



90 MINUTE TIME MANAGER

time flies—manage it!

Quick and Easy **ACTION Steps to Help You
Manage Time Related Stress and Eliminate
the Feeling of Being Overwhelmed — Forever**

by Bill Gluth

If you like this book . . .

Let other people know about it, but **please** do not share it without payment. Distribution is on the honor system.

If you would like to turn these ideas into a sports car, you can do so without permission.

For all other sharing, please email me at bill@developyourvision.com for permission.

Receive excerpts to share

Email timebook@developyourvision.com and I'll send you excerpts in PDF form to share with anyone you know who battles with time.

Acknowledgements

First to you, the reader of this E-Book. I appreciate you very much and always stand ready to help you [*Develop Your Vision.*](#)

Then to all the *genius thinkers* who inspired me to write this book, including:

Jay Conrad Levinson, Seth Godin, Jeffrey Fox, Jay Abraham, Joey Reiman, Joe Vitale, Jim Edwards, Mike Dooley, Stephen Van Yoder, Alan Weiss, Wallace Wattles, Claude Hopkins and many, many more great idea pioneers. Your words and ideas motivate a multitude of evolving genius thinkers.

Last, but certainly not least, to my wife Michelle who never lets me forget the words of our friend [Mike Dooley](#). “*Thoughts become things. Choose the good ones!*”

About the 90 Minute Time Manager E-Book

This e-book is all about **ACTION**, because actions speak louder than words.

A book about time management should not take a lot of time to read and use. *90-Minute Time Manager* can be read and understood by most people in just 90-minutes.

The ideas presented makes managing your most precious asset, time, easy and quick to learn.

You'll be given:

- The exact steps to take
- Tools to use
- Mindset to embrace

If you don't want to read the whole book, click [Action Steps](#) to go directly to a summary of the material at the end of the book.

If you read only the summary, you won't really learn how to control your time. But at least you will be able to talk about the strategy with your boss, employees, sales team, networking group, husband, wife, significant other or co-workers.

Inspiring them to manage their time is productive, too.

Table of Contents

Using the 90-Minute Time Manager Strategy-----	6
Time is Money is a Lie! -----	7
The Philosophy of 90-Minutes -----	8
A Roadmap for Your Life -----	10
How Much is Your Time REALLY Worth? -----	15
The Reason We ALL Procrastinate-----	17
What’s Going on in Your Life Right Now? -----	21
How to Manage Your Work Day -----	24
Long-Term Tasks Are Easy -----	26
How to Manage Your Personal Time -----	28
30 Minutes to a Better Day -----	31
Creating 90-Minute Hours -----	34
Tips, Tricks & Ideas to Control Your Day -----	36
Your Point and Click Time Planner -----	43
Action Steps -----	49
Genius Thinking and Resources -----	50
Bill Gluth Presents 90-Minute Time Manager, In Person! -----	51
Using the 90-Minute Time Planner-----	52

Using the 90-Minute Time Manager Strategy

Follow the instructions and complete each action step in the order presented.

By Chapter 4 you'll be taking **ACTION**. Some of it will be completely unfamiliar to you. Some will be ideas you've heard and even used before.

After completing an ACTION step, STOP for the day.

- Each day is designed to accomplish one goal.
- Take the **ACTION** step.
- Let it digest.
- Move on to the next.

Sooner than you imagine you will be in control of your time. You'll find more hours in every day and more life in every hour.

Each chapter of *90-Minute Time Manager* will take you no more than 10 minutes to read. Most will take you less than 5 minutes. Let's begin right now by understanding why the phrase Time is Money is a Lie!

Time is Money is a Lie!

I learned a lot from genius thinker, Jay Conrad Levinson, the father of *Guerrilla Marketing*. One important idea he teaches is that time is our most precious asset. Unlike money, once time is spent you can never make more.

In his book, [*The Way of the Guerrilla*](#)¹, Jay Levinson reminds us that “*Time is much more valuable than money. Time is life itself.*”

Being the victim of time and at its mercy makes us feel *overwhelmed*. Yet, time is not really a tangible thing. It is actually just a concept that everyone agrees to and follows.

How, then, do you control the imaginary? Use creative focus and imagination of course.

First, make a conscious decision to take charge of time by understanding what you want from your life and business. **Then** use focused intention to control this valuable asset that is so often neglected.

NEXT: You’ll learn the *Philosophy of 90 Minutes*

Special thanks to [Jay Conrad Levinson](#) for his brilliance. His ideas have motivated me (and millions of other people) worldwide.

¹ From Jay Conrad Levinson, [*The Way of the Guerrilla: Achieving Success and Balance as an Entrepreneur in the 21st Century*](#). (Houghton Mifflin Company, New York, 1997)

The Philosophy of 90 Minutes

Of all the challenges business owners face, feeling *overwhelmed* is at the very top of the list.

Not having enough time to complete important tasks hurts both profits and peace of mind.

A short time ago, I was faced with solving the time management dilemma for myself and subsequently, my clients.

I learned that significant strides can be made on any project by working on it for *90 minutes*.

Most people find themselves on a roll in 30 to 45 minutes and have *juicy energy* and ideas for another 45 to 60 minutes.

By the end of 90 minutes, however, the majority of people start feeling interest decline. At this point productivity and effectiveness suffer.

To gain control of your time, start by realizing that there are only 16 – 90-minute segments in every 24 hours.

That is all the time you have to work with every day.

When you view time in this way, you will quickly realize that every hour is important. Because every hour is “*life itself*,” you’ll want to spend each one wisely.

NEXT: We’ll start the time strategy process by creating a *Roadmap for Your Life*

Creating a Roadmap for Your Life

There is a great time management story told by marketing legend [Jay Abraham](#).

In his *Marketing Wizard Edge Compendium* CD ¹, Abraham tells us that in 1923, millionaire industrialist Charles Schwab had more tasks to do each day than hours to accomplish them. He was overwhelmed.

Charles Schwab consulted Ivy Lee, a top management guru of the day. Ivy gave him **a secret strategy to take control of his time**, forever.

He told Schwab “*Use the idea and pay me whatever it is worth to you.*”

Charles Schwab used Ivy’s secret strategy for one month. He found the idea so valuable that he gave Ivy Lee a check for \$25,000.00. In today’s world that would be about \$400,000.00 for a single idea.

What Charles Schwab learned from Ivy Lee was a simple way to control time.

