

2023

# 9 Tips to Immediately Create More Time for Your Startup



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1/2/2023

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## *TABLE OF CONTENTS*

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	Page
<a href="#">Introduction</a> .....	2
<a href="#">The Challenge</a> .....	3
1. <a href="#">START BY ORGANIZING YOUR MIND</a> .....	4
Tip#1 – Find Your Rhythm.....	4
Tip#2 – Do A Brain Dump and Plan .....	5
Tip #3 – Change Your To Do List.....	6
2. <a href="#">MANAGING THE DETOURS OF DISRUPTION AND DISTRACTION</a> .....	7
Tip#4 – Just Say No .....	8
Tip#5 – Have a Blackout/ Closed Door Policy.....	9
Tip#6 – Schedule Your Interruptions .....	9
Tip#7 – Avoid Shiny Object Syndrome.....	10
Tip#8 – Planning for Distractions.....	11
3. <a href="#">CONTROL YOUR SCHEDULE WITH TIME BLOCKING</a> .....	12
Tip#9 – Use 30 Minute Time Blocks.....	12 - 13
Your Personal and Family Time .....	14
Your Regular Business Duties.....	14
Your Flex Time.....	14
4. <a href="#">CONCLUSION AND TAKEAWAYS</a> .....	15
5. <a href="#">RESOURCES TO HELP YOUR BUSINESS GROW</a> .....	16 - 17

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## *INTRODUCTION*

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Are you drowning in a sea of endless tasks? Do you feel like a perpetual motion machine, yet still don't seem to get anywhere with your start-up? Does Sunday night find you exhausted just thinking about the work week ahead? Take heart, you're not alone.

According to the following study - [How are Canadians Really Doing? The 2016 CIW Report. Waterloo, ON: Canadian Index of Wellbeing and University of Waterloo\\*](#) - about 1 in 5 Canadians experience a high level of “time crunch”. So, there's a good chance you or someone you know are always playing catch-up with life. Why?

Because of our social, work, and economic environments and our 24/7 society. We spend more time commuting, juggling work, and trying to keep up with life. We sacrifice time for sleeping or with family and friends. Yet we're still time poor. Frustrating, isn't it?

By reading this report you'll be arming yourself with tools and techniques to take back control of your time. Rather than being busy you'll be productive. You'll set your priorities and focus on them laser-like. The result – more time to grow your start up while still having a personal life. So grab a coffee, tea or your favorite snack and take about 15 minutes to see how you can gain hours for your family, friends, and business.

\* Canadians continue to feel the time crunch – p.51

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## *THE CHALLENGE*

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Meetings, playing telephone tag, wading through hundreds of e-mails. Working on your house, car, or your small business. Keeping up with the latest info in your field so you don't fall behind the pack. Pick up the kids. Do the lawn. Update Facebook, LinkedIn, and our tech toys. And oh yes, fit in family and down time.

Sound familiar? Welcome to the hamster wheel of life in the 21st century. Imagine what it would feel like to slow down while doing everything you want? Sounds good, but how do you do that?

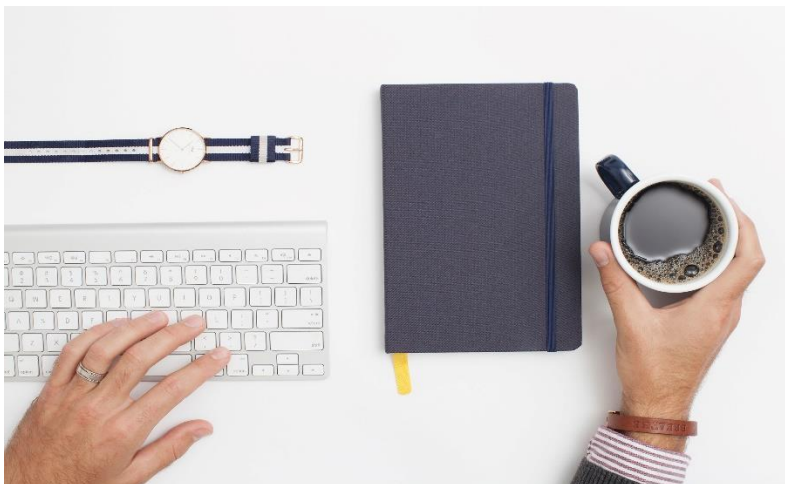
By laser like focus, planning and using effective tools and techniques. Doing so helps you direct your energy to priorities. Which in turn makes the most effective use of your time. You'll free up time previously wasted on what seemed like essentials, but weren't. You'll get more time. More time for your pursuit. More time for your family and yourself.

