. You have no control over that.

When you read that, what kind of tailspin is that going to put you in emotionally to deal with the rest of your day? It is devastating to me.

I have sold millions of dollars worth of products on television, in print and through the Internet. That is devastating to me when I get a refund request.

How about regular mail, a letter, is that an interruption when you open that? Absolutely.

How about when a co-worker or family member comes and taps you on the shoulder when you are involved in some revenue-generating activity? Is that an interruption, if you did not request it? Sure it is.

I hope you are writing these down or highlighting these, because these are interruptions.

Structure  
your day so  
you are not  
interrupted  
while you are  
producing  
revenue

How about voicemail?

You never know what is going to be on the other end of that voicemail, so how do you deal with this? Don't listen to your voicemail during a revenue-generating activity. Period. Remember, we want to triple revenue and double time off.

It doesn't make sense to allow email, voicemail, phone calls, physical letters, coworkers or family members to interrupt those revenue-generating activities. They are all time guzzlers.

You've got to be honest with yourself.

Say, "These are the problems that I have, and I need to structure my day so that, when I am attempting to produce revenue, I don't get interrupted."

I want to share a quick story.

This is about the importance of using the "assembly-line theory" to your advantage, which means going a full hour — uninterrupted and producing revenue.

Many people don't even go five minutes without checking their email. They are brainstorming, which is a revenue-generating activity, or they are recording something. But, they allow the email to interrupt them.

When they check their email, it suddenly takes them into a completely different frame of mind.

Everyone has heard of Henry Ford. Henry Ford changed the face of the world. He invented the assembly line for automobiles. He did not invent the assembly line.

During the turn of the century, there were about 2,000 car manufacturers. Daimler was the German who invented the automobile about fifteen years prior to the turn of the century.

Henry Ford was one of 2,000 car manufacturers.

Here was the problem. When assembling cars, everyone in the workforce would come to the car at the same time. One would be putting on a wheel, while another was putting on a fender or a roof. Then, everyone would leave.

That was not efficient.

Use the  
“assembly-  
line theory” —  
do one thing  
at a time,  
specializing in  
that one  
thing as you  
work on it

Here is what Ford did. Actually, it was just by luck. He went to Chicago on a trip. While there, he walked into a meat packing plant and saw something that changed the face of the world forever. It was not a new idea, but it was new to him and to his industry.

He saw carcasses of cows going down an assembly line, and all of these butchers had knives in their hands. They were taking out pieces of the cow to pack them.

The assembly line was not new to meat packing. The cows would be moving, but all of the butchers were in place just taking off a different cow part as it went by. Then, they would pack it for the supermarket.

Ford took that idea back to Detroit. He stopped the whole concept of everyone coming to the car, and he made the car the move instead.

Now, each worker was a specialist. All they did was put on a fender, put on a wheel, put on an exhaust pipe. Suddenly, Ford began producing more cars. Not only that, he produced them for under \$350.00 resell.

Plus, he could produce a \$5.00 wage for workers, which was the largest at the time. Because of that, he helped develop the middle class.

How can you have a middle class without transportation?

He developed suburbs. How can you get to suburbs, if you don't have transportation? He developed little units outside of the city. He developed more of a population in the U.S. because the crowded cities had a ceiling on how fast and how much they could grow, but now living in the suburb, you could have a home and commute into the city.

Henry Ford was really responsible for all of this. It was all because of one magical trip to Chicago, watching the assembly line.

Now, the point of that story is using the “assembly-line theory” when you are in prime-time activity, which is revenue-generating.

That can be anything. You can define it anyway you want. It can be anything that you are in complete control of. Writing sales copy, writing a to-do list, calling people for sales calls — things that you are in control of. You are never in control of what is on the other end, but if it is revenue-generating, please use the “assembly-line theory.”

## Don't allow the uncontrollable things in life to interrupt your prime- time hours

It could be brainstorming, or it could be speaking to a friend about a new joint venture.

These are ways that I define revenue-generating activity, which is what I allot time for during my prime-time hours.

During those prime-time hours, I do not take phone calls. I do not check voicemail. I do not open letters. I try not allow family members to walk through the door, although sometimes they do.

The point is I do not allow the things that I don't have control over to interrupt me.

In diagnosing the problems, first figure out what your time-guzzlers are and write down that list. Then, make a pact with yourself that you are not going to allow these things to enter your life and seep into your revenue-generating activities during the times that you pick.

