

MATTER *of* TIME



Everything
You Need to
Know About
Effectively
Managing
Your Time
for **Maximum**
Productivity

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Introduction

What do you think these three authors are getting at with their questions and book title?

1. What would you do if you knew you could not fail?

– Anthony Robbins

2. Think and Grow Rich (Book Title)

– Napoleon Hill

3. If you had a heart attack and had to work two hours per day, what would you do? If you had a second heart attack and had to work two hours per week, what would you do?

– Timothy Ferriss

These three great authors/entrepreneurs are making the same point while coming from different directions. Basically, they're saying that our lives are in our own hands and that we should look at all the parts of our lives honestly and make conscious choices we have confidence in if we are to benefit.

All three authors are telling us that we have the power to change our lives by using what we already have inside ourselves. Tony Robbins knows that lack of self-confidence often holds us back. Napoleon Hill didn't call his classic Grow Rich. He called it Think and Grow Rich because his book is about the power of our minds to shape our lives. Timothy Ferriss is forcing us to make choices about concentrating on

important things and getting rid of all the less important things, the clutter.

Even though they haven't written books called Time Management, these authors teach us a great deal about successful time management and successful life management.

David Allen, author of **Getting Things Done** and **Ready for Anything**, gets right to the point when he says, "Time is just time, you can't mismanage it. What that really means is that you mismanaged the agreement you had with yourself about what you should have accomplished."

He goes on to say that time management is really a complex issue of self-management where work needs to be captured, clarified, organized and reviewed in line with your purpose, values, vision, goals, and strategies. When these things are in line, you'll feel good about how you are managing time. Does that sound complicated? Maybe, but it's not impossible.

Successful time management comes down to managing two things: internal clutter and external clutter. By the time you finish this ebook, you'll have the information and the tools to manage both.

Clearing the Internal Clutter

Did you ever find yourself frozen in time, having spent hours in front of your computer and not being able to account for anything that you did. If you have found yourself spinning your wheels, it could be for a couple of reasons. Either you were trying to do too many things at once, or you were concentrating on insignificant tasks and putting off the work you really need to do. Often, as entrepreneurs, we take on too many things, and since we are only accountable to ourselves in the short-term, many times we don't finish any of them.

What's your routine? When you get to your computer, what you do first? Do you check your e-mail, Skype, log into messenger, or answer calls? Unless there's something urgent that you know is pending, this is probably a waste of your best time. The problem is first, these all seem like natural things to do. You want to know what's going on. Second, these have probably become habits, and they feel comfortable and even make you think that you're accomplishing something.

But to quote Dr. Phil, “How's that been working for you”?

If you're reading information about time management, you might not be as successful and productive as you'd like to be. You know you need to change a few things, and, as with most things in life, the change has to start with you.

As entrepreneurs, freelancers, and internet marketers, our first responsibility is to get into the right mindset. This means taking the responsibility to deliver projects on time and to the best of our ability. Since we are our own bosses, prioritizing, producing, and delivering the product are all completely up to us. This is even more critical because we know if we don't do this, we will eventually lose every client we have.

In the next few chapters we will be talking about procrastination versus effective action, drivers that keep us stuck, and learning how to focus. These are some of the internal problems that keep us running furiously in place while accomplishing little or nothing.

Procrastination versus Effective Action

We all know that in order to be successful, we must take action. It's simple, right? Then why is it so hard to do? Often it's because the tasks are boring or difficult, or something we just don't want to do. So, how do we overcome this? The problem is that denial won't cause the task to go away. Procrastination won't make it any easier; in fact, it will make it harder. So what do we do?

Here are a few ideas that can help:

1. Take a look at your thinking. If your mind is full of negative thoughts, you will start to believe that the task is impossible and that it's okay to give up, put it off, or leave it unfinished. Instead of thinking, "I can't do this," tell yourself, "I will get this done now."
2. Get to know when you're peak performance time is. Regardless of how you feel about the task, choose that time to do it if it's urgent or important.
3. Make the main thing the main thing. Decide what your most important tasks are and do them first. Prioritize and organize. Often people use the excuse of working on email as a way to put off more important work. It isn't being rude to ignore your email; it's prioritizing and taking responsibility for what you need to do.

4. Are you overextending yourself? Learn to say no. Many times it's hard to say no either because we don't want to let somebody down or because we're afraid to turn jobs away. But the truth is that if we overextend ourselves, we might not finish any of our jobs or we might finish them late. Either way, our clients will be unhappy. Most clients will respect an honest no if you are too busy, and will either opt for a later time or find someone else for the job, but they will remember and appreciate your honesty.

5. Be careful about distractions. People may come to you and say, "I just have a quick question," and that might be true. But if 20 people come to you with a quick question, your day is used up with other people's work. Either tell them you will get back to them at another time, or, better yet, don't answer the request in the first place. When your important tasks are completed, you will find time to answer the questions you really want to answer.

6. Learn to make decisions decisively. Some people train themselves to do this by setting a stopwatch. They give themselves 1 minute to make a decision and then move on. If you spend too long deciding, you might not make a decision at all.

7. Don't forget to treat yourself. No matter how hard we work on our mindset, there will always be some tasks we just don't like. There's nothing wrong with a bribe for completing the things we don't like to do.

8. Take a look at the time you waste when you're away from your computer. What do you do when you're shopping, driving, or standing in lines? Is the real estate between your ears going to waste? Do you fill that time with worrying or negative thoughts? Instead, train your mind to be thinking about new things you can do for your business. Take a notebook with you and write down any ideas you have that might improve your business. This is a very popular technique because frequently people have great ideas but can't remember them by the time they get to a place where they can write them down.

9. Don't overwhelm yourself. Just as you don't want to be overwhelmed by people or things outside yourself, you don't want to set unreasonable goals for yourself. Come to understand what you can reasonably accomplish in a certain period of time and make that your goal. Then, break it down into steps so that you won't be overwhelmed in the process of completing it. Remember the old adage, "By the yard it's hard, by the inch it's a cinch."

10. For tasks that you find especially daunting or unpleasant, you could make use of some tools that lots of people like. One is a simple kitchen timer. Set it for 10 or 20 or 30 minutes and work as intensely as you can on the project. Then take a break and work on something else for a while and come back to it. A tool that people especially like is a piece of software called the Action Machine. It works on both Mac and Windows computers.

Drivers That Keep Us Stuck

In psychology there are certain things called drivers that keep us stuck. Most of us have one or more of them, but we are unaware of them. They are “be perfect”, “hurry up”, “try hard”, “please others”, and “be strong”. They are the enemies of productivity. They create the exact opposite of what we want in our lives; they fill our lives with lack of accomplishment, vulnerability, and inter-personal difficulties: the last things we want. They can cause damage to our feelings, our relationships, our self-esteem, and even our health. They can wreak havoc with our business. But when we know what they are, our self-talk can tame them and even banish them. Take a look at these drivers and see if any of them apply to you:

The Be Perfect Driver

The idea that we and other people should be perfect is pervasive in our society. It is encouraged by the “perfect” people we are bombarded with constantly in the media. We berate ourselves and expect to come out 100% perfect, no matter what the task. Often, if we don't think we can be perfect, we do nothing at all. If we are less than perfect at something, our self-esteem may take a beating. Since no one is perfect at everything, and most of us are generally less-than-perfect at most things, it becomes a lose-lose-lose-lose situation. It can be paralyzing and debilitating, and it can keep us from achieving the things we want most. Alcohol, drugs, or

overeating are often side effects of someone suffering from the be perfect driver.

As with all drivers, the solution consists of recognizing that this is a problem in your life and responding to it by saying to yourself, "It's okay to be less-than-perfect, it's okay to be human, and it's okay to make mistakes." Eventually, this positive self talk–will lead to feelings of confidence and allow you much greater productivity.