After you have read this short report you will feel better able to navigate the work/life-time maze. Is it always going to be perfect? Of course not. Life and business don't always comply. But these tools, tips and techniques will help you stay the course. And make it smoother for you to get back on track when you're off course.

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## *START BY ORGANIZING YOUR MIND*

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Use these 3 techniques to get your mind and body in sync to increase productivity:

### **Tip#1 - Find Your Rhythm**

Before doing anything, choose a time of day which works for you. Are you a morning person or a night owl?

The reason for this is something called your “[ultradian rhythm](#).” This natural body rhythm occurs in less than 24-hour intervals. During this 1 to 2-hour interval you feel at your peak energy. It’s a different time of day for everyone.

Take note of when you feel like this during the day. And use this time for your important but not urgent tasks. This combination will give you the best results in your business in the least amount of time.

## **Tip#2 - Do A Brain Dump and Plan**

Does this sound familiar? You have so many things on your mind you feel like your brain is running around like a scalded cat. Your thoughts scattering in a frenzied hurry and yet no sense of control over them. Here's a terrific way to get control:

Open a word processor or take pen to paper, whatever you prefer. Start writing out everything on your mind. Don't censor yourself. Write it all out, no matter how trivial. Even things like putting out the recycling or garbage.

Above all don't rush. Take your time, within reason of course. You want to let these swirling thoughts drain from your mind. Removing all those little mental itches sapping your brains' resources, so you can focus. Writing down these thoughts is the first step in planning your week.

When's the best time to do this? Sunday, since it's on the eve of the workweek. You avoid wasting time the next morning figuring out what you must do for the day. It sets the rudder for the following day and week. Each evening afterwards review your list. Are the 'A' and 'B' items outstanding? Fit them into the rest of your week.

### Tip#3 – Change Your To-Do List

Did you know it's [been estimated at least 30% of people](#) spend more time in managing their to do list than doing the stuff on it! Having a to-do list with 50 items is overwhelming. Either you procrastinate or do the quick, easy tasks. Not the most effective use of your time.

So, change the way you look at your to do list. Start by using Sunday to get your thoughts and tasks organized for the week. Group your brain dump list into business and personal – then...

- Assign an A, B, or C to the items on your list according to importance.
- Divide them up over the 7 days.
- Put 3 or at most 4 for each day on a 3x3 sticky.
- Make sure one or two 'A' items are on each list

Doing this will help you drill down to what's important and what should be delegated. Tackle the 'A' priority first thing in the morning. Mornings don't work for you? Use your body's ultradian rhythm instead to work this task. (Remember [Tip#1](#))

Repeat the process the next evening (Monday) for the following day. The result: you benefit by accomplishment, best use of your time and a good feeling. A word of caution: Sometimes you **MAY** need to do that 'C' item first. Here's why...

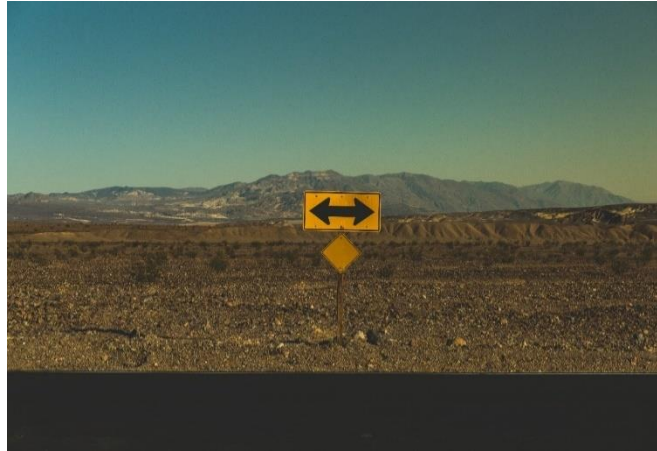
Let's say you've been putting off removing a bad stain from your carpet. It keeps coming to mind because it bugs you. Such mental itches will sap your energy and focus. If it's something that's always bothering you, make it an 'A.'