I coach people, and people pay me a lot of money for that coaching. They pay me \$2,800 for 10 forty-minute sessions to teach them this: find out what your interruptions are and do not let them into your day, into a prime time revenue-generating hour.

Initially, I start people crawling. I give them one prime-time hour a day.

I have four prime-time hours a day. Anyone who wants to contact me can only contact me between the hours of 11:00 a.m. and 2:00 p.m., because any other time is prime-time.

I want everyone to understand that I not only prescribe, but I do walk the walk — and it has changed my life. It will change your life, too, whether you want to believe it or not.

Let's talk about the solution now.

Time Management is a myth. Let me repeat that. Time management is a myth. You cannot manage time. I am going to prove it right now.

From the moment I was born, I began on an arc to my final breath — whenever that is going to be, hopefully, after I reach the age of 100. We are all going toward our final breath on earth. Depending on your spiritual persuasion, what happens after that is up to you.

On earth, you cannot manage time. You can only manage actions, and you can appropriate those actions within the time span that you determine.

You cannot control time; you can only control your actions

If you give yourself eight hours a day, you are not managing your time. You are managing your actions within that time frame.

Time is extremely accountable, isn't it? We have watches. We have clocks.

Three thousand years from now, when people start unearthing some of the stuff that we have left behind, they are going to think that we were preoccupied with time. Think about how many watches, clocks and things are out there.

We are always trying to control time, when we cannot. It is a myth. I hope people reading, friends and colleagues, buy into this.

You cannot control time — you can control your actions.

That is exactly what these seven secrets of action management help you do. I am going to uncover and unearth them one by one. These will no longer be secrets once they are unveiled. They will become strategies when we are done.

These secrets teach us how to handle the action management problem, get 16 hours worth of work done in an eight hour day, triple revenue and double time off.

Let's talk about secret number one.

## **Secret Number 1: Create Your Master To-Do List.**

I don't use a palm pilot or Outlook for this. I use a physical master to-do list. It is very important that you do it this way because I have done it other ways, and it has not worked — it is overwhelming.

I am looking at my yellow pad that is about five inches wide by seven inches tall. It is a small junior legal pad with 50 sheets on it. It is yellow and has about 20 lines on it.

I use this pad because I like to fill it up. When I fill it up, I feel like I am doing something. This pad represents where I put my master to-do list. My list is not written the day I want to do those things, it is written the day before — sometimes a few days before.

You want to write your master to-do list for the future.

## Plan out your action tasks for the day – no more than 20 per day

When you set your alarm clock at night to wake up at 7:00 in the morning, you are deciding that night that you are going to wake up at that specific time the next day. You did not wake up at 7:00 a.m. because you decided at that point. You planned for it.

I am asking you to do the same thing with your master to-do list.

Isn't it easier to come to a desk that is clean, and, by the way, has a master to-do list that has already been written — that way, you can start your first prime-time hour with attacking that list and starting to cross things out.

Isn't that a lot easier than trying to invent things to do.

The master to-do list is the first element — write out your action items. Remember, this is action management. Write out your action management in advance — at least a day before.

Don't write any more than 20 actions per day. I typically work anywhere between 15 and 20. That is all that is humanly possible.

I am going to read some of my list.

Email so and so. Contact DMV. That is a revenue-generating activity for me because if I can't drive, I can't go to my sales appointment. Then, I have about 10 people to call.

Another action on my list is write the exit prompt for AudioGenerator at [www.AudioGenerator.com](http://www.AudioGenerator.com). I am a copywriter for that sight.

There are a bunch of other to-do items, most of them dealing with copy or calling people. They are all written down, and as I execute those action items, I cross out those suckers with a red felt-tip pen that I bought specifically for that.

Do you know why I do that? I get to see all that I have accomplished. I feel so good when I write those things, and then cross them out with a red pen because it is done.

By the way, if I am not half way through my day yet, but I have more than half of them crossed out, doesn't that make me feel good?

I have more than fifty percent of the day left and less than fifty percent of the task.

Humans are greedy, so people get more enthusiastic about doing things when they see that they are good at something. People make more money when they've got money.

It is just tough starting out.

So, cross out your to-do items, which is the second element of a successful to-do list. Write them out in advance, then cross them out with a red felt-tip pen.

I don't like using a palm pilot for this. I do use a palm pilot for my phone calls and my scheduling, but not for my to-do items. The reason is because when I click that box, it disappears or it just puts a little digital line across it, and that isn't satisfying to me. I need to tactually cross out that to-do item. That makes me feel like I have done something.

