

The 4-Hour Workday

**Get More Done by
Noon Than Others
Do In A Day**



Introduction

Having coached thousands of salespeople, time-management is consistently the one-thing most struggle with. Regardless of experience level or industry.

It shouldn't come as a surprise that most best-sellers in the business space center around the "habits" topic. That's because humans are imperfect beings. We get easily distracted or bored. We tend to focus on the wrong things.

A simple exercise to get started is to ask yourself, what distractions do I consistently face? Are the internal distractions (self-discipline) or external distractions (other people/things)? What are non-negotiables for my business (priorities) and do I have them blocked on the calendar?

There are four main time-blocks salespeople should build their day around, every day that we'll breakdown in detail through this workbook. They are personal, professional, marketing, and database.

The **90/90/30/30** Timeblock System:



90-Minutes:
Personal
Development



90-Minutes:
Professional
Development



30-Minutes:
Marketing
Development



30-Minutes:
Database
Management

Timeblock #1:

Personal Development (90-Minutes)

Let's face it, working in sales is stressful. It's filled with emotions of worry, doubt, fear, and anxiety. Not only must we control our emotions, but we must also help manage other people's emotions.

You are your greatest asset. You must build and protect your energy and confidence every day. You can't fill up other people's cups if your cup is always empty. I'm a big-believer in the whole person theory. We are all made up of a body (PQ), mind (IQ), and heart (EQ).



50-mins

Body
(exercise, health & wellness)



30-mins

Mind
(knowledge and skills)



10-mins

Heart
(practice self-gratitude)



Timeblock #2:

Professional Development (90-Minutes)

Sales is a game of probability. It's a contact sport. Did you know that 95% of salespeople don't have a consistent, discipline selling system? If you want to avoid the sales rollercoaster, then you have to "do the work." There are no secrets to success. No get-rich-quick schemes that work. Sales is high-touch, high-frequency.

Note that the system below can vary based on your type of existing business or experience level. If you are new, then you will likely need to dedicate more time to new business. If you are experienced, then maybe you need to dedicate more time to your favorite people and referral partners. This is just a blueprint to help you time-block 90-minutes of proactive prospecting every day.



50-mins
New Business
(help list & fight club)



30-mins
People (new clients,
past clients,
advocates)



10-mins
Referral Partners
(connectors)

Timeblock #3:

Marketing Development (30-Minutes)

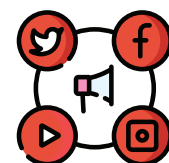
Marketing is a tricky thing. It's super important. To attract other people, you must become more attractive as a brand. But it can also be a major trap and time suck. I see a lot of newer salespeople get sucked into the "my branding has to be perfect" mindset before they can launch anything. Remember, the purpose of any business is to create a customer.

When it comes to marketing, I try to follow the mindset of "done is better than perfectly undone." Stay focused on progress over perfection. Follow the blueprint below for 30-minutes a day and over the course of 90-days you'll notice a major uptick in your marketing activities and overall branding.



10-mins

B.F.F. Posts
(business, family/friends,
or fun post)



10-mins

Go-Giver Social Media
(love on other people,
digitally)



10-mins

Gratitude Messages
(thank you notes,
text, calls, messages)



Timeblock #4:

Database Management (30-Minutes)

Out of all the “busy work” that salespeople get sucked into, for some reason they avoid managing their database (CRM) like the plague. Designate 30-minutes per day to update your database. To insert follow-ups. To add life events (birthdays, anniversaries). The more you grow your database, the less you’ll be able to remember every detail of the amazing people who come into your life.

You don’t need more money, you need more people. The people have the money. Learn how to work smarter, not harder, by leveraging your database. Our goal is to grow our database 25% each quarter. Your network is your net worth.



30-mins

Database Management
(update all sales activities
and contact follow-ups)



Bonus Tip:

The Afternoon

Many people ask, what happens if I get behind in the day or does this mean I only work 4-hours a day?

If you get behind during the day, just know that no matter what you'll need to find time for these tasks to get done. Sometimes you have meetings or high value activities that fall during these time-blocks that can't be moved. That's not a bad thing, we just need to make sure we move those time-blocks to a different part of the day while still having them on the calendar.

The goal here is to be proactive by noon every day with your high value activities (non-negotiables) so that you are free in the afternoon to react to things that have come in through-out the day.

Other afternoon activities include answering your "boomerang calls" as they come in from your proactive prospecting time, working on projects, putting out fires, taking outside the office meetings, etc.

In a perfect world, you are freed up in the afternoons to do the things you enjoy, with the people who matter most.

Conclusion:

There's nothing sexy about timeblock. But it's consistently the one thing that effects everything. A lesson that has taken me years to learn is that timeblocking creates autonomy. Most of us get into business because we don't like to follow rules or report to other people. But this mindset is almost a detriment to us in sales, because we must still be disciplined, consistent, and follow routines to be successful.



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