

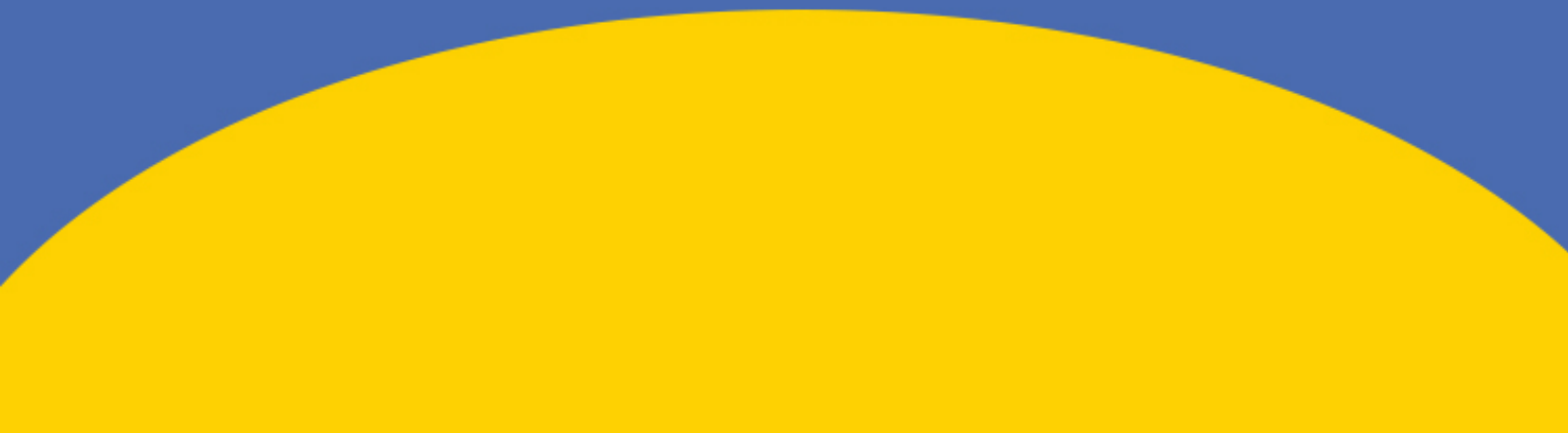
WORK SMARTER NOT HARDER

SIMPLIFY YOUR WORKFLOW & WATCH YOUR PROFITS SOAR



Dr Sylvan Lightbourne

**CRUSH YOUR TO-DO
LIST IN HALF THE
TIME**



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INTRODUCTION

Virtually everyone wants to be more productive and boost their productivity. There are many reasons for this. They may want to become more successful in the eyes of their peers and superiors. They may want to become more profitable by getting more done in less time. They may want to have more free time to enjoy the finer aspects of life by getting more done in less time. They may just want to become a better person by being able to achieve more in less time. There are many valid reasons why people want to become more productive and get more done in less time.

Additionally, more businesses and companies value workers who can deliver high-quality work in a shorter amount of time. In this day and age of Internet access virtually everywhere we can go via our mobile devices, companies have to continue pumping out high-quality content and staying in touch with potential prospects and customers. Any delay in producing quality information and products gives the advantage to competitors, who can take those prospects and customers away from the company, damaging the profitability and reputation of that company and potentially putting them out of business.

It's not just businesses and companies that value high productivity. Entrepreneurs with their own businesses want to deliver as much high-quality content, products, and or services to their own prospects and or customers. Failure to do so can damage their profitability and reputation, and with the high level of competition online today, failure to continue producing quality information, products, and or services can lead to a business failing entirely.

QUIET YOUR MIND & REVEAL A THOUGHT

In order to become more productive, we need to accomplish more tasks and work in less time. We need to be more proficient in our work to accomplish more. In many cases, people fail to be productive because they lose focus and let their minds wander, leading to them losing their train of thought and having to refocus on the task at hand, wasting valuable time and potentially leading to mistakes in their work, which can cause an even greater loss of productivity.

Therefore, it is key to focus your mind on the task at hand and block out all other distractions and thoughts that are unrelated to the task at hand. You need to have total focus on the task at hand so that you can complete the work at a high level in the shortest amount of time possible. Any other thoughts unrelated to the task at hand, including thoughts about future tasks or thoughts about issues outside of work, need to be put aside and dealt with later.

Failure to put aside thoughts unrelated to the task at hand will only slow you down and lead to a higher probability of mistakes. In other words, you will be less productive and take longer to complete the task at hand. You may be wondering, How exactly do I quiet my mind and focus

First, you need to get a good night's sleep every night. Failure to get that amount of sleep will lead to people being more irritable, less focused, and more likely to have their minds wander off and think about other things. If you're fighting your own fatigue while trying to handle a critical task, chances are high it will take you longer to complete it at a high level and more likely you will make critical mistakes while doing it, taking even longer to correct them and get the product/service out to market.



**THINK
TIME MANEGMENT**

Second, you need to not let other issues or problems bother you. If you are having issues at work or at home, you need to address them directly at a time other than when you are working on the project. If you are having an issue with your boss or another employee, you need to set up a time to take it up with him/her directly away from the project.

The main point is that you must clear your mind and focus on the task at hand, and **ONLY** the task at hand to ensure you complete the work required at the highest level and in the shortest amount of time possible. If you cannot do this, your productivity will be lower, and your work will have a higher chance of having mistakes in it. In the next chapter, you will learn the basic ingredients of productivity and how they can help you to become more productive.