At the end of the day, what happens? Next is the third element of creating your master to-do list. What do you think happens if I have three or four actions left over on my list? What do I do with those?

I put them on a new list. Let's say that it is Tuesday, I am going to flip the page. Make sure you flip the page.

At the end of my day, I just cross out all of the ones that I am going to flip to the next day. That is very important. I cross out every single one, and I flip the ones that I haven't completed to the next day.

If I have twelve left over, I did not have a very well-managed day, but I have twelve things to start out with tomorrow. So, maybe I can do better.

Crossing out every single one of those actions is so satisfying to me, even though I have more for the next day, because the next day hasn't started. I take the sheet of paper from today, scrunch it up and throw it in the wastebasket. That day is gone.

Don't ask me why this is satisfying to me; it may not be as satisfying to you. Man, does it ever work, because that means I am spending 100% of what I have put down as a task.

Now, there are some financial planners out there who don't talk about saving. They say saving is a bad word. People hate to save. Forget saving 10% of your income. Spend 100% of what you earn. Doesn't that sound good? I mean it feels good when you hear that.

Write your actions out in advance, then cross them out with a red felt-tip pen

When you  
prioritize, do  
the fun first

It is even better than just hearing saving. Spend 100%, just spend 10% of it into your bank account. That is the theory that I am going on.

I believe Robert Kiyosaki of *Rich Dad, Poor Dad* has talked about that. Many of my financial mentors have talked about that.

Loral Langemeier has [www.WealthDiva.com](http://www.WealthDiva.com). That is a sight that I wrote for Loral. It is for women only. Men you can go check it out, but you can't sign up. That site is about spending 100% of your money, but 10% let's say goes into your bank account.

It just feels better, and there is less resistance.

So to recap, secret number one is create a master to-do list — write all of the action items in advance, cross out the completed to-do items (I do it with a red felt-tip pen) and if you have any incomplete actions, just move them to the next day.

Cross out the ones that you didn't do today, crumble the piece of paper and throw it away. Your day is done.

As far as when I am creating my to-do list, I have to prioritize. Now, everyone listen. The fun first. Fun first. Sometimes, the fun is easy; sometimes, fun is hard. But, I always do the things that are going to be the most fun for me.

I love writing a teleconference curriculum. I love it. It is easy. Does it take time? Yeah, but I love doing it. That is something that I would attack first.

I enjoy doing it, and it will put me on a positive note.

## **Secret Number 2: Block out your daily prime-time hours.**

This is very important. What is a prime-time hour? A prime-time hour is anything that you control 100% percent of and is going to generate revenue for you now or sometime in the future. I'll give you an example of what I do in prime time.

At [www.MarketingWithPostcards.com](http://www.MarketingWithPostcards.com), let's say that I get an order — whether it is during prime time or outside of prime time doesn't matter. If their order is declined, is that person one breath away from giving me \$247.00 plus shipping and handling?

## Give yourself the gift of prime-time, revenue- generating hours each year

Of course, but during prime time, my email isn't on. So, when I check my email during non-prime time, I print out that email with a phone number, and I put it aside.

Then, during my next prime time, when my email account is closed so I have no interruptions, I just take that sheet and call that person up. That way, I can hand type in that credit card or maybe have them write a check. Understand?

Now, you can have just one prime-time hour a day or two a day, even four a day. I have four. I don't think that you should have more than four. Most people don't have any.

Think about this. If you only have one prime-time hour a day and you work five days a week — many of us work many more than that — that is 225 work days per year. How many prime-time, revenue-generating hours are you giving yourself as a gift for the year?

You are giving yourself 225 hours. Don't you think that you can generate some revenue with that? I think so. Isn't it a sin not to? Aren't we robbing ourselves?

It is such a simple formula.

Now, what if you were like me? People ask me, "How do you, with a wife and two kids in diapers, have a lot of time off? How do you make a lot of money?"

I don't make a million dollars in twelve months. That is my goal next year to make a million bucks in a twelve-month period. I do make an awful lot of money, and I live a very comfortable lifestyle.

People want to know how I make that much money and what I do with all of that time off. I tell them, "That is easy." I want you to take a calculator and press in the number 4. Multiply that by 225, and how many hours do you come up with? The answer is 900.

I tell them, "I have 900 uninterrupted revenue-generating hours." Remember the Henry Ford example? That is all that I am doing is generating revenue. Do you think that I can make a descent living with 900 hours per year?