Because if you don't, it will impact your ability to get the more important chores done. Such intrusions are like mental static – interfering with your clarity of thought and focus. Read on for the next tips to see how you can prevent sabotaging your important tasks.

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## *MANAGING THE DETOURS OF DISRUPTION AND DISTRACTION*

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Read on to discover 5 useful tips to bypass time wasters from your day.

Disruptions and distractions are the dead ends and detours on our road to success. No matter how well you plan your route you're bound to run into roadblocks. The way you handle these detours will determine how fast you get to your destination. In this case creating a realistic business/life success balance.

Nothing can hurt your time and focus like interruptions. In a recent study on Microsoft workers it took them 15 minutes to get back on task after an interruption. If you have only 4 interruptions in a day there's 1 time wasting hour alone. Not to mention the time managing a disruption. Here are some tactful ways to say no:



**Tip#4 - Just say no.**

A powerful little two-letter word which gives you back control of your time. It's not easy refusing requests for help. Especially if it's within your expertise. It may be from family, friends, or fellow workers/ entrepreneurs. Saying no accomplishes two things.

- First - it demonstrates to others your time is valuable and limited.
- Second - your business is an important priority to you.

You're wondering. How do I say no without sounding like a jerk? Read on to find out how to make them feel good while saying no.

For example:

If someone insists on talking with you when you're busy say this:

***"I'm working right now and don't have the time to chat. I must get back to work, but would be happy to speak with you later."***

Set a time convenient for both of you to discuss the matter. Your goal is to maintain a balance between your time and relationships.

If someone wants volunteer help or a favor you can say something like this:

***"Thanks for thinking of me, that's a wonderful cause but I'm just too stretched to accept it."***

Or

***"I wish I could, but it is just not possible right now. Thank you for thinking of me."***

### **Tip#5 - Have a Blackout/ Closed-door Policy.**

Obvious solutions are turning off the TV, radio, and cell phone while you work. Also, make it clear to everyone you're not available during a certain time (Check out [Tip#4](#) for time blocking).

This means no return phone calls, email responses or IM's (Instant Messenger). You can also close your home office door and hang out a do not disturb sign.

You already know this but the biggest source of distraction to you is "YOU." Every time an email or text chimes there's an irresistible urge to open them. Or the irresistible urge to check Facebook, Pinterest, or Instagram.

What's more - you don't have to go cold turkey on your social media. Channel them in the right way instead. Read the next tip to see how.

### **Tip#6 - Schedule Your Interruptions -**

You read that right. Set a time for interruptions. But not on your peak energy times. You must reserve peak energy for working on your start-up. Working from a home office there's always the inevitable family interactions. Set time aside and inform your family of this time block. Sticking to it will allow for a smoother home/ business life. For example:

Take two of your 30-minute blocks during the day. Divide each one into 15-minute segments. Use those 4 times a day if you're working out of a home office to deal with family issues which will, no doubt, come up. Or just indulge yourself with this down time.

Remember - keeping your personal relationships agreeable and a business running well is a balancing act. You may drop the occasional ball. Learn from it and keep going forward.

## Tip#7 - Avoid Shiny Object Syndrome.

Your mind can wander like smoke when working alone. For example - have you ever found yourself looking for a specific video on YouTube? About a half hour later you realize you're now on a clip about singing cats! And then the inevitable question: "How did I end up here?"

Welcome to shiny object syndrome or squirrel syndrome. Going off on tangents instead of remaining focused on the big picture. There's a couple of reasons for shiny object syndrome. Fear and curiosity. Fear of missing out on something or fear you don't have all the facts. Another reason is curiosity. Our minds love novelty, mystery, and challenge.

You want to be as prepared and competent as possible. But this can lead to endless preparation and information seeking. There's always a new app, technique, book, blog, or report somewhere that you "know" you must have. Then you'll be ready to launch, connect or advertise.

How do you overcome this?