- List everything you need to do each day.
- Prioritize every item.
- Set a specific time to accomplish each task.
- Stay focused and work on each item until it’s done.

¹ From Jay Abraham, *The Marketing Wizards Edge Compendium CD*, (The Abraham Group, California, 1996)

It sounds simple, but simplicity eludes all of us most of the time. We tend to WANT to make things complex.

A way to simplify our direction is to connect 2 points. Point one is where you are now and point two is where you want to go. Include both professional and personal goals.

Start by asking yourself:

What would make my business or profession the “*perfect*” career?

What do you want to accomplish long range? Depending on your age, long range can mean 20 years or just three.

All you have to do is target a destination and say “*My long range goal in _____ years is _____*” (fill in the blanks).

Where do I want to live? What does my home look like? How big is it? How is it designed? Bring your ideal home to life in your imagination.

What personal accomplishments do I want to achieve in my life?

What matters to me the most?

How can I give back to the community and even the world?

Before I pass on to the great unknown, what MUST I accomplish?

If you cannot imagine what you want in life, follow the advice of Genius Thinker, Joe Vitale.

In his excellent book, [*The Attractor Factor*](#)², Joe suggests that if you don't know what you do want, make a list of what you don't want.

Then, realize that the opposite of what you do not want will be your true desire for your personal and professional life.

Take a look at where you are today.

Ask yourself, “*What do I want to accomplish that I am not accomplishing now?*”

What am I doing each day to reach my *true life destination*?

Life is about more than work, yet in modern times, work makes life much easier to live. The two are intertwined, with life winning out when it comes making decisions about things that matter.

Once you have a clear picture of where you want to go and where you are today, you are ready to manage time effectively.

Go to the next page and let's take our first ACTION Step together.

²From Joe Vitale, [*The Attractor Factor: 5 Easy Steps for Creating Wealth \(or Anything Else\) From the Inside Out*](#), (John Wiley & Sons, Inc., New Jersey, 2005)

ACTION Step # 1: Creating a Roadmap for Your Life

1. Using a yellow legal pad, personal journal, bar napkin or your computer, label the first page “*A Personal Roadmap for My Life.*” Ask yourself:
2. What is my *perfect* business or career?
3. What does my work day look like? What am I doing and who am I interacting with each day? How much am I earning annually?
4. Where do I live? What does my dream house look like?
5. As I look back on my life, what have I accomplished?
6. What does my personal life look like? Who am I with, who are my friends, what do we enjoy doing together?
7. What value do I provide to other people? How do I give back to my community and the world?
8. Before I pass on to the great unknown, what **MUST** I accomplish?
9. Create a statement that states where you want to go in life.

Then take a look at where you are today.

1. What am I doing professionally?
2. What kind of money am I earning?
3. What does my day-to-day life look like?
4. Where am I living?
5. Who am I with most often?
6. What activities do I enjoy?

As tempting as it may be, **PLEASE DON'T SKIP THIS STEP.**

You will never be able to control time without knowing where you are now and where you're going.

After your map is complete, print your thoughts and keep them handy for tomorrow as we get ready for our next step.

NEXT: *How Much is Your Time REALLY Worth?*

How Much Is Your Time REALLY Worth?

There is one more step to take before you can successfully manage your time. You have to know what each hour of your day is worth. Until you know the value of your time, it will keep slipping away.

Here's a simple formula that will help you understand the value of every hour.

1. Establish your top-line revenue goal for the year. Do not use your actual revenue figure; use your **goal** number instead.
2. Divide that number by 2,080 (the normal number of working hours per year).
3. The total will tell you how much every hour is worth.

Every time you consider a task, use this figure as a benchmark.

Ask yourself, *“Is this task worth \$_____ per hour to my business?”*

If not, delegate it.

Print the next page, fill it out and post it in a conspicuous place. Every time you evaluate whether a task is worth your time or should be delegated, refer to **ACTION** Step #2.

ACTION Step # 2: Calculate the Value of Your Time

All you have to do is fill in the blanks. **Print this worksheet page out now, so you can easily refer to it later.**

1. How much money would you like to earn annually? _____

2. Divide \$_____ by 2,080 (the normal number of working hours per year).

3. Every hour of your work day is worth \$_____.

4. Next time you are planning a project, reflect on the hourly number. Ask yourself *“Is this task worthy of my time or should I delegate it?”*

5. Keep track of tasks you do now that will be delegated in the future.

Remember, some tasks cost your business too much money when you perform them.

NEXT: *The Reason We ALL Procrastinate*

The Reason We ALL Procrastinate

The number one reason we ALL procrastinate is because we do not have control of just 16 things.

Those 16 things are the sixteen 90-minute segments in every 24 hours. In the *Philosophy of 90 Minutes* chapter, you learned why 90 minutes is valuable.

Now, we'll put that idea into practice.

Once you realize that:

- Time is not infinite.
- You are in control of every moment of every day.
- Through your thought process, focused intention and actions you can choose to maximize your time or let time control you.

It's always a choice everyone makes every day. You procrastinate because you don't have your bearings.

You don't have your bearings because you haven't created a map to guide you.

As a result, you live in a state of stress and feel overwhelmed. You don't know what to do, so you do nothing.

To gain control of your time, simply start by numbering a sheet of paper 1-16.

Each numbered line represents the sixteen, 90-minute segments in every 24 hours.

As they say in entrepreneurial training, *always pay yourself first*. Start by blocking out the number of 90-minute segments you will sleep.

If you sleep for 7.5 hours you will have used five, 90-minute segments.

Next, plan to spend time with your family, friends and in enjoyable leisure activities.

Remember, you always PAY YOURSELF FIRST.

During the work week, plan on spending no less than two, 90-minute segments per day (3 hours), in pursuit of quality time with family and friends.

Of course, spend as many 90-minute segments as you can in pursuit of leisure activities.

The balance of nine, 90-minute segments is all you have available to accomplish your work-related activities. Since that is 13.5 hours, you should have no problem getting everything done.

In the chapters that follow, I'll show you how to bring all your tasks, activities and to-dos together.

For now, let's just realize that:

- Time **has** to be managed because we only have 24 hours or sixteen, 90-minute segments every day to work with.
- Life without balance is not living at all. You **MUST** pay yourself first by scheduling rest, then balance and pleasure time along with work and business related activities.

Remember, all work and no play makes Jill a **REAL BORE!**

- Your professional schedule must have action items listed that will eventually take you to your ultimate, long range goal.
- If you're not taking action to move one tiny step closer to your dreams and goals everyday, aren't you actually wasting your precious time?
- When clocking your time remember, segment 1 starts whenever you get up in the morning. We track your entire day, in 90-minute intervals, from the time you wake up until the time you go to bed again.

ACTION Step # 3: Print Your Sixteen, 90-Minute Time Segments Grid

Date _____

Segment	Activity
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	

Print 1 grid page for each day you want to track.

NEXT: *What's Going on in Your Life Right Now?*

What's Going on in Your Life Right Now?

[Jay Abraham](#) is one of my top five favorite Genius Thinkers. I learned something from him that I never really thought about.

In his *Marketing Wizards Edge Compendium*¹ CD, Jay reminds us that to reach any destination, we must know 2 things.

1. Where we are.
2. Where we are going.

When it comes to goals, most people are not able to connect these two points. **As a result, they are lost and unproductive, never reaching their true life destination.**

When we created the *Roadmap for Your Life*, we started by focusing on your final destination. What was your long term goal? This shows you where you are going.

Then we took a look at where you are today. You created a statement that connected where you want to go with where you are currently.

Now we'll make a list of *what's going on in your life right now*. Follow ²[Jay Abraham's](#) advice once again and list everything, both personally and professionally.

^{1,2} From Jay Abraham, *The Marketing Wizards Edge Compendium CD*, (The Abraham Group, California, 1996)

Think about and list:

Letters you have to write

Things you **MUST** do yourself

The people you have to call

The business you have to conduct

The decisions you have to make

Long term projects in the works

Items you could delegate

Then prioritize each item as:

- **VITAL.** You have to do this yourself right away.
- **Important but not time sensitive.** Items that are not urgent but need to be done to move your life and business forward.
- **Delegate.** Tasks that someone else could do for you.

For **important but not time sensitive** items, we'll schedule specific 90-minute segments to move the project forward one small step at a time.

Remember: always take tiny steps forward to reach a **BIG** ultimate goal.

ACTION Step # 4: What's Going on in Your Life Right Now?

1. List everything you have going on in your life professionally.
2. List everything you have going on in your life personally.
3. Prioritize each item in both lists that are **VITAL**.
4. Then move to the **Important but not time sensitive** tasks.
5. You will learn to schedule one 90-minute segment on a regular basis to take a small step toward completing those items.
6. Finish by prioritizing the **Delegate** tasks. Who will you delegate each task to?

Later in this book, you will be given instructions on how to kick your time strategy into **overdrive** with the *90-Minute Time Manager Online Planner*, powered by iRyder Calendars.

NEXT: *How to Manage Your Work Day*

Special thanks to [Jay Abraham](#) for his time management ideas and motivation.

How to Manage Your Work Day

To begin learning how to manage your work day, you will need to print or copy your sixteen, 90-minute Time segments grid from Step #3.

Next, open your list of everything you have going on in your life *professionally*. Be sure each item is ranked as either **VITAL, Important but not time sensitive** or **Delegate**.

Before you start managing your work day, be sure you “*pay yourself first.*”

Start at line 16 and count backwards for the number of 90-minute segments you will sleep. Remember, 7 ½ hours is five, 90 minute segments.

Next, add balance time. During the work week be sure you are spending a **minimum** of two, 90-minute segments per work day with your family, friends and in pursuit of leisure activities.

If you sleep for five segments and have balance time for two, you’ll have nine, 90-minute segments or 13 ½ hours to dedicate to work-related activities.

Realize that you can also split 90-minute segments to accomplish tasks that don’t take long to complete. Each 90-minute segment could be six 15-minute, three 30-minute or two 45-minute segments.

ACTION Step # 5: How to Manage Your Work Day

1. Print or copy enough grid sheets to plan for one month. Date each page. Schedule your sleep and balance time. Remember, your segments start at the time you get up and end at the time you go to sleep. If you get up at 7 a.m., segment one would start at that time.
2. Then schedule your *getting ready for the day* activities as well as any *commute* time.
3. Next, schedule your lunch break. Also, schedule time to return phone calls, check email and answer correspondence. If you spend more than two 90-minute segments on these tasks, you are probably taking too much time doing them.
4. From your **VITAL** *professional* list, consider the most important goal you have to accomplish that day. Plan the exact segment you will accomplish that task.
5. Then schedule the next most important **VITAL** item. Realize that you'll need to keep time available to move **Important but not time sensitive** tasks forward each week.

See *Chapter 13* for Tips, Tricks and Ideas for further managing meetings, interruptions, phone calls, email and more.

Long Term Tasks Are Easy

Long term, big projects are really a series of small projects put together.

The best place to start when you want to manage **Important but not time sensitive** tasks is to write down the tiny steps necessary to complete the big goal.

When you look at a big project, start by asking, “*What is the first, tiny step I should take today to accomplish this goal?*”

When will it be accomplished? (An exact date and time).

How many 90-minute segments will this tiny step take?

When completed; move to the next tiny step.

Often, you’ll find that by focusing intently for 90 minutes, you’ll accomplish a lot in a very short time.

Repeat this process, working on each tiny step on a regular basis until the project is completed. When you break big projects down to a number of tiny steps and implement your strategy on a regular basis, big tasks will no longer overwhelm you.

This process is broken down into steps on the next page. Refer to it anytime you are planning an important, but not time sensitive project.

ACTION Step # 6: Make Long Term Tasks Easy

1. Take one **Important but not time sensitive** task on your list.
2. Ask yourself, “*What is the first tiny step I can take today to accomplish this goal?*”
3. How many 90-minute segments will this tiny step take?
4. What day, time and 90 minute segment will you accomplish this tiny step?

Time Tip: plan the tiny step task so that you can accomplish it in 90 minutes.

5. Once completed, repeat steps 1 – 4 until the project is done.
6. Then plan your next big task the same way.

If you do not work on a big project for a month, take it off of your list. It is keeping you from accomplishing tasks that are more important to you.

NEXT: *How to Manage Your Personal Time*

How to Manage Your Personal Time

Personal time is as important to manage as work time. Culturally, we are not used to managing personal time. As a result, we have less and less of it every year.

Start by considering your weekends, holidays and evenings.

According to Genius Thinker Jack Canfield, co-author of [*The Success Principles*](#)¹, each person should take 130 to 150 days off per year.