People wonder how I came on the scene so fast because they have been in the Internet marketing space in this industry for less than a year and a half. They wonder how I am everywhere. Well, that is why. I put 900 hours a year of revenue generation, which is only four hours per day for five days a week.

Don't check  
your email or  
letters first  
thing in the  
morning;  
that is an  
interruption

Do I work Saturday? Sometimes. Sometimes half days, if I have a dead line. Have I worked on a Sunday? Of course, I have. Sometimes, I have a Sabbath, and sometimes, I don't.

The fact is, though, most of the time, I will block out four prime-time hours. And, I would like everyone of you to block out one prime-time hour a day starting next week.

Which hour is the most important of the day?

It is the first hour of the day. Why? You are fresher in the morning than you are after having been beat down by the events of the day. You start with the positive.

But, what is the first thing that you typically do when you come in front of your computer?

Check email. Is that an interruption? Yes.

If you have someone saying, "I didn't get my passcode," and you give it to them. Then, they say, Well, that is not working or I want a refund." Doesn't that put you into some type of emotional tail spin, which you don't want to be a part of?

Absolutely. In fact, it is very easy to confuse accomplishments with activity.

Accomplishment to me is revenue generation; activity is just busy work — like a hamster in a cage. Now, you need to do those things, but dedicate only three-quarters of your day to those things, not your entire day.

Do it in a format where it is very effective, like the assembly line.

Here's what I do. When I get up, I go to Starbucks. I get a double latte, light foam, chocolate sprinkles. Many people know that story. There I do my reading. Then, I come in front of my desk with my coffee, and I engage in a revenue-generating activity for one hour.

I start my day at 6:30, and 7:30 is when I check my first email. If someone wanted a refund, can they wait an extra hour? If someone wanted a password because they couldn't get into a membership site, can they wait an extra hour?

Yes, everyone can, and if they can't, they can't do business with me. I'm sorry.

When I first wake up, I don't check email. I don't check letters.

## Use the first full hour of the day as one of your prime-time, revenue-generating hours

People think, “Hey, I am starting my day. Let me check my mail.” Boy, that is the worst thing that you can do. What if you have a creditor coming after you? Now, fast forward. What if you work, generating revenue for one full hour first? Don’t you feel good about yourself?

You have already crossed out some things on your master action to-do list. You can handle that bad news a little better now. See what I am saying?

Now, imagine that I came up to you and I said, “One of your stocks just made you a million dollars. One of your other stocks just lost you a half a million.”

Then, you are still a half a million dollars ahead. But, what if I just said, “One of your stocks just lost you half a million dollars.”

You might feel like jumping out a window. Then, after a pause, I said, “Guess what? One of your stocks made a million bucks.” I have tested this. When people get the bad news first, they concentrate on that bad news, not the good news.

When you start with good news, it is not so bad afterwards.

So, start with good news. Start your day with a revenue-generating activity. Make sure that if you only have one prime-time hour, that hour is in the very beginning.

Eventually, you want no less than two hours a day that are prime time. By the way, prime time are waking hours. All you guys who write copy, prime time is not 11:00 o’clock at night. There is no one calling you at that time.

Prime time is during the day — nine to five, eight to five. Your choice.

Another element of prime time is to focus only on revenue-generating activities you can control. I think everyone knows what that means. The third element is always avoid the daily interruptions that you cannot control, like email. Just turn email off.

Don’t listen to your voicemail. Don’t take phone calls. That is why you have voice mail. Don’t open your letters. Tell your family it is prime time and have them support you in saying that they cannot enter the office or call you.

Unless my children, heaven forbid, split their head open, my wife, Aimee, is not going to contact me during that time. It has to be an emergency.

## Put pressure on yourself by using a timer during your prime time

My son, Gabriel, goes to private school, and one of the other kids bit him. It happens. This other kid is a great kid, but he is a biter. I got a call from Aimee during prime time, Gabriel just got bit. I stopped everything that I was doing and got the heck out of there.

I made sure that I was there for Gabriel because I didn't know if it had been traumatic for him or not. That is the only thing that interrupts me — an emergency.

Set up your day that way.

Let's say that you work in an office, not at home. Just tell your coworkers not to interrupt you during these hours. Tell them, "You can ask me questions six or seven hours out of the day. You just can't do it between eight and nine a.m."

If they are not willing to do it, fire them. I am really passionate about this.

