3 RULES TO MANAGE YOUR TIME

We develop a passion for Teaching!



INFINITY PODCASTS 1364

Stop wasting time I'm going to share
With you the three time rules I followed
To go from broke to multi-millionaire
See when kids come up to me and i'm
Driving one of my supercars they always
Ask what do you do and I always say to
Them it's not what I do it's what I did
Starting with rule number one the 4D
Framework getting things done by David
Allen is one of the best books

ever
Written on doing more I fell
in love
With it I loved it so much that
I
Actually went to one of his
seminars and
Because of that experience he
taught me
A completely different way to
work that
I want to share with you now
this is the
4D framework the first D is
do it the
Rule is if it takes less than 2
minutes
You do it now you don't even
write it

Down it'll take you more time
to write
It down and then just get it
done so if
That means sending a text
message
Calling someone I literally
was just
Talking to somebody and
they were like I
Wonder if we can make this
work on
Youtube I said one sec I
called the
Person asked the question we
got it done
Right away we don't even
write it down
The second D is delegated if

someone
Else can do it let them stop working on
Stuff you don't need to do the third D
Is defer it this is really important for
Things that are not now they need to get
Done they're just not a this week even
This month so I always try to put it in
A place where I know I'm going to review
It so I don't get bogged down by the
Pressure of having all these open Loops

For things that don't need my attention
Today the fourth D is delete it if it
Doesn't serve your goals even if you
Want to do it you'd like to do it you
Got to learn to say no here's the deal a
Yes yes is a no to your goals a no is a
Yes to your potential dreams you have to
Learn to say no so you create the space
So it's available to you when you have
The opportunity to execute to

make the
Thing
[Music]
Happen Ben
[Music]
Newman 8 nine years ago I
was still like
I'd be on coaching calls 10
coaching
Calls in a day you know what
I mean just
I mean just hammering a
mutual friend
Like dude you're going to
burn out like
And he's like you need to
learn to honor
The brand and get paid to say
no and I

Never forgot it get paid to say no and I
Said tell me more he's like dude you
Need to develop other coaches you need
To develop other speakers so that day I
Got on the plane I said okay BNC
Speakers is born BNC coaching is born
There's no other coaches there's no
Other speakers so my biggest focus is
Only doing the things I love yeah dude I
Love that CH get paid to say

no change
My life here's what I like to tell
People if you don't have a framework for
Managing time time will manage you but
Time isn't the only thing you need to
Manage which brings us to rule number
Two you don't manage time you manage
Energy when I first started getting
Going I was so worried of missing
Opportunities that I said yes to

Everything that my calendar
was like a
Tapestry of meetings that
made no sense
I mean I used to say yes to
meetings at
9:00 a.m. In the morning
breaking up my
Most creative time for some
meeting that
I could have done in the
afternoon
Understanding how you
naturally want to
Flow through your day so that
you're
Available for the work that
you need to
Get done is a game changer in

business
That's what the best leaders
do they
Don't create a scenario where
they burn
Out and then have to reset a
lot of ceos
Do that man it's actually a
Self-sabotaging behavior
because then
It's not their fault that their
whole
Business went back 30 40
50% yeah it is
Well no it's not I was hustle in
no you
Did it in a way that was not
sustainable
First form is an example of 22

years of
Non-stop chbl carry water
most people
Don't understand that the
results are
Exponential but they're not
exponential
If you don't stay in the game
Charlie M
Saying often he's like
compound growth
Only works if you don't reset
at the
Moment you lose the capital
you reset
Rule number one don't get out
of
Momentum that's why
momentum is so

Powerful once you're in momentum just
Stay in it here's the mental model to
Consider you can't do more if you don't
Have energy for more if you're loving
This these are my energy management
Principles number one is schedule for
Energy when I look at my day and I think
About the three blocks of morning
Afternoon and night there are certain
Things that I want to do in the

morning
That is completely different
than my
Afternoons where I'm
scheduling most of
My calls because I like to
collaborate
In the afternoon and at night I
do
Things like research review
my calendar
For the next day it's a
completely
Different energy if I try to do
that in
The morning and then the
creative stuff
At night when my brain is
wasted said I

Would have lost my whole
day of
Productivity the second thing
is batch
Work and the whole idea is to
ask
Yourself what kind of flow do
you need
To be in to do certain types of
work and
Put it together if it's a lot of
writing
You write if it's a lot of
meetings you
Talk and you put them
together so that
You don't have to pay the cost
of
Contact switching I see

people do this
All the time they go from
Finance
Meeting to a sales call when I
think of
Like doing media tours for
example i'm
Going to do all the podcast
interviews
First then I'm going to do any
speaking
Or book meetups and only at
the end of
The day do I do like a
Founders dinner
Because I want to be in that
energy of
That work the third is net
time which

Stands for no extra time this
is like
When I'm flying down to
Nashville on the
Jet I'm doing a mastermind
with other
Business people when I'm
doing my 101s I
Do them on scooters cuz I
really enjoy
Being out on a scooter it is a
game
Changer to be more
productive and also
Manage my energy but you
can't keep the
Same schedule every day and
expect
Exponential results which

brings us to
Rule number three you're allowed to
Adjust I remember the other day one of
My friends came to me and he was like
Overwhelmed and stressed out and I was
Like dude calm down what's going on and
What happened was is that he had said
Yes to a bunch of things months ago in
His calendar was just slammed he had all
These commitments he didn't know what to

Do and what I suggested that he do that
I want you to consider is to make a list
Of things that you wouldn't have said
Yes to if they were today and
Renegotiate those commitments so for
Example at the book book meet up
Somebody asked a question about like
Being overwhelmed and they said their
Calendar was slammed and they have all
These commitments and they don't know

What to do and I just gave them the
Feedback the truth is is that you're
Allowed to adjust you're allowed to
Renegotiate you're allowed to sit down
Rep prioritize and say to somebody i'm
Sorry but I'm not going to be able to do
That you're allowed to hold that truth
Do you think you'd miss out on getting
These big opportunities if you didn't
Protect your time yes it's

called Death
By a paper cuts there's this great
Quotee that says don't trust a man that
Never says no cuz a man that never says
No will eventually say yes to too many
People and let people down somebody says
No tells you they know what they're
After and when they say yes it's a yes
Yeah i've never not shown up i'll be
There for a keynote i'll be there for a

Webinar i'll be there for your team i'll
Be there for dinner I can't remember a
Time I didn't show up but if I'm not
Feeling it it's also no you guys have
Been with me and people are like he did
He know I got this idea and I really
Like to have you involved and I go
Appreciate the interest but it's Probably not going to fit sorry heads
Down lock it what I like to tell people

Is if you don't take your time seriously
Nobody else will so here are three
Strategies that I use to get the most
Out of my calendar the first point is to
Review I look through my calendar on
Sunday for the week and I ask myself is
This something I should still be doing I
Know maybe I said yes 6 months ago but
I'm allowed to review and decide does
This align with my goals

things that
Used to give me energy you know might
Have turned into things that are
Mediocre or worse they take my energy
You're allowed to change your mind the
Second part is to adjust actually
Renegotiate those commitments have those
Tough conversations one quick strategy
That changed the game for my wife and I
Is that if the thing somebody's asking

Me was tonight and I would say no then
It's a no even if it's 3 months into the
Future so just say no today if you
Wouldn't go tonight number three is
Expand once you've got that new time
Think about the goals you want the
Relationships you want to build the
Skills you got to acquire and add the
New and my favorite thing is to figure
Out what would make me the

most
Uncomfortable starting or creating
Whatever gives me anxiety is usually the
Right path most people stay away from
That I use it as feedback to say go
Forward the question I ask myself is
What will grow me even more I choose
Goals to grow me which is what I put in
My
Account wear that
One do you know what that is
Guess it's a $30,000 watch

this is a TSO
It's
Nice just guess what it is
though for
Real 30k now I'm thinking
more 60 70 100
120 150 three 3 four five 500
I'm very
Self-aware that that looks like
a Swatch
And it could be a $25 watch I
don't take
It off I worked out with it I
wear it
All the time that's like a GT
PRS on my
Wrist that's the mclaren
mindset don't
Let your possessions hold you

prison
Wear it cuz you want to wear
it I want
You to wear it still had that
mindset
Where it was like What if one
of my
Truck team drivers that I PID
I can't
Pay them $90 an hour like but
if they
See it and it's like I guess the
answer
Is who gives a again clear
mindset it's
Not who gives a is I want you
to
Make $90 an hour Go
creative get there

If you have the mindset that anything is
Possible for any person and they
Actually think oh you got a $5 million
Do watch like give me a raise I'd love
To give you a raise talk to me tell me
What you're going to do to create more
Value how you going to be more efficient
The reason why I got it is cu my next
Big goal is a billion if you divide a
Billion by 2,000 there 2,000

amount of
Hours in a year most people
work okay
You know what the number is
billion
Divided by 2,000 500,000
500,000 every
Time I look down I ask
myself is this
Hour producing that level of
value or
Trending towards it if it's not
I cannot
Continue to entertain this
Andy did it
You guys just went and saw It
Isn't that
Cool you literally just saw
that

Personified in person you saw the
Organization you saw the people you saw
The culture you saw what I'm talking
About in real life that that is going to
Represent yeah that was worth the trip
Oh yeah when I think about people taking
Their time more seriously I always go
Back to if you don't value your own time
Nobody else will value yours and most
People don't realize decisions

around
Partnerships that cause issues
or even
Saying yes to commitments
that you know
Really should be a no the
people you
Love the most are on the
receiving end
So I always go back to
reminding myself
If I say yes to this I'm saying
no to
Time with my kids I'm saying
no to time
With my wife I'm saying no
to calling my
Brother I'm saying no to
hanging out

With my dad and when I put that into
Context it allows me to feel okay in
Deciding to do something different.