BASIC INGREDIENTS TO PRODUCTIVITY



Letting your mind wander and having your focus diverted to other matters, tasks, and or issues will lead to lower productivity and a greater chance of errors impacting your work. In this chapter, you will learn the basic ingredients of productivity and how they can aid you in increasing your productivity.

The three basic ingredients of productivity are time, energy, and attention.

For instance, if you do not manage your time wisely, it won't matter how much energy and focus you have to do your work; you won't get as much done because your time management is poor. If you cannot focus on the task at hand, it won't matter how much time or energy you have because you won't be able to accomplish tasks in a timely manner, leading to lower productivity.

This is why all three ingredients of productivity are vital to completing the most work at the highest level in the least amount of time possible. If you do not have good time management skills, you are procrastinating and not getting as much done as you should. If you cannot focus on the task at hand, you're distracted and less productive, plus you're likelier to make mistakes in your work, leading to even less production.

This is why you need to remain focused on the task at hand- so you complete the tasks in the least amount of time possible so you can manage your time better and get the most done in the least amount of time possible. This is why it's vital you clear your mind and only focus on the task at hand to improve your attention span.

BEGIN YOUR PRODUCTIVE FOUNDATION

In order to form a productive foundation for yourself, you need to eliminate all distractions from your work area and clear your mind of any doubts and or worries you may have. You need to be totally focused and invested in the working process in order to produce the maximum number of products or content and or render the most services within a specific time span.

Additionally, you should have a clear plan of what needs to be done in terms of tasks and projects and how to go about best doing them. You cannot afford to waste time with small details that you should be familiar with, such as formatting ebooks and paragraphs, or knowing what sites to look up information on- you should have that already planned out and ready to go as soon as you begin work.

This is where time management and preparation are key; if you prepare ahead of time on what you need to do and what resources to access, you can deliver high-quality work much more quickly than trying to determine what sites you need to go to, how to format ebooks and paragraphs, etc.

The same holds true if you manage a business and have employees and/or outsourcers. You need to have an agenda of tasks and projects to complete and a time table on which you can expect them to complete them. You need to lay down the ground rules on what needs to be done and how quickly they should be done. Any questions or concerns, they should know exactly who to contact.

Therefore, to set up a productive foundation, you need to have a work area that is free of distractions. You also need to have a clear plan of what needs to be accomplished and how soon you expect it to be done.

IMPLEMENT SIMPLE TIME MANAGEMENT TECHNIQUES



As mentioned earlier, good time management is key to being as productive as possible; time is one of the three elements of productivity. If you don't manage your time well, time will be wasted, as you will not be able to produce as much as you could if you managed your time better.

Therefore, you need to manage your time as efficiently as possible in order to be as productive as possible. To do that, you need to monitor your time very carefully and ensure you are working efficiently during the times you are working to ensure you are utilizing your time to the best of your ability.

The same goes when you manage employees or outsourcers as well to ensure they are utilizing their time as well as possible to ensure you are getting maximum return on investment ROI of their salaries or payments.

Review the times you recorded in terms of the times you worked, how long your breaks were, and the overall time it took you to complete the project. Consider how long you thought the project would take.

Determine why you took more time than expected to complete the project, then make changes based on the reason(s) of why the project took longer than expected. If your mind wandered and you lost focus, consider getting more rest each night.

If social media and/or email accounts are distracting you, log off of them while you are working. Determine what the cause was for why you were less productive than expected, then make appropriate changes as needed to improve your productivity.

The main point of this chapter is that you need to keep track of the amount of time you take to complete the tasks and projects you are expected to complete to attain your goals and the success you want. You need to monitor how much time you are working, any and all breaks you take, any distractions that occur, and the total amount of time it takes to complete a project.

Compare the total amount of time it took to the amount of time you thought it would take; if you completed it in that amount of time or less, reward yourself for your productivity and challenge yourself to do even more in less time at your next work period.

REMOVING THE UNIMPORTANT TASKS

As was discussed earlier, it's vital that you prepare for work ahead of time. This means not taking time out to mess with formatting, indentations, spacing, etc. when creating content, ebooks, etc. You also should know what websites you should be consulting for research, etc. ahead of time. These are tasks that can slow you down if you let them; you need to do these ahead of time and/or very quickly so that you can get to the main task of creating the content/product and/or rendering the service in the most efficient amount of time possible.

You also need to consider what tasks are actually important to your business and which are not. The tasks that are actually important need to be done, of course, while the tasks that aren't need to be dealt with at times outside of work periods. This includes handling emails and social media accounts- these can easily interfere with work and productivity if you let it. You need to set aside time during your breaks, lunch, or after work to deal with those; it is not important to completing your immediate tasks and will only slow you down.

Additionally, if you are running a business, especially an online one, you need to consider what skills and tasks you are best at and enjoy, and only do those tasks. Other tasks should be sent to outsourcers who are capable in those areas. This will free up your time to work only on those tasks you specialize in and enjoy; spending your time on other tasks will only slow you down, frustrate you, and make you less productive.



You should only focus on the important tasks that you need to do for your business to be the most productive. For instance, if you are creating a product for a launch and need to create sales copy and or marketing materials to promote it, you need to decide where your best skills lie.

Is it in creating the content, the ebook cover, the sales letter, and or the marketing materials Choose one task to complete, outsource the rest. This is how your business will produce the most content or products and or render the most services in the least amount of time possible – in other words, how your business will be the most productive.

THANK YOU

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