I am telling you a lot of executives pay me a bunch of money to coach them on this one fact alone — on this style of action management. Please take it to heart.

Again, block out your prime-time hours; that is secret number two. Have no less than one hour and no more than four a day that are uninterrupted and revenue generating.

Focus only on revenue generation and avoid daily interruptions.

Whenever your day starts, even if it is three o'clock in the morning, make sure that you do not start with a non-prime-time activity, like reading a letter or listening to voicemail.

Start with a revenue-generating activity, and you will feel great about yourself.

### **Secret Number 3: During prime time, put pressure on yourself by using a timer.**

This is something different. I put pressure on myself. For accountability — since I can't manage time — I use a countdown timer. I can manage actions. I have a nine-dollar timer from Bed, Bath & Beyond.

Now, I recommend that everyone of you set your timers to 50 or 55 minutes. I set mine to 47 minutes. Why? I like to have a 13 minute break. I am greedy with my time off.

Start with a five or ten minute break. I started by setting my timer at 55 minutes.

Be prepared  
for your  
mind to keep  
working,  
even when  
you stop

Now, when that thing is counting down, is that putting pressure on you?

I see it right in front of my computer screen. This is a technique that was taught to me by Jean Swartz — in my opinion, the greatest copywriter of all time.

He use to set his countdown timer to 33 minutes and 33 seconds, because he was a master. I am not that good, so I set it for 47 minutes. Actually, I set it for 47 minutes and 47 seconds. Everyone of you can get a countdown timer.

When you have a prime-time hour, whether it is one hour or four hours for five days a week, start that hour by starting the countdown timer. Now, you have pressure on you.

If you are writing copy and you haven't written a darn thing with only three minutes to go on the timer, something went wrong. So, it keeps you honest to see how well that you are doing. I would set it to 50 or 55 minutes, just as a start. That is element number one.

Element number two, when the beeper goes off, stop everything that you are doing.

It is incredibly important because you've got to give yourself a break. And, something magical happens, which I am going to be talking about in the next secret.

Stop what you are doing dead in your tracks.

Now, I am going to tell you what you do next. The third element is be prepared to record the thoughts that are coming and sweating into your mind from your subconscious when you stopped what it was that you were doing — your mind is going to keep going.

Your mind is going to accelerate in the direction that you were working on.

If you are brain storming a new idea, if you are talking to a JV partner, whatever you were doing your mind is going to keep going. So, the bottom line is to be prepared to record that.

So, secret number three is to get a countdown timer and set it to 50 minutes, 55 or 47, like me. Religiously start it at the top of your prime time. When the beeper goes off, stop everything. Then, get ready to record the ideas that flood your mind.

That brings us to secret number four.

## **Secret Number 4: Capture your big ideas digitally.**

Here is what I do from 6:30 to 7:30, I am in prime time — not for the whole hour, but for 47 minutes. When that beeper goes off, I go downstairs and either do some situps, pushups or grab a glass of water or a cup of coffee, if I didn't go to Starbucks that day.

During that time, I have a digital recorder with me. It is one that I got from Radio Shack, for I about sixty bucks. You deserve to give this to yourself, so spend sixty bucks. Do not buy one that has two hours on it, or even sixty minutes. Buy one that gives you fifteen minutes or at the most thirty minutes. You don't want to fill that up.

Record three, four or maybe five thoughts that come into your head during the non-prime-time hours. This is not only during your break, but during any non-prime-time hours.

I keep that recorder next to me because how easy is it for me to say, "Oh, audio testimonials using Flash audio, what a great idea. I just heard this from Mike Stewart."

Mike Stewart, two and one half years ago, brought to my attention, the power of audio in the form of Flash. I digitally recorded that, and then, I started lecturing on it. He was at the first Systems Seminar held by Ken McCarthy where I talked about that.

That started a complete, wild, brush fire campaign of audio on the net.

There was audio before, but never for commercial purposes. It was digitally captured. So, get yourself a digital recorder and capture your big ideas during non-prime time.

Those ideas are going to flood your head because if you religiously stop when that timer goes off, then the bottom line is, your mind is going to be filled with new ideas that you don't have time to write down.

I don't want you to keep coming back to your computer to write them down. Capture them.

There is another reason. Once you have digitally recorded your ideas, then I want you to come back when you have five or six things in that recorder and write them down in an idea file — whether that is a pad, a Word document or a Word Perfect document.

Take those and transcribe them.

Keep a digital recorder with you to record ideas during non-prime time

Use a digital recorder to purge your mind of all your ideas, then transcribe them

When you type them in or write them in, that is a different activity — a different modality of learning. So, now you have the tactile, the kinesthetic and the auditory. Heck, if there were scratch and sniff, I would do that to. Suddenly, the idea really sticks.

Once you purge your mind of these ideas digitally, you don't have to think of them anymore. They are recorded. You don't have to think of them anymore.

Einstein was a horrible speller. People asked him, "Why?" He would respond, "Why do I have to remember spelling when I have a dictionary? I have relativity to discover. Why do I have to remember superfluous things like spelling? That is not going to help me. I am not a writer. I am a scientist. I am a physicist."

So, I suggest you purge your mind with a digital recorder for all of the big ideas during dead time, non-prime time — in your car, on the subway, on a bus, when you are driving.

I sometimes do it in the gym. I excuse myself with my personal trainer. I go to my locker, and my digital recorder is right there, the size of a big pen. It is very very convenient.

Record those, then, once you have at least five new ideas, transcribe those ideas into an idea file. Then, erase those ideas off the digital recorder.

That is why I don't want you to have two hours worth of recording time — if you have two hours worth of ideas on your recorder, you are never going to transcribe them. Make it chunk-like and manageable.

So, capture your big ideas digitally. Use the dead time to brainstorm these new ideas that flood your mind through your subconscious. Store at least five ideas on the digital recorder, and then, transcribe those ideas mechanically — either by pen or on your computer in a new idea file.

That way, your mind is purged, and you no longer have those demons haunting you.

## **Secret Number 5: Offer one free consultation per week or per day.**

What does this mean? I don't care what you are good at. It could be coaching, mentoring, writing, publishing or developing software. Whether you are an author or a service provider, you are going to have customers who have questions.

## Offer free consultations, but with a hook

At this point, I offer one 20-minute consultation per day for someone who wants information from me. That free consultation is a very special type of free consultation.

They know that at the end of that consultation, if they want to work with me, they are going to pay up at the end of the session.

My hourly fee is \$450. Let's say our consultation lasted 30 minutes. They know before we set the appointment for the call, if they want to continue with me at sometime in the future because they thought the consultation was worthwhile based on the questions they had, then they give me their credit card for \$225 at the end of the call.

Since my hourly fee is \$450, the charge for 30 minutes is \$225. If they want to continue for the full hour, great. If they want to go two hours, great, because that has become revenue generating for me, right?

I like to give one free consultation. Many coaches and service providers give free consultations, but they don't put their people on the hook. You have far fewer free consultations if you tell them that they are going to pay for it, if they are satisfied.

Now, if they don't want to pay for it at the end, they say so, and you part as friends. No obligations, no commitments, no further expectations on your part.

They don't get to talk to you again. Do you see what I am saying?

You force a decision, and if there is anything I have ever learned, people hate decisions. So, have one free consultation per day and your consultation person or victim, however you want to look at it, knows in advance they will pay for that call.

They know what your fee is in advance, in case they decide to continue with you. This is the way that I teach all of my coaching students and clients how to build their business. They could be wonderful coaches, but often times, they do not know how to build a business.

Don't just give free consultations, do them this way.

And, make sure you have your free consultations during non-prime time. Set aside a block of maybe 40 minutes and call it gifting. You are giving back, and believe me, if it becomes revenue-generating that is a gift for you.

Make sure  
you gift a  
certain  
amount of  
time each  
week

It is a gift to you, and you gave them something of equal or greater value. So, it is still a gift for them, too.

Each week, I also have one hour every Tuesday at noon, 3 p.m. Eastern, when I do a guerrilla marketing seven step plan that Jay Conrad Levinson taught me. For everyone that receives my [MarketingWithPostcards.com](http://MarketingWithPostcards.com) autoresponder series, on day seven, they get to be part of this. You can be part of this, too.

All you have to do is send a blank email to [Teleclinic@ThatOneWebGuy.com](mailto:Teleclinic@ThatOneWebGuy.com).

Now, what did I just do? I just pitched a free teleclinic, but I am going to get customers from that, as well as email addresses, which will go into a sublist.

That sublist is a teleconference list. When I do teleconferences, I email that list.

People ask me how I get so many people on a teleconference. I helped to get more than 1,600 people on a teleconference before. My list is about 5,600 strong. It is a very active list, but I build this list by doing these freebie teleconferences.