The Be Strong Driver

The be strong driver lets us know that some of our feelings and needs are unacceptable or even despicable. This driver regards any need as a weakness to be overcome. The driver says to you that you must do it all yourself, and you must not ask for help from anyone. Feelings of sadness or hurt or loneliness – the “weak” feelings – are unacceptable. They are humiliating feelings which we must do everything to hide. These feelings often begin in childhood when feelings of softness or vulnerability were punished or ridiculed. When these children grow up, they begin to treat themselves in the same manner.

The response to this driver is to first recognize it, of course, and then to say, “It's okay to have feelings and to express them. All feelings are acceptable and they are acceptable in front of others (with the exception of violence).”

The Hurry Up Driver

The hurry up driver pushes us to do more and more, faster and faster. This becomes a trap that makes us impatient with ourselves and others. You can frequently see this when you're driving your car. Bad behavior on the part of other drivers is often caused by the hurry up driver. It can impede our productivity at work with us making tight deadlines and then either not being able to meet them or meet them at the risk of our health and our relationships. We can all agree probably that this driver is becoming more and more prevalent in our society. People are in a hurry regardless of what they're in a hurry about.

The correct response to this driver is to recognize that too much speed can cause you to make impulsive, inaccurate decisions that will only create problems in the long run. The truth is that the most effective action is the one that has been thought through.

The Please Others Driver

The please others driver demands that we are approved of above all else. People driven by this tyrant can feel anxiety and depression and intense fear of rejection even from people who are not important to them. These people have difficulty asserting their own needs. There often are unaware of their own feelings and resentment until it builds up to a point where there is an incident. As you can probably see, this can create

all kinds of problems in business like over-promising and under delivering.

The response to this driver is first to understand that a good relationship has an inherent give-and-take aspect to it. The self talk here would be, "It's okay to please myself." This is not selfishness, this is self respect. It doesn't mean that you won't please others. It means that pleasing others is a choice, and pleasing yourself is also an option.

The Try Hard Driver

The fifth driver is the try hard driver. At first, trying hard seems like a good thing, right? The problem is that this driver doesn't allow you set limits on your trying. There's a difference between trying hard and trying too hard, and, again, it has to do with setting boundaries. If there are no boundaries about how much you can help, how many things you can do, how soon you can do them, etc., then the important things become obscured by all the things you've committed yourself to do. There's simply not enough time for everything.

The solution again is in our hands – we can choose not to overextend ourselves. We don't have to work on five committees or take on five projects. The self-talk here is to just say no. It starts with recognizing our own limits and then letting others know what they are. We can allow others help us, and we can relax sometimes.

Drivers are a paradox. We think they're helping us, we think we are behaving correctly. In actuality, they cause us to accomplish little or nothing, probably much less than if we took a step back, saw them for the negative forces they are, applied some self talk, and took control of the situation.

Learning to Focus

In his very interesting book, *The Four Hour Work Week*, Timothy Ferriss has a chapter on time management in which he tells us to forget all about it. He asks us five questions:

1. If you had a heart attack and had to work two hours per day, what would you do?
2. If you have a second heart attack and had to work two hours per week, what would you do?
3. If you have a gun to your head and had to stop doing 4/5ths of different time-consuming activities, what would you remove?
4. What are the top three activities that I use to fill time to feel as though I've been productive?
5. Learn to ask, "If this is the only thing I accomplished today, will I be satisfied with my day?"

While Ferriss may not have a lot of respect for time management, he has a great deal of respect for focus. All five of his questions are attempting to get his readers to focus on the important things and minimize or throw out completely the unimportant things. Can you answer these questions for yourself?

Ferriss also talks about the 80/20 rule – you're probably aware of it – which says that 80% of the output result from 20% of the inputs. Another way to look at this is that 80% of the results come from 20% of the time, or 80% of the profits come from 20% of the products and customers. (Pareto's law)

A final thing Ferriss discusses is Parkinson's law which states that a task will swell in importance and complexity in relation to the time allotted for its completion. Ferriss contends that giving too much time to do any task, we make a mountain out of a mole hill and that a product of better quality will be produced when given less time. In all fairness, it all depends on the project. You can't demand a product in a day that in actuality needs a week to produce and expect top quality. But the point he's making is about focus. And the point we need to take away is that we need to take a fresh honest look at our business and make the main thing the main thing.

What is your 20%? How much time do you spend doing the 80% in order to avoid doing the 20%? When you can answer that honestly, you probably understand exactly what focus is. Now the steps are clear:

1. Decide what your 20% is
2. Ask yourself why you're not focusing on it.
3. Decide how you're going to make the main thing the main thing.

Most of us get caught up in trying to accomplish trivial tasks. It makes us feel good. But what you make out of your business and your life is the outcome of what you focus on. So it's critical to focus on the most meaningful things in your business and in your life.

Like so many other things in life, learning to focus comes down to making a decision that you will do it.

Developing a Plan of Action

Have you ever spent any time studying very successful people? Do they seem to you to have something in common? There seems to be something about them, but it's somewhat elusive, not easy to define. Maybe you think it's all due to lucky breaks....? But have you ever heard the expression, "I find that the harder I work, the luckier I get." Something to think about, and, of course, it's not just working hard, it's also about working smart.

The most successful people share certain secrets. Call them ideas or call them traits, people with power or success or money seem to have these things in common:

1. The power of persistence
2. The power of passion
3. The power of self-control
4. The power decision and action
5. The power of creativity

The Power of Persistence

We all know and admire people who have failed and gone on to great success. Before he invented the electric light bulb, Thomas Edison failed more than 1000 times. He never saw it as a failure; he saw it as one more step towards succeeding. Henry Ford is another example. He came from a poor background with no education, but he looked at the horse and

buggy, and saw the amazing cars we drive today. Abraham Lincoln failed in business and in running for government several times, but we all know how he ended up.

Persistence will carry you when intelligence and luck do not. Many of us give up too soon. Winston Churchill, a hero in horrible times, is well known for this phrase, "Never, never, never, never give up."

The Power of Passion

You've probably heard the expression, "if you can believe it, you can achieve it." That's telling us that a good idea alone is not enough. You have to believe in it. I'll bet you know people who are very intelligent but have never risen very high in life. And I'll bet you know other people who haven't had much going for them but have succeeded in spite of obstacles. It's very likely due to their determination to achieve their goals in spite of anything that comes against them. To the extent that you can acquire this attitude, you will succeed.

The Power of Self-Control

As we've discussed in the last three chapters, entrepreneurs have a lot of power over their jobs, but if it's used incorrectly, it can lead to failure. The power of self-control in business is really about the way you handle your thoughts and your emotions. As you to take action instead of procrastinate, to manage any drivers that keep you stuck, and to focus, you will increase your ability to succeed.

The Power of Decision and Action

Studies have shown that one of the greatest causes of failure is lack of decision. Along with that, procrastination is the most common thing that holds people back from achieving their full potential. Studies have also shown that millionaires make a habit of making decisions promptly and then only changing them when necessary.

Decision-making is not just about the ability to do it promptly; it's also about having the correct information on which to base the decision. You may need to rely on others for help or information, but base your decision on the most accurate facts possible. Once you feel you have those, take action.

The Power of Creativity

This quality, creativity, is an underrated. No doubt. Creativity does not just apply to writing a novel or painting a portrait; it applies to the life you create for yourself and the business you create for yourself in all their aspects. And so much of your success will depend on how creative your solutions are. Have you noticed? Almost every great success story in business begins with one good idea. If you can't think for yourself and imagine possibilities, you must depend only on what others before you have done. That might not be right for you. That might not be your best.

At its best, your plan of action will combine all these “success” qualities or traits to create a completely rewarding plan for yourself.

Now that we've cleared out the mental clutter and set up a positive mindset, we will begin to clear out the clutter from your business with some practical steps and some very specific checklists.

Clearing the Clutter in Your Business

Does your desk look like an annex of the city dump?

In this chapter we need to confront the clutter created by working with inefficient systems or no systems at all. You may like the idea of doing what you want to do when you want to do it and the way you want to do it, but your productivity, your sanity, and your bottom line may be suffering.

Some simple changes may radically improve all those aspects of your life.

1. Prioritize your tasks

Some people say that it is best to get your hardest task out of the way at the beginning of the workday when you're feeling fresh. That's the time when you have the most energy to complete the task, and you feel like you've accomplished something big so you will be less stressed as the day goes on. Other people like to finish a lot of small jobs first and build momentum as the day goes on. The more they cross off their to do list, the more productive and confident they feel. You should try out both ways to see which one motivates you. The one that works for you is the one you should stick with.

2. Use calendars or daily planners

You've probably seen a wide variety of calendars and planners available in any office supply store or department store. It would be a good idea to spend a little time looking at them to find out which one will work best for you.

First decide what type of system you're going to use and then find a calendar or planner that matches that system. You can use traditional paper and pen, or you could use an electronic PDA, or web-based application (Plan Plus Online by Franklin Covey is a very good application). Remember, though, calendars and planners only work if you use them; take them seriously and remember to schedule everything. Then check your planner before you make new appointments because your memory could be faulty.

It won't take long at all until using a planner becomes second nature. After a while you'll be happy you have it. It gives you fewer things to remember.

3. Limit your distractions

You are probably painfully aware of all the distractions we are constantly bombarded with. We all are aware of Facebook, Twitter, instant messaging, email, and even computer solitaire or other computer games.

This is where you have to rely on your own self-discipline to limit those things so that you can get your important tasks completed. Some people work well with music; if you're one of

them, there is no reason to turn the music off. Most people don't work well with constant distractions whether they come in the form of people, email, or a ringing phone. You need to find a system to deal with these.

One thing you could try if you really enjoy these distractions is rewarding yourself with them after you've completed important tasks. A test you could perform would be to see how much work you accomplish when you turn off all the distractions, compared to how much you accomplish when distractions are going on. The results might surprise you.

4. Set a specific time to work on less important tasks

Just because less important tasks can be distractions, it doesn't mean they don't need to be taken care of. How you handle them depends on your nature. If you have a lot of discipline, you can intersperse things like e-mail or phone calls throughout your day for brief periods of time. But if you tend to stay on the phone for long periods of time because you enjoy it and not for productive reasons, then you may need to appropriate phone calls to certain times of the day after important jobs are finished and to time yourself while you're on the phone.

If you find it almost impossible to hit the delete key when you're going through your email, then you probably don't want to start your day with that. Email can act like a bright shiny object and make you afraid that you're missing something if

you don't open every one. It's not exaggerating to say that email can eat up your entire day every day if you let it. If that's a weak area for you, only allow yourself to take care of it for certain amount of time every day. You could even set a timer and force yourself to complete your email within a certain number of minutes. This might be difficult at first, but it's something you'll probably catch onto pretty quickly.

If you work at home, another boundary you might need to set is letting your clients know when they can and can't call, such as during family time or evening meals.

5. Automate your tasks

Your time is valuable, and one of the easiest ways to gain more time is to automate routine tasks. Technology is great when it frees up our time for more important things, so there's no reason not to make the most of it. If you're a writer, you might really like dictating your articles into voice recognition software (Dragon Naturally Speaking is a great piece of software.) Another great timesaver is to automate emails that you send again and again through the use of templates. Think about tasks that you do frequently and investigate the software that might help you with them. There's a list of the software later in this e-book. It's free or inexpensive and can save you hours each day.

6. Organize your desk files and your computer files

Both of these tasks might seem daunting depending on the condition of your files, but they are well worth the investment in time. You will save countless frustrating hours once your files are properly labeled. This is probably even more true for the files in your computer than it is for the files on your desk. If it seems like a huge task to tackle, work on one part at a time or work for 15 minutes at a time each day until all your files are in order.

7. Use headphones to block out noise

This might seem trivial, but if you're working around a lot of noise your concentration can suffer. Noise canceling headphones or even earplugs can make a big difference.

8. Get a comfortable chair and some good lighting

Take a minute to ask yourself if you really comfortable with your office chair and your lighting. Again, something that might seem trivial like these two things can have a huge impact on your productivity. It makes a difference in how you think, feel, and perform. You might have been uncomfortable for so long that you don't even realize it. You owe it to yourself to be as comfortable as possible.

9. Clean up your workspace

Again, we're talking about the obvious. But the truth is it's much easier to stay focused when your workspace is clean and organized. Just looking at piles of junk can make you tense, and wading through stacks of paper to find what you need is frustrating. Set up a method to store things with similar things together and put things in their proper places each time you put them away. That way, you only have to go through the organizational process once.

10. Throw things out!

For some of us, throwing things out is almost impossible, but look at how much it costs you to hang on to those outdated, worn-out, useless things. If you can see them as getting in the way of your productivity, it will be easier to let them go. If they have any usefulness left, you could sell them on eBay or Craigslist or you could donate them.

Checklist #1 Business Inventory

The key to this inventory is to look at everything and, based on the time and money spent on each item, decide if it is a profit or loss to you. Answer these questions for each item in each category:

1. What is profitable or working well for you
2. What is not profitable or takes more time than it is worth
3. What you should keep and why
4. What you should get rid of and why

List every item you have in each category. You might want to put them on a spreadsheet.

1. Domains
2. Websites/blogs
3. Newsletters
4. Membership sites
5. Affiliate lists
6. Products
7. Forum memberships
8. FaceBook groups
9. LinkedIn groups
10. Any other item that costs you time or money
11. Any item that is parked with no activity and not making money

This inventory should achieve two goals: first, you have visibility to and control of everything you're responsible for, and second, you can clean house to make more productive use of your time.

Checklist #2 How You Spend Your Time

First, decide what your 20% items are. These are the important things you should devote 80% of your time to each day. Then, write down what you actually spend your time on. Many of us give in to distractions and jump from one thing to another without realizing it. Writing down exactly what you do forces you to confront it. That makes it easier to begin to change bad habits.

If these are not the hours you work, please change them to the hours in your schedule. Put this on a spreadsheet if that works better for you.

8 - 9 am

9 - 10 am

10 - 11 am

11 - 12 am

12 - 1 pm

1 - 2 pm

2 - 3 pm

3 - 4 pm

4 - 5 pm

5 - 6 pm

6 - 7 pm

NOTES:

Checklist #3 To Do List

This list will help you to operate on the 80%/20% Law. Maximize the 20% items and work on ways to minimize the 80% items. Fill out and print a To Do List for each day. At the end of the day, compare this list with Checklist #2 to see what you actually did during the day. Then, think of ways to manage the distractions that came up since they will inevitably occur in the future.

(Day/Date)

8 - 9 am

9 - 10 am

10 - 11 am

11 - 12 am

12 - 1 pm

1 - 2 pm

2 - 3 pm

3 - 4 pm

4 - 5 pm

5 - 6 pm

6 - 7 pm

NOTES:

Checklist #4 Action Plan

This checklist should cover your goals for the week, for the month, and for the year. It should be all about the 20%, the important items that will create the success you are looking for in your business.

Remember, these are goals, not to do items. Record them by week, month, and year and revise them, at least the weekly goals, at the end of each week.

Goals for the week:

Goals for the month:

Goals for the year:

NOTES:

Top 20 Time-Saving Tips

1. Listen actively in every discussion.
2. Train yourself to go down your to do list without skipping the difficult items.
3. Persist when you sense that you have a winner.
4. Concentrate on one thing at a time.
5. Stop nonproductive activities as soon as possible.
6. Start with the most profitable parts of the project and cut down on the rest if possible.
7. Always work from the 80%/20% rule.
8. Have confidence in your judgment about priorities and stick to them in difficult times.
9. Concentrate on the most important things first.
10. Scan the media looking for ideas you can build on.
11. Work smarter not harder.
12. Give yourself rewards when you've done important or difficult things.

13. Keep long-term goals in mind.
14. Put up signs reminding you of your goals.
15. Revise your lifetime goals once a month.
16. Be on the lookout for new techniques to help you save time.
17. Don't feel guilty about what you haven't done.
18. Don't regret your failures.
19. Build on your successes.
20. Cultivate the attitude of optimism.

Productivity Tools You Will Love

ActionPopup – This tool works well with WordPress sites to create popups for list building. (\$47)

<http://www.actionpopup.com>

DupeFreePro – This software helps you quickly rewrite PLR articles, blog posts, reports, and so on to make them unique. It's also a great tool to give to your VA. (\$9.95/mo.)

<http://www.dupefreepro.com>

RoboForm Password Protection – This software keeps track of logins and passwords for websites, WordPress, affiliate programs, shopping carts, etc. It's easier than remembering all of them, and safer since you might be inclined to use more passwords with it. (Free trial, \$9.95 1st year)

<http://www.roboform.com>

Instant Teleseminar – This service hosts teleseminars. It records your calls and creates an Mp3 file. It also hosts Q & A sessions via questions on a web page that show up in the admin area. (It offers a 21-day trial for a \$1.)

<http://www.instantteleseminar.com>

Basecamp Project Management – This software manages projects and staff. It keeps things organized and on track. It can send messages, upload and share files, create to-do lists, and manage your calendar. It makes communications easy to reference. (Free Plan Available)

<http://www.basecampHQ.com>

Evernote – This software is a powerful note taking program that communicates between multiple devices (such as your computer, ipad and iphone). It keeps all of your notes together, organized, and easy to find. (Free starter plan)

<http://www.evernote.com>

Google Reader – This is an RSS reader. This gives you an organized list view of every new article from every site you want to follow. You can read a summary and decide if it is worth your time. This is a great way to skim through a lot of content fast. (FREE)

<http://www.google.com/reader>

FlipBoard – This is an elegant version of an RSS reader for the iPad & iPhone. It articles and puts them in a magazine layout.

Imagine a magazine custom made based on all your favorite sites new articles. (FREE)

<http://www.FlipBoard.com>

Instapaper – how often have you seen something online that you want to remember to read later, just to forget what it was by the time you get back to it? Instapaper lets you “Save to read later”. It gives you a way to hang on to all the business articles you come across throughout the day. (Free starter plan)

<http://www.instapaper.com/>

Conclusion

Still on the fence about time management? Okay, goal setting, to-do lists, limiting activities, prioritizing, and outsourcing, to name just a few items on the list -- it all seems like a lot MORE to do, not a time-management plan. So let's review why you should practice time management anyway.

1. **It's Easy To Do** -- Once your system is in place, it frees up much of your time. The techniques are easy to learn and inexpensive. In fact, lots of them are free.
2. **Your Personal Life Will Benefit** -- One of the casualties of poor time management is personal or family time. Getting more done in less time gives you more time and money for the family.
3. **More Productivity** -- Properly managed time means less time wasted. More time spent on important items means more productivity and success.
4. **Better Self-Esteem** -- Remember the old joke, "Why are you beating your head against that wall?" Answer: "Because it feels so good when I stop." Enough said.
5. **More Options, A Better Life** -- The better you manage your work life, the closer you get to the life you dream of.