



What's Your Time Worth?

Time-to-Money Playbook



This simple playbook will:

- Reveal the TRUE VALUE of your time
- Expose the MONEY you're losing by doing techie tasks yourself
- How to get 42-HOURS of PROFIT from 6-HOURS of time!
- Help you ACHIEVE your biggest business goals FASTER



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4535 Sahara Ave., Suite 204 Las Vegas, NV 89102
Phone: 702-522-1644
Fax: 702-522-1655
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Information on use permissions and/or course details should be addressed to:

RPM Success Group® Inc.
Email: support@RPMsuccess.com
Toll Free Phone: (888) 334-8151
<http://www.RPMsuccess.com>

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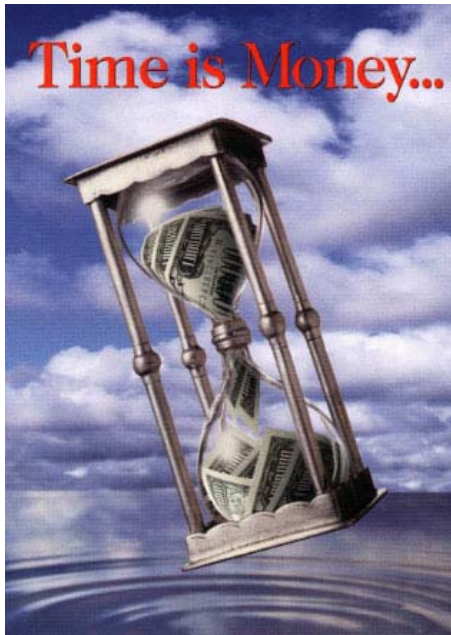
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What IS Your Time *Really* Worth?

This playbook will walk you through one of the most eye-opening exercises you'll ever experience in your entrepreneurial life. It will take just 15-minutes to complete -- but it will reveal insights that will forever transform the way you run your business. It is literally life-changing!



Armed with this valuable information, you'll be able to make truly unbiased decisions about your time and the money you are able to generate.

Smart decisions about how to handle techie and admin tasks will become second nature. Hiring and outsourcing will become easier and easier as you ingrain the true value of your time in your new 1-Percenter mindset. You'll even find your willingness to delegate will shift dramatically if that's a current challenge for you.

More importantly -- your mindset about the value of your time will forever be shifted. The way you think about time and how you value your own time will affect EVERYTHING that

happens to you in your business and your life...and that includes the amount of money you make!

Warning!

One-Percenter only Access beyond this point!

You're about to gain access to scientific formulas designed to help you multiply your personal power and profits with every working hour! 99-Percenter will quickly have their brains fried.

$$A \div E = \$$$

$$A \div P = \$$$



Read on ONLY if you're ready to learn the TRUE VALUE of your time & prepared to turn your time into MORE MONEY...

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STEP 1: Analyze your time availability

Fill in all the following information.

You will take these numbers and plug them in to the formula in step 2.

How much do you want to earn in the next 12 months? **A** \$ _____

How many days a week do you work on average? **B** _____

On average how many hours a day do you work? **C** _____

How many weeks a year do you work? **D** _____

(Be sure to subtract three (3) weeks automatically for holidays)

STEP 2: Calculate the value of your time

B _____ X **C** _____ X **D** _____ = **E** _____
Total hours available to produce your desired income.

A _____ ÷ **E** _____ = \$ _____
What you must generate per hour for your "average" working hours to reach your goal.

Is what you're doing EVERY HOUR the type of work that gives you this much money in return? I'd hallucinate that it's not. But it's OK...

We're going to shift your focus and give you a 1-Percenter mindset about the limited hours you have right now. With what you'll learn in the remainder of this playbook you'll have the mindset about time that will allow you to consistently achieve your BIGGEST income goals in short order!

Ready?

Let's roll!

STEP 3: Identify & maximize your hi-productivity hours



Productive time = hours you use to fulfill the **MOST** important and highest leverage responsibilities of your position.

How many hours of your average workday do you think are highly productive? You might be very surprised with what you find when you identify and separate productive time from non-productive time.

A recent study of Fortune 500 CEOs found that most of these executives were only getting in 28 to 38 minutes per day of productive time!

Let's do a quick analysis of how you're spending your time as a business owner.

Productive Time: This puts \$\$\$ Money in your pocket NOW, or in the near future!	NON-Productive Time: This distracts you from business profitability and TAKES \$\$\$ Money OUT of your pocket!
	Petting the dog ☺ (I know, it SEEMS productive, but not for this exercise – ok?)
	Answering employee questions that are (or should be) in your Policies, Procedures, and Rewards Manual.
	Checking email and replying to the same person you're chatting with for the 10 th time in one day.
	Organizing your desk

NEXT PLEASE ↓

STEP 4: The value of your productive time

Now with this new insight and understanding, let's analyze your productive time.

How many productive hours do you REALLY work on average each week?

F _____

$$\frac{F}{\text{(from above)}} \times \frac{D}{\text{(from Step 1)}} = \frac{P}{\text{Total productive hours}}$$

$$\frac{A}{\text{(from Step 1)}} \div \frac{P}{\text{(from above)}} = \$ \frac{\quad}{\text{The value of each of your PRODUCTIVE hours}}$$

Now, the next time that someone tries to interrupt your high-productivity time, you'll be much more aware of **what's being stolen from you**. You'll be more likely to set and keep firm boundaries on your daily high-productivity time. And you'll find it easier to control yourself too!

Taking back control and learning to automate & delegate

Let's really drive these numbers home. This is so important that I want you to re-write the figures you just came up with one more time.

What's the dollar amount you calculated in step 2 that you must generate per working hour? \$ _____

And what's the value of your high-productivity hours that you just calculated in step 3? \$ _____

You may only be able to start with an hour or so of high-productivity time in an average day. But with focus and consistency, you'll be able to increase that time bit by bit. And when you do, you'll find that it's the fastest way to reach and surpass your long-term financial goals.

But **achieving really BIG goals** will require more than just focusing on high-productivity. It's going to require effectively **automating or delegating techie tasks** and hiring, outsourcing, and building a support team who'll help you achieve your goals.

Doing the technical work in your business doesn't do anything to grow your business. All it does is creates a job.



To help you decide what responsibilities are priorities for automation or delegation, begin asking yourself the following questions throughout the day:

Is what I'm doing worth the hourly rate I calculated in my playbook?

Can I pay someone else significantly less than my hourly worth to do a similar quality work – or better?

Once you truly appreciate the fact that your time is worth what you just calculated, and you treat each available hour with the appropriate amount of respect -- the type of income and cash flow that you want won't be far behind.

Three stages of power transition

Now that you're aware of your time value and as you begin to ask yourself these questions on a regular basis, you can expect to go through three stages of transition from situations having power over you, to you having power to maximize your time.

1st Awareness

You now **realize the actual lost value of an hour** dedicated to a techie task that could've been delegated to someone else. You now realize the type of activities that make you money (like those associated with the Profit Trinity™: Attract-Connect-Convert) and how tasks that take you away from high productivity hours have been "stealing" from you.

At this stage, it's common for you to have these realizations while you're doing a task or after you just finished it. When that happens, it's ok. Celebrate! It's part of the natural growth process.

2nd Reaction

When a project or task comes up, you start looking for ways to cut down on wasted time or delegate a portion of that project/task. Sometimes you'll even have started the project or task, but the pain of actually following through the way you **used to do it** is so great, that you react and **change in the moment**.

3rd Pro-action

You deliberately block out high productivity hours during your days and weeks. You analyze projects or tasks in advance. You then automate or delegate techie and other "non-profit" tasks.

How to Set and Achieve **BIG** Income Goals

Step 1: Determine your long-term income goal:

How much do you want to make this year? \$_____ **A**

Step 2: Give yourself a reality check:

How much have you made in the last three months? \$_____ **B**

(3-month income) \$_____ X 4 = (Current reality) \$_____ **C**

Step 3: Calculate your Target Gap:

Your goal amount \$_____ **A**

Your current reality - \$_____ **C**

Your Target Gap = \$_____ **D**

Step 4: Determine your Stepping-Stone Goal:


(Your specific short-term goal for the next 3 months)

Target Gap \$_____ **D** X 10% =

\$_____

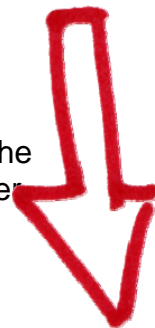
PLUS your 3-month reality + \$_____ **B**
(your income from last 90-days)

Your Stepping-Stone Goal = \$_____ in the next 3-months

 **Your Stepping –Stone Goal is your target and your ONLY focus** when it comes to increasing your income for the next 3 months. After the 3-months has passed and you've achieved this Stepping-Stone Goal you repeat the process again using your new 90-day income average.

All of your energy and effort must go into innovating, imagining and taking action on achieving your Stepping-Stone Goal. Where 99-Percenters “dream” of “someday” making the money they want, you’ll live your dream by achieving one Stepping-Stone Goal after another.

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42-Hours of Profit From 4-Hours of time!



*The ONLY New Media online marketing software
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