If you want to give away an hour of time, have the exact same curriculum week after week. People can get a higher level of intimacy from you as a marketer if that is what you like to do. I do that teleconference during non-prime time. So, what I am doing there is playing a trick on myself. I am trying to convert non-prime time into revenue generation.

It is a gift. With whatever amount of time you want to gift, figure out what you are going to talk about and do it religiously. One free consultation per day, or you can have one teleseminar per week, but gifted.

Gift it because you will have access to more people wanting to listen to you — never, ever pitch, sell or promote yourself during this time. Just do it as a gift.

Tell them what your fees are. I have a mentorship program that it is \$21,000 a year. I am not going to pitch you on what I do, but I will tell you that I have two takers so far. They think that it is worth it.

I don't pitch on what I can do with my services. I mention them. I tell people that my website audits are \$450.00 per hour. It is usually is within the contexts of what I am talking about. You can do that, too.

You have got to pitch and ask for the order, but pitch to the subconscious

Have at least one, 20-minute consultation per day. Tony Ocean is a copywriter. He can do one website evaluation every day.

He can tell all of his clients, “Here are my fees. It is X number of dollars per hour. This is going to be an half-hour call. If at the end of this call, you feel it was worthwhile, then I will take your credit card. If you do not, we can part as friends — no further obligations, no commitments and no further expectations on my part.”

If you let them know up front, then the clients are agreeing in advance that if they want a half an hour of your time, they are going to pay you half of your hourly fee.

That free consultation concept, secret number five, is very, very important. Just make sure that it is during non-prime time. Offer one free consultation, whether it is per week or per day. Set aside a non-prime-time block and call it a gifting block. You are giving it away.

Feel good about yourself when you do this. If you have it on a weekly basis, another element, as I just mentioned, is put it into your autoresponder sequence.

You don't have to put the date. Just put the day and give the passcode and the phone number like I do. If you want to see what that looks like just send a blank email to [Teleclinic@ThatOneWebGuy.com](mailto:Teleclinic@ThatOneWebGuy.com) or opt-in to [MarketingWithPostcards.com](http://MarketingWithPostcards.com).

Now, I just threw out a pitch to you. Was it a pitch to the subconscious mind or the conscious mind? Am I trying to sell something?

It is to the subconscious mind. I want you to think of this more in terms of free information and free content.

Always pitch to the subconscious, always educate the conscious.

My personal mentor is John Childers. You can see him at [www.JohnChilders.com](http://www.JohnChilders.com). He taught me this concept. I have never pitched the way we know as pitching at a conference.

I don't think I do, and if I did, then the people are very sensitive to it because constantly I am pitching to the subconscious mind. I hope that the majority of you agree. I am doing it so that each of you can do this yourself.

You've got to pitch. You've got to ask for the order.

Make sure  
that you have  
something of  
equal or  
greater value  
to share with  
your buddy

## **Secret Number 6: Find a mutual coaching buddy.**

It is great when you can give something to somebody, and they can give something back. I go to Perry Marshall. He knows all about Google AdWords. He comes to me because I know all about conversion.

I go to Tracy Childers, because he knows all about producing products from scratch. He comes to me because he wants to learn how to increase the pulling power of a website.

We set aside one hour per month — a half an hour, I talk, and a half an hour, they talk.

I would like to go to Mike Stewart because he knows all about audio. He could come to me because he wants to know about traffic conversion.

Find a mutual coaching buddy. Just make sure that you have something of equal or greater value to share with them.

Hunt for an expert in the field that you want to master. Use one hour of non-prime time for the mutual coaching, and set a deadline for the number of coachings that you have. Agree on maybe four or six of these sessions and see how it works.

Don't do it forever because you feel awful if you want to stop. Test it.

Secret number six is find a mutual coaching buddy. Once again, hunt for a marketing expert in your field. Use one hour of a non-prime-time chunk for consultations.

Understand, I am trying to get you guys to do work that generates revenue, and using one, non-prime-time hour for a mutual coaching buddy is probably one of the best hours that you will ever use each month or every other week.

Then, set a deadline.

The first four secrets are about what you do during the day and the last three are about building your business. Let's review what has been covered so far before I share the last secret.

The first one was create your master to-do list. That is basic. That is the raw material that everything you do comes from.

Your quota should change regularly, so set it every 90 days

Number two is block out prime-time hours. That is when you are going to do those things that you are writing down.

Number three is use a countdown timer. That is how to make the best of your prime-time hours. These all feed into each other.

Number four is capture big ideas digitally during non-prime-time blocks or dead time.

Number five is offer a free consultation during non-prime time in order to build revenue. Remember, we want to triple revenue and double your time off.

Number six is find a mutual coaching buddy. Just the customers that buddy will bring you is worth it. Bill Harrison, a radio and TV marketing reporter, is bringing more content-rich information, people and media for me to meet than I have ever dreamed of.

I always try to give him as much as I can. We meet once a month. Now, the final one.

## **Secret Number 7: Set your revenue quota every ninety days.**

Let's say that you have a quota of \$1,000 per week. That is \$52,000 a year. Let's say that is reasonable. Let's say that you have set that quota for ninety days, which you should.

I get a pass raise every month. So, if you are doing it right, your quota is going to change every 90 days.

Remember, I told you to set your quota, and then, do the least amount of work possible to get there. So, I want you to set it and reset it every 90 days.

Maybe you've got to go down, maybe you've got to go up.

When I reach my weekly quota, I stop working believe it or not. I will take phone calls, but I will stop working. It doesn't always happen. I don't always meet it.

I remember making it on a Tuesday once, and I went on a little mini vacation. It took me about a day to plan, and from Thursday all the way through the following Sunday, I went on a vacation with call forwarding. I was laughing at time, I was laughing at it.

I managed my actions, and I was lucky.

Make your goals weekly so you can measure them, then reward yourself when you meet them

Providentially, I did get that revenue, but I rewarded myself for that. Most people don't reward themselves — they just work more.

Why? You are robbing yourself of the nectar of living.

Isn't the whole purpose of work to play? I didn't know that until recently. I am 39, and I didn't start doing this until about three and a half years ago.

So, secret number seven is set your weekly quota every ninety days.

I like weekly because you can measure it. Then, write down whether you make it or not. Write down a realistic weekly sales revenue goal. It stays the same for 90 days. Reward yourself when you reach that target. I take time off.

Some people might want a pint of ice cream. Some might want to go the gym. I made my quota this week, so I am going to the gym in one hour, and I am not working tomorrow.

Now, I do have two commitments tomorrow that I had previously made, which I will take care of, but I am also going to take the time to take Gabriel to school. I will sleep in, too. Reward yourself when you reach the target.

Then, increase or decrease your target every quarter depending on how you do.

Those are the seven secrets to action management. Those are how to organize your virtual enterprise on or offline. These tactics will help you complete 16 hours of worth of work within an eight-hour day, as well as triple your income and double your time off.

I hope you buy that by now. Just follow that step by step. You don't even have to follow every step. You can start by following one or two of them, and you will be very surprised.

Let's recap one more time the seven action management secrets — or tactics:

**Secret Number 1: Create your master to-do list.**

**Secret Number 2: Block out your daily prime-time hours.**

**Secret Number 3: Use a countdown timer during prime-time hours or hour.**

**Secret Number 4: Capture your big ideas digitally.**

The best way  
to master  
something  
that you are  
learning is to  
teach it

**Secret Number 5: Offer one free consultation per day or week on an ongoing basis.**

Understand that just because you schedule a consultation per day, doesn't mean that you are always going to get one. It is hard to get people to show up, when they know that they may have to pay.

**Secret Number 6: Find your mutual coaching buddy.**

Hunt for a expert in the field that you want to master, which you may not be to good at.

**Secret Number 7: Set your weekly revenue quota and adjust it every 90 days.**

Those are the seven secrets. Now, start thinking about it.

When is your prime time? What time are you going to set your prime time as your first hour to work tomorrow?

Keep in mind, when you use a countdown timer, the reason I like to use a countdown timer verses one that counts up is because a count-up timer is what we are normally use with a clock. That doesn't put any pressure on us.

We have been using clocks all of our lives, and that doesn't put any pressure on us.

When I tell you these secrets, I do it selfishly, in a way, because if I am espousing, I had better follow it. I admit that I don't always follow it. I do run amuck sometimes.

So, by me stating this in front of a crowd, for the sake of embarrassment or because I am putting myself on the spot, it will force my subconscious and every cell in my body to remember to focus on this and even get better at it. That is why I am doing it.

I am doing it selfishly. You know, the best way to master something that you are learning is to teach it. That is what we are doing right now.

Now, I am going to take some time off because I met my quota yesterday. I wish everyone good sales and hope our paths cross often.