Jack suggests that peak performance is gained when life balance occurs.

By taking every weekend off, you gain 104 days off each year. Add holidays and vacation time and you're close to the suggested minimum number.

Having a *personal* time strategy is as important as having a *professional* time strategy.

You want to have plenty of time with family and friends. Getting chore items accomplished consistently is also vital. Having time left over for personal hobbies and other enjoyable activities creates a balanced life.

Start with the current most important thing going on in your *personal* life. What is it? Note the exact date, time and number of 90-minute segments it will take you to accomplish it.

¹ From Jack Canfield and Janet Switzer, [*The Success Principles: How to Get From Where You Are to Where You Want to Be*](#), (Harpers Collins Publishers, Inc., New York, 2005)

Repeat the process with family and friends activities. What's going on? When will you accomplish items relating to this important group of people?

Don't forget to chart special occasions on your calendar and time grid, as well.

Knowing that **all** your important occasions for the year are planned and on your schedule is important in gaining peace of mind and eliminating that feeling of being overwhelmed.

What chores and household items need to be accomplished? List them and set exact days and times you'll accomplish them.

Do the same with activities you enjoy. List what they are and when you will do them.

By carefully planning *when* personal activities occur, you'll be on your way to freeing your mind from stress and the feeling of being overwhelmed.

You are ensuring that balance and satisfaction are part of your life scheme.

ACTION Step # 7: Managing Your Personal Time

1. From your *personal* list, write down the *most important* thing in your personal life right now.
2. Plan an exact date and time you will accomplish that item. Remember to chart how many 90-minute segments it will take you to accomplish it.
3. Move on to family and friends. What needs to be done? When will you accomplish it? How many 90-minute time segments will it take?
4. Did you remember to chart your special occasions for the year?
5. Move on to chores and household items. Identify what needs to be done, exactly when you'll accomplish those items and the number of 90-minute segments you will devote to them.
6. Last but not least, list leisure time activities you enjoy. Try planning them for the month. When will you spend time having more fun? **How long will you have fun each time?**

NEXT: *30 Minutes to a Better Day*

30 Minutes to a Better Day

The alarm clock rings and most of us hit the floor running. Typically, we don't stop until we return to our bed that night.

REacting to each day is the norm for a majority of people. But it doesn't have to be.

Creating a **PRO**active mindset is simple. All it takes is setting aside a very short time to plan the events of each day. Then work the plan for maximum effectiveness.

If you did nothing else but *plan* for just 30 minutes a day, your productivity would soar. The problem is that **as a society, we are not used to being PROactive.** It's a change in mindset you'll want to establish.

The benefit? You'll be able to take full charge of your day. You will *drive* instead of *being driven*.

Go to your list of activities. Look at your **VITAL** items. If only one **VITAL** item could be accomplished today, what would it be?

Plan the exact time and number of 90-minute segments it will take. Then move onto the next item.

How about **Important but not time sensitive** items? Which one has the greatest impact on your life?

What is the first, tiny step you can take to begin the task? When will you do it?
How many 90 minute segments will you work on it?

Remember to work consistently on long term projects. If no activity occurs in a month, delete it from your list. Better to eliminate the task than allow it to hang over your head, undone.

Realize that:

- Interruptions will occur.
- You will want to procrastinate at times.
- You will need to return phone calls and respond to emails.

The best way to handle these realities is to add them to your daily plan. Schedule an exact time and number of 90 minute segments you'll spend on these eventualities.

Be realistic on how long each activity you plan will take. If you're not sure, plan more time than you think you will need.

Remember, maximum effectiveness occurs when we focus for 90 minutes. After that, the majority of people seem to be a little less productive.

For ideas on how to handle interruptions, procrastination and similar events, see *Chapter 13, Tips, Tricks and Ideas to Control Your Day*.

ACTION Step # 8: 30 Minutes to a Better Day

1. First thing in the morning (recommended) or last thing in the day, set aside 30 uninterrupted minutes.
2. Pull out your list of the things you have going on in your life right now.
3. Pick the single most **VITAL** item. Ask yourself, “*If I only got one thing done today, what would it be?*”
4. Schedule the exact time and number of 90-minute segments you will spend completing that item.
5. Move on to the next **VITAL** task.
6. Be sure to plan at least one 90-minute segment each day to move one tiny step closer to completing **Important but not time sensitive** items.
7. **Plan one or two, 90-minute segments each day** for lunch, interruptions, returning phone calls, checking email or any other task that takes away from your workday productivity.

NEXT: *Creating 90-Minute Hours*

Creating 90-Minute Hours

In 1990 Jay Conrad Levinson wrote a book that changed the way people think about managing time. It's called [*The 90-Minute Hour*](#)¹.

Jay's idea helps us understand that we can extend our time every hour of every day by:

- Combining tasks
- Delegating
- Using technology wisely
- Tapping the power of the unconscious mind

Using a few of these ideas in the *90-Minute Time Manager* helps us to get more done in less time.

Consider:

Combining tasks to get 2 things done at the same time. *Example:* while driving listen to an educational audio CD or MP3 file in your car or eating lunch while catching up on your reading.

Whenever you can combine activities and accomplish more in the same amount of time, you gain *extra productivity hours*. In other words, you get more done in the same amount of time.

¹ From Jay Conrad Levinson, [*The 90-Minute Hour: Using Time Extension to Get the Most From Every Hour*](#), (Plume, a division of Penguin Group USA, New York, 1990).

What about delegating? Many of your tasks can be done by someone else.

Example: hire a housekeeper to clean your home while you are at work.

This adds three or more extra hours to your week.

Another example: hiring someone to enter new business cards or sales leads into your database.

This may add 10 or more hours to your week.

You can work on other, more important tasks while lower value, time-consuming activities are done by someone else. You will enjoy your day more and accomplish your goals consistently.

[The 90-Minute Hour](#) is out of print; however you can still purchase it through [Amazon.com](#).

I highly recommend picking up and absorbing the ideas in this book. It's genius thinking at its finest.

Next: Tips, Tricks & Ideas to Control Your Day

Tips, Tricks & Ideas to Control Your Day

How to Manage Your Meetings

Of all the things that take up our time, meetings are one of the greatest drains.

Control your meetings

Focus on meeting agendas. In a one-hour meeting you can cover three topics for 20 minutes each.

Prepare an agenda of the points the meeting is going to cover.

Pass it out before your meeting starts.

Be careful not to go over the allotted time for each topic of discussion.

Keep the agenda informal. Bullet points are fine, but keep the meeting on topic.

If the meeting gets off track, go back to the agenda and refocus. **If other topics that need to be discussed come up**, schedule another meeting to cover those topics.

How to Manage Interruptions

Genius Thinker Dan Kennedy outlines an excellent strategy for managing interruptions. In his book, [*No BS Time Management*](#)¹, Dan presents the following idea.

People who are **RE**active are the same people who want to take up your time and get you off track.

They just don't know any better. Most often this group will become “*Interrupters*” or what Dan calls “*Time Vampires*.” They are the people who pop in your office, call or email you about nothing special.

Control your interrupters

When they “pop in,” ask if this is a one or two-minute interruption or longer. If they say it's a one or two-minute interruption, take care of it right then.

If the interruption takes more than one or two-minutes, schedule time to have a longer meeting. Indicate a specific agenda and add it to your planner.

You'll find that your *interrupter* will pass on setting a meeting. Instead, they will answer the question for themselves.

At the same time, you've helped them become **PRO**active, too.

¹ From Dan Kennedy, [*No B.S. Time Management: The Ultimate No Holds Barred Kick Butt Take No Prisoners Guide to Time Productivity and Sanity*](#), (Entrepreneur Press, California, 2004)

Email

Electronic mail is so enticing. It pops up on your computer. It's fun to reply. You get sucked in to new information or conversation. **POOF**. You are off schedule.

Control your email

Set specific times on your schedule for checking and responding to email.

Set aside 15 to 30 minutes to check it the morning, 15 minutes to check it at lunch time, 15 minutes to check in the mid-afternoon and 15 minutes to check it at the end of your workday.

Use the interruption rule for email. If you can reply in one or two minutes, get it out of the way. If a reply requires more time, schedule it as part of one of your 90-minute segments.

Schedule time to read information you receive during the course of your day. Again, 15 to 30 minutes a couple times a day will get the job done.

Print emails you want to review at lunch time or when you have scheduled time to read.

Close your email program when you are not checking or working with email.

Phone calls

Everyone is anxious to answer the phone most of the time. During the workday it could be a client or prospect returning your call.

On personal time, it could be family or friends wanting to set up fun time.

No matter what the call is about, most of the time you have to stop one thing, shift thought, communicate, follow up in some way and then get back into what you were working on.

Getting back fails the majority of the time. You are back to being **RE**active.

Control your phone calls

Let calls go to voice mail if you're working on something that requires concentration and focus.

Schedule time throughout your day to check messages and return calls.

If you are playing phone tag with someone, leave a message that tells them the best time to reach you. At the same time, let them know when you'll try to call them again, specifying a date and time.

Procrastination

Here's a fact of life. You are going to procrastinate at some point.

Don't let it slow you down. In fact, plan for it. Set aside either a partial or full 90-minute segment to procrastinate.

You're going to do it anyway, so you might as well plan for it.

Control your procrastination habits

Plan each day before it starts. Use the 30-minute daily strategy session method described in [Action Step #8](#).

Stay focused on a task for the full, scheduled time. Whatever you are doing, keep working on the task for the full time you allotted.

Be realistic about how long things take to complete. If you're not sure, schedule more time than you think you'll need.

If you don't use all of the scheduled time, take a short break and enjoy your increased productivity.

Schedule a 90-minute segment to procrastinate. Have a start, middle and end to your *procrastination time*.

Sales and marketing time: become more successful no matter what you are doing.

If you own a business or work in sales, realize that sales and marketing time is a **VITAL** activity to accomplish regularly.

Genius Thinker Jeffrey Fox, author of numerous books including [*How to Make Big Money in Your Small Business*](#)¹, suggests spending 60% of your day in client contact activities.

Control your sales and marketing time

Set aside plenty of time for sales, marketing and client outreach activities each week.

Know your closing ratios. How many outreaches lead to a presentation? How many presentations lead to a proposal? How many proposals to a close? What is the average sale (dollar amount) per close?

Once you have this data, you'll know exactly how hard you have to work to generate a specific amount of revenue.

Schedule enough time each day and week to generate the revenue you want.

¹ From Jeffrey Fox, [*How to Make Big Money in Your Small Business: Unexpected Rules Every Small Business Owner Needs to Know*](#). (Hyperion, New York, 2004)

Keep the appointments you make with yourself first.

The appointments you set with yourself are among the most important.

You now understand the importance of time. You are eliminating stress and anxiety.

Only you can move your business, career and enjoyment of life forward.

Control the appointments you set with yourself

Schedule them the same way you would with anyone else.

Allocate enough time to complete each personal appointment you set with yourself.

Don't waste time during these appointments. Know what you want to accomplish and make it happen.

Have an agenda, in short note form, of what you want to accomplish.

Stick to the agenda.

Don't let other things creep in. Know what you want to accomplish, do it and move on to the next item in your daily strategy.

Your Point-and-Click Online Time Planner

Up to this point, we have worked with paper and pen to create your time strategy.

According to adult learning expert and Eagle Eye Editor [Beth Phillips](#), “*The physical action of forming words on paper helps put new information into long-term memory.*”

The problem with paper is that it can easily get lost, crumpled or forgotten.

Having all of your activities, contacts, strategies and tasks in one place is **VITAL**. **The *90-Minute Time Manager Online Planner*, developed by iRyder Calendars, solves all of your paper problems and organizes your activities in one convenient location.**

It is accessible any time from any computer, is inexpensive and quick and to learn.

Go to the next page and subscribe to the *90 Minute Time Manager Online Planner*. Then follow the action steps and kick your time management strategy into overdrive.

ACTION Step # 9: Subscribing to Your Online Time Planner

1. [Click Here](#) to subscribe to the 90 Minute Time Manager Online Time Planner, powered by iRyder Calendars. Select *add to cart* and then fill out the online information to subscribe.
2. You will receive a confirmation email right away. Once confirmed, log on at 90minutetimemanager.com and follow the “log in” link. Use your email address and password given when you subscribed.
3. Begin by listing your **professional** goals. Decide if each item is **VITAL, Important but not time sensitive** or a goal you can **Delegate**. Assign the proper priority to each item. Don’t schedule times yet. Simply add all of the activities from your handwritten notes.
4. Then list your **personal** goals. Which ones are **VITAL, Important but not time sensitive** or goals you can **Delegate**. Assign the proper priority to each goal.
5. Move to your *contacts* tab and add important contacts you interact with regularly. To save time at the beginning add only names, telephone numbers and email addresses.
6. You are ready to begin managing your goals, tasks and daily strategy.

ACTION Step # 10: Using Your 90 Minute Online Time Planner

1. Once you have all of your professional and personal goals entered, click the **done >>** tab. You will be taken back to your goals list. All of the goals you just added will be listed there.
2. Your daily calendar is already shaded to indicate your 90-minute segments for the day.
3. Click on the clock icon  at the far right of each entry. Your “*scheduling*” tab will appear at the bottom right side of your screen.
4. Type in the date you will accomplish the task. Look at your daily time planner and *click* on the time you want to work on the task.

You have scheduled the exact time and day you will accomplish that goal.

5. Repeat with all of your personal and professional goals.

ACTION Step # 11: Your 90 Minute Online Time Planner Daily Strategy

1. With all of your most important contacts entered and your goals scheduled, you are ready to begin managing your day.
2. **On the calendar section of your page you will see five boxes.** Use + to add an event. The **small square** shows you the “day” view; ********* is your week view, followed by the month and year views. Click on any of these icons to add a new event.



3. Go to your daily strategy tab. During your 30-minute strategy session, evaluate your list of goals and start planning tasks. Click the **edit >>** button to add a task. Add the tasks and prioritize them as **VITAL**, **Not time sensitive** or **Delegate**. Click **done >>**.
4. Add an item and click the **done >>** button. Repeat for each item.
5. Now we will schedule times to accomplish each daily task.

ACTION Step # 12: Scheduling Your 90 Minute Day

1. You will notice that your daily calendar page indicates 90-minute time blocks for you. Each shaded or white area represents one, 90-minute segment.
2. You can add tasks to the daily calendar by clicking the + button at the bottom of the page. To schedule a time, all you have to do is click on the time on the calendar page. Enter the description of what you want to do. Add attendees, if appropriate. You have easily scheduled a new task.
3. Any time you want to schedule a date and time for a *daily strategy* or *goals* activity, just click on the  (clock icon) next to the activity and simply type in date, description, start and end time.
4. To schedule an appointment with a specific contact, first be sure you have added the name to your contacts list. To add a contact, click **Contacts, new contact >>** and add the details.
5. Once they are added, all you have to do is click the clock icon at the far right of the person's name. Then, schedule your date, time, description and duration of the communication.

ACTION Step # 13: Just Keep Following Your Strategy



You are set up and rolling. Now, all you have to do is glide through your day. **The secret to making this work is to follow your daily strategy consistently.**

Accomplish a task and move onto the next. Check off your accomplishments as you go.

At the end of each day, reschedule any item that didn't get done or that requires more time.

Remember, we ALL under estimate the time we think it will take to do things. Don't let that throw you off.

Schedule more time than you think it will take to complete a task. If you run over, reschedule other items. You are in full control of your day. You are **PRO**active, accomplishing more in less time.

Your reward for following your plan; The feeling of being overwhelmed is gone, stress is managed and you are a full-fledged ***90-Minute Time Manager***. Congratulations!

NEXT: *Action Steps Recap*

Action Steps

[ACTION Step # 1: Create a Roadmap for Your Life](#)

[ACTION Step # 2: Calculate the Value of Your Time](#)

[ACTION Step # 3: Print Out Your 16, 90 Minute Time Segments Grid](#)

[ACTION Step # 4: What's Going on in Your Life Right Now?](#)

[ACTION Step # 5: How to Manage Your Work Day](#)

[ACTION Step # 6: Make Long Term Tasks Easy](#)

[ACTION Step # 7: Managing Your Personal Time](#)

[ACTION Step # 8: 30 Minutes to a Better Day](#)

[ACTION Step # 9: Subscribing to Your Online Time Planner](#)

[ACTION Step # 10: Using Your 90 Minute Online Time Planner](#)

[ACTION Step # 11: Your 90 Minute Online Time Planner Daily Strategy](#)

[ACTION Step # 12: Scheduling Your 90 Minute Day](#)

[ACTION Step # 13: Just Keep Following Your Strategy](#)

NEXT: *Genius Thinking and Resources*

Genius Thinking and Resources

[Subscribe to *It's About Time*](#). A weekly idea that will increase your productivity.

by Bill Gluth

[*No B.S. Time Management for Entrepreneurs \(No B.S. Series\)*](#)

by Dan Kennedy

[*The 90-Minute Hour*](#)

by Jay Conrad Levinson

[*The Way of the Guerrilla*](#)

by Jay Conrad Levinson

[*How to Make Big Money in Your Own Small Business: Unexpected Rules Every Small Business Owner Needs to Know*](#)

by Jeffrey Fox

[*The Attractor Factor*](#)

by Joe Vitale

[*Jay Abraham's Marketing Insider's Club*](#)

by Jay Abraham

[*Infinite Possibilities, The Art of Living Your Dreams*](#)

by Mike Dooley

Bill Gluth Presents *90 Minute Time Manager*, Audio



Now you can experience *90 Minute Time Manager* in a workshop-in-a-box format with our audio program

Listen and learn at your own pace. In just 90-minutes you will learn a quick and easy time control strategy that will last a lifetime.

You will gain new ideas that will help you:

1. End procrastination habits
2. Reduce time-related stress
3. Consistently turn your goals into accomplishments

To Purchase the *90 Minute Time Manager*, Audio

Visit <http://www.2managettime.com>.

Do You Need Personal Help to Control Your Time?

[90 Minute Time Manager Coaching](#) is now available. In just 3 weeks, you'll be on your way to controlling time with my personal, 1-to-1 mentoring program.

Your results are fully guaranteed. [Click Here](#) for all the details. You will have my tools developed specifically for you and your business or your money back.

While you're there, be sure to subscribe to *It's About Time*. The official *90-Minute Time Manager* 90-second time tip of the week.

Using the 90-Minute Time Manager Online Planner

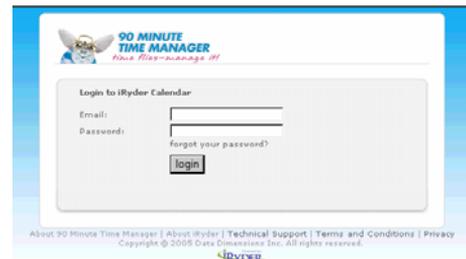
Welcome to the [90 Minute Time Manager calendar](#), powered by iRyder Calendars. Not only will your calendar help you take control of your time, you can also use its sophisticated features to:

- Share calendars between friends, colleagues, and business associates.
- Maintain an address book of all your contacts and easily send them invitations to meetings.
- Track and record time spent on billable projects, and use the information in your calendar to help you bill for your time.
- Track the progress of your projects.
- Keep abreast of the events and meetings scheduled by participating clubs and organizations you belong to.

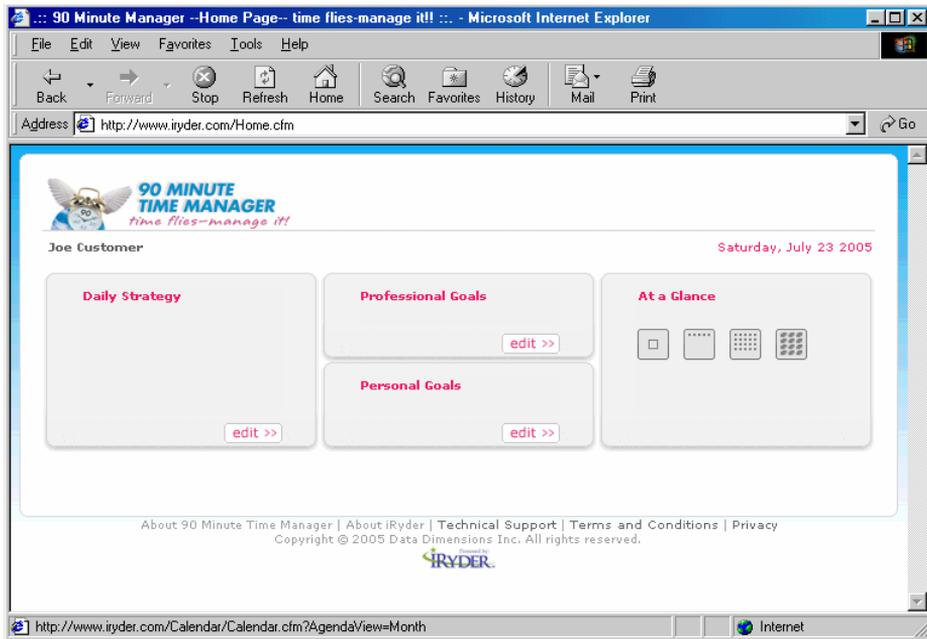
Logging On

Go to www.90MinuteTimeManager.com and click on the **Login** button. The login page will be displayed. Enter your email address and password, and click the **Login** button.

If you cannot remember the email address or password you provided when you signed up for the them at the 90 Minute Time Manager online store, they were included in your confirmation email. If you have forgotten just your password, click on **Forgot your password?**



Your Personalized Home Page



After logging in, your personalized Home Page appears. Your Home Page is designed to help you maintain a ‘bird’s eye view’ of your day. It reminds you of the really important things in your life – your goals, and gives you an overview of your schedule and the things you want to accomplish.

Your name appears just below the 90 Minute Time Manager logo. At the right-hand side of the screen opposite your name is today’s date. Three columns appear below your name and the date. The left column contains a box labeled **Daily Strategy**, where you will record the results of your 30-minute daily strategy sessions. The middle column contains boxes for your professional and personal goals.

The right column, labeled **At A Glance**, displays the appointments you have scheduled for today. If this is your first introduction to the 90 Minute Time Manager Calendar then this space should be empty. Below today's appointments are four icons:



Display your calendar a day at a time.



Display your calendar a week at a time.



Display your calendar a month at a time.



Display your calendar a year at a time.

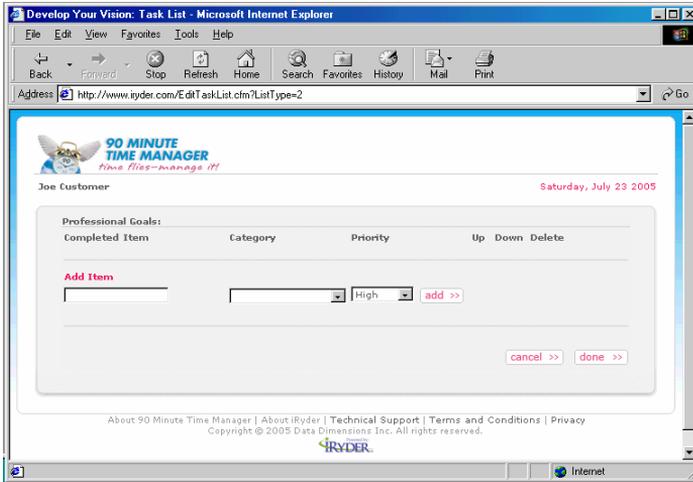
Your Professional Goals

We are sure that you are anxious to begin exploring all the of powerful features of the 90 Minute Time Manager Calendar and begin recording your schedule and appointments. Before jumping in with both feet, remember that in Action Step 1 you created two lists:

- Professional Goals
- Personal Goals

You can see the rectangle named **Professional Goals** at the top of the center column. Right now it is empty, but when you are finished it will contain a list of your own professional goals. Click on the **Edit** button and the Goals Editor will appear:





Enter one of your own professional goals in the empty field below **Add Item**. Decide if the goal is **Vital, Important but not time sensitive**, or a goal you can **Delegate**, and select the appropriate choice from the **Category** drop-down. Assign a priority to the goal by selecting one from the **Priority** drop-down, and click the **Add** button.

add >>

Repeat these steps for each of your professional goals. When you have entered all your professional goals, click the Done button and your home page will be redisplayed with your professional goals.

done >>

Your Personal Goals

Now that you know how to enter your professional goals, you can enter your personal goals in exactly the same way.

The Calendar

Click the Day View icon on the home page and the calendar page will be displayed.



The screenshot shows a web browser window titled "Calendar Page" with the URL <http://www.iryder.com/Calendar/Calendar.cfm?AgendaView=Day>. The browser's address bar and search bar are visible. The page content includes the "90 MINUTE TIME MANAGER" logo with the tagline "Time flies—manage it!". Below the logo, the user is identified as "Joe Customer". The main content area displays a calendar for "Saturday, July 23, 2005". The calendar is in "planned" view, showing a vertical timeline from 12:00 to 11:00 in 30-minute increments. To the right of the calendar is a sidebar with navigation links: "daily strategy", "goals", "contacts", "companies", "projects", "sharing", and "month". At the bottom of the calendar area, there are five icons: a plus sign (+), a square icon, a calendar icon, a grid icon, and a list icon. The browser's navigation bar shows "News", "Google", "My eBay", "Mercedes-Benz", "MB300E", "Blue Chip Growth", "Banjo Hangout", "Highlander Radio", "SFO", and "weather".

The left *Agenda Pane* displays your daily schedule in half-hour increments. Your schedule is shaded to show the sixteen 90-minute segments in your day. Five icons appear at the bottom of the Agenda Pane:

-  Schedule a new event.
-  Display your calendar a day at a time.
-  Display your calendar a week at a time.
-  Display your calendar a month at a time.
-  Display your calendar a year at a time.

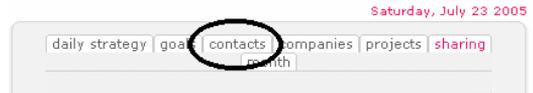
The top portion of the right half of the page is the *Tabs Pane*, and displays several tabs:

- daily strategy** Displays the results of your 30-minute daily strategy sessions. You can also use this as your 'To-Do' list if you so desire.
- goals** Displays your personal and professional goals.
- contacts** Your address book.
- companies** This tab contains a list of companies or clients. You can associate each contact with a company. You can also associate each project with a company.
- projects** A list of projects you are working on. When you add an event to your calendar, you can associate the event with a project. Then later you can run a report that displays all of the events in your calendar related to a project.
- sharing** You can share your calendar with friends and business associates, and you can invite them to share their calendar with you. Calendars of friends and business associates are displayed on the sharing tab.
- month** This tab simply displays a simple calendar for the current month.

The blank rectangle below the tabs is the *Scheduling Pane*. It is where the controls and fields appear when you are adding an event to your schedule or editing an existing event.

Entering Your Contacts

Because you use your address book or contact list frequently, you'll probably want to enter your contacts next. Click the **contacts** tab. An empty list of contacts will appear.



Click the new contact button, and the empty list will be replaced by an empty Contact Details form.



Enter each contact's information into the appropriate fields. Scroll the form down a bit and click the **Done** button to save your work.

done >>

Repeat these steps for each contact.

Spending Time on Your Goals

In Action Step 5, you learned to set aside time to accomplish your professional goals. To do so, you must add them to your calendar. Click on the **goals** tab. The list of the professional goals you entered on your home page should appear. Verify that the **Category** drop-downs have All and Professional selected. Note that your goals are sorted and color-coded by priority.



Suppose you have decided to spend 90 minutes today on one of your goals, promoting world peace. Click on the  of your goals, promoting world peace. Click on the small grey clock icon associated with that goal

The fields in the Scheduling Pane – located below the tabs – will become visible. **Description** will contain your goal and the **Date** will reflect the date of the Agenda Pane on the left side of the page.

Decide what time today you will work on the goal. You may then enter it directly into the fields of the Scheduling Pane, or you can simply click on the desired start time on the Agenda Pane. For example, if you want to begin working on the goal at 9:00, click on **9:00** on the left edge of the Agenda Pane and the **Time** fields will be filled in for you.

8:00	
8:30	
9:00	
9:30	
10:00	
10:30	
11:00	

To save the event and make it appear on the Agenda Pane, click the **done** button. Repeat these steps for all your professional and personal goals.



Your Daily Strategy

In Action Step 8 you learned about your 30-minute *Daily Strategy* session. During these sessions, you evaluate your goals and start planning tasks. To add a task, begin by clicking on the daily strategy tab.



Your Daily Strategy list will appear. It should be empty unless you are the adventurous type and have already experimented with it.



To add a task, click the edit button and the **Add Item** fields will appear. Enter a word or short phrase to describe the task in the **Item** field.

Decide if the task is **Vital, Important but not time sensitive**, or a task you can **Delegate**, and select the appropriate choice from the **Category** drop-down. Assign a priority to the goal by selecting one from the **Priority** drop-down, and click the **Add** button. Repeat these steps for each task. When you are finished entering tasks click the **done** button.

Scheduling Time for your Daily Strategy Tasks

Just as you did with your professional and personal goals, you must set aside time to accomplish the tasks in your Daily Strategy. To do so, you must add them to your calendar. Click on the **daily strategy** tab. Your list of Daily Strategy tasks should appear. Verify that the **Category** drop-down is set to All. Note that your tasks are sorted and color-coded by priority.



To add a task to your calendar, click on the task's small grey clock icon. The fields in the Scheduling Pane – located below the tabs – will become visible.

Description will contain your task and the **Date** will reflect the date of the Agenda Pane on the left side of the page.

The screenshot shows the 'scheduling' pane. At the top, there is a 'scheduling' tab and a 'Summary' button. Below the tabs are several fields: 'Date:' with a value of '07/23/2005', 'Desc:' with a value of 'Daily Strategy: Flatter Wife', and 'Time:' with 'From:' and 'To:' fields, each with an 'AM' dropdown menu. At the bottom right, there are 'cancel >>' and 'done >>' buttons.

8:00	
8:30	
9:00	
9:30	
10:00	
10:30	
11:00	

Decide what time today you will work on the task. You may then enter it directly into the fields of the Scheduling Pane, or you can simply click on the desired start time on the Agenda Pane. For example, if you want to begin working on the goal at 9:00, click on **9:00** on the left edge of the Agenda Pane and the **Time** fields will be filled in for you.

To save the event and make it appear on the Agenda Pane, click the **done** button. Repeat these steps for other tasks you will spend time on today.



Scheduling other Events

Frequently you will want to add events or tasks to your calendar that are unrelated to a goal or daily strategy. To do so, you may do any of the following:

- Click on the start time of the event in the Agenda Pane. For example, if you have a meeting at 9:00, simply click on **9:00** on the left edge of the scheduling pane. The fields in the Scheduling Pane will become visible. Enter the details of the event and click **done**.
- Click the  icon located near the bottom of the Agenda Pane.
- If the event is associated with a project, click on the **projects** tab, locate the desired project, and click on its  icon.
- If the event is to be a meeting involving people on your contacts tab, click on the contact tab, locate the first attendee, and click on the associated  icon.

After completing the fields in the Scheduling Pane, be sure to click the **done** button.