- By limiting your commitments. Be crystal clear on what you want to achieve in your business. What is it that you NEED to do NOW to focus on your start-up or task at hand.
- Unsubscribe to any emails and publications that you don't recognize. It's easy in the moment to subscribe to something feeling it will be useful for your start-up. But after a month or two, you can't even remember why you subscribed.
- Block off time to go through your emails and offers. This allows you to sift through junk and what's worth putting on the back burner for now.
- When coming across an email, article or resource ask yourself – "Is this going to help me grow and move forward in my business?" If yes, then save it to a free online storage service such as [Pocket](#) or [Evernote](#) for later reading.
- Just do it. Repeat to yourself over and over - back to work, back to work, back to work. Put a sticky on your computer with "Just do it" or "Back to work" as a reminder.

If you have issues or concerns - keep scaling them down. How do you do this? By asking "Will this make an impact right now on my business?" or "Will this help me in reaching my goal?" Taking a minimalist approach will turbocharge your business growth. Remember less is more.

## **Tip#8 - Planning for Distractions.**

So, how do you plan for distractions? These, by nature, appear out of the blue. You plan for them by managing your reaction in dealing with distractions as they appear.

Here's a couple of examples: emergencies and unscheduled meetings or appointments.

Only you can determine what a real emergency is in your case. Life happens. If an emergency occurs – manage it Don't stress about the interruption. Can you use some of your [flex time](#) to make up for the emergency? Continue with your next A or B priority right after if time permits. If not, can you delegate some work? Now, back to distractions.

Here's a couple of scripts that allow for either a quick resolution or fitting an unscheduled meeting request into your timetable. Use the following script if you have a few minutes to talk:

*“I know I can help you with your situation, but I have a (meeting or appointment) in ten minutes I must keep. Let's try to get this resolved in the next ten minutes. If we can't, how about setting up a time later today to tackle it.”*

This lets the interrupter know you're in a time crunch but willing to offer a quick resolution. If you're unable to - then you can schedule an appointment when it works for both. You avoid giving the impressions you're cutting the call short or don't want to meet. Win-win for both of you.

However, if now is an inconvenient time then reschedule. Let the person know you're tied up right now. Respond with the following but don't pause after you let them know you're unable to talk. The script below allows some control for the caller as well.

*“I'm not able to give your situation the full attention it deserves right now. Can we schedule a phone meeting for later today or first thing tomorrow morning?”*

## CONTROL YOUR SCHEDULE WITH TIME-BLOCKING

Your 'A' list priorities must come before everything else. Business coach Brian Tracy likens doing your most important task first to eating a frog. If you do that, everything else the rest of your day will seem easy. This next tip will give you a strategy to master the important stuff.

### **Tip#9 – Use 30 Minute Time Blocks**

Divide your day into 30-minute blocks. Yes, it sounds like a chore, but once you have a template made your improvement in productivity will be drastic. Be realistic and flexible.

	A	B	C	D	E	F	G	H	I	J	K	L	M
5		TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY						
6		7:00 AM	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast						
7		7:30 AM	Reading/meditation	My small business research	Make contact list for my business	Research CRM services	Create Social media profile						
8		8:00 AM	Leave for work	Leave for work	Leave for work	Leave for work	Leave for work						
9		8:30 AM	Arrive/ check messages/ task list										
10		9:00 AM	Work				email campaign						
11		9:30 AM	Work			Work	email campaign						
12		10:00 AM	Work			Work	email campaign						
13		10:30 AM	Work			Work	email campaign						
14		11:00 AM	Staff meeting								Set up client list		
15		11:30 AM	Project review										
16		12:00 PM	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch			
17		12:30 PM	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch			
18		1:00 PM	Revise reports	Work									
19		1:30 PM	Conference call	Work									
20		2:00 PM	Meeting with client manager	Work									
21		2:30 PM	Work	Work	Work	Work	Work	Work	Work	Work			
22		3:00 PM	Prepare training for staff										
23		3:30 PM	Prepare training for staff								Handle interrupts		
24		4:00 PM	Create training list for distribution								Handle interrupts		
25		4:30 PM	Planning session for Tuesday								Prep for next week		
26		5:00 PM	Leave work								Leave work		

1 - Time Blocking Schedule done in Excel

Time blocking gives you control of your personal life while doing your work. For example, let's say you've booked off six 30-minute chunks (3 hours) for a Saturday afternoon with family. Now a client calls and would like to meet with you Saturday afternoon during the time you're with family. Simply say you're booked. Offer them an alternate time suitable to you both. No need for you to explain further. Most people will understand.



*2 - Plan your schedule 7 days in advance but be flexible*

Plan all 7 days. Remember you want as reasonable a work/life balance as possible. Don't feel guilty if on occasion one or the other overshadow each other. There's no such thing as a perfect home/work balance. Being mindful of it helps to avoid losing control and going too deep in either direction.

Create a set time where you are unavailable. Block out 30 minutes to an hour if possible. If not, try a 15-minute block of uninterrupted time. Use this time to start on a project. Or make a list of contacts or research on improving your business practice.

Given these points check out 3 essential areas to include in time blocking on the next page.

## **Your Personal and Family Time**

Personal and family time must go first. Your business is a means to an end. Don't feel that this is a rigid way to plan your time, one which take the fun out of life.

In fact, it's the opposite. You'll focus more on the important things leading to more satisfaction.

You can include activities such as:

- Family night, date night or poker night
- Saturday afternoon at the movies.
- Exercising and chill time.
- Volunteering, chill time, golf, reading, or meditation.

## **Your Regular Business Duties**

Start with your regular work duties. Such as:

- Equipment maintenance,
- Call-backs to clients, checking email, or meetings
- Banking, purchasing, or accounting.
- Travel and work time. For example, if you offer a service such as cleaning.
- Organizing and ordering stock if you're in sales.

## **Your Flex Time**

According to the book "Successful Time Management for Dummies" allowing for flex time in your schedule helps keep you on track. They recommend 30 minutes every two hours after you've completed your most important work.

Flex time will give you some wiggle room in your day. Allowing you to manage interruptions and unforeseen circumstances which always seem to pop up. You can also use flex time to check your start up progress. For reflecting on how far you've come with your business and the direction you're headed.

One word of warning – don't schedule your flex time before an important activity. It may lead to distraction and a decrease in your efficiency. Schedule it for afterwards.

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## *CONCLUSION AND TAKEAWAYS*

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**Time is the school in which we learn,  
Time is the fire in which we burn. – “Delmore Schwartz”**

In closing - a word to the wise. There's a lot of talk about work/life balance. It's a social sacred cow. No one wants to admit to being a workaholic and neglecting family. On the other hand, nobody wants the dubious reputation of being a slacker or under-achiever.

Now here's the challenge:

There's no such thing as a perfect work/ life balance. When you say yes to one you say no to the other. The tips and techniques in this report will help you avoid straying too far off course in either direction. Being flexible in your day is key.

What should be your takeaways here? If nothing else remember these 4 key points.

**Plan your week using  
30-minute time  
blocks.**

**Focus your energy  
and resources by  
learning to say no.**

**Set time aside to  
handle interruptions  
and distractions.**

**Know when you feel  
at your best and do  
you most important  
work then.**

Check out some great tools and reading available to you on the [resource](#) pages.

You've come to the end of this report. Hopefully with new insights and determination to make every minute count. It's not so much a matter of time management as it is self-management. Setting your priorities, being mindful of your time and being consistent day in and day out. May you make the best use of every moment you gain.

Thanks for taking the time out of your day to read this report



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## *RESOURCES TO HELP YOUR BUSINESS GROW*

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### TEN MUST READ BOOKS TO GROW YOUR MIND AND MOTIVATION

1. [Eventual Millionaire](#) by Jamie Tardy on how to grow a business and still have a life
2. [Think and Grow Rich](#) by Napoleon Hill on changing your mindset to see unlimited opportunities
3. [Eat that Frog](#) by Brian Tracy on discipline and overcoming procrastination
4. [Gorilla Mindset](#) by Mike Cernovich on mental toughness, shifting your habits and living life on your terms
5. [Choose Yourself](#) by James Altucher on choosing your life and re-inventing yourself
6. [The Power of No](#) by James Altucher on setting priorities.
7. [How to Talk to Anyone](#) – 92 Little Tricks for Big Success in Relationships by Leil Lowndes on making a great first impression with everyone.
8. [One Small Step Can Change Your Life – the Kaizen Way](#) on making positive, meaningful changes in life and business without being overwhelmed.
9. [7 Habits of Highly Effective People](#) by Steven Covey on being a complete success in life
10. [Motivation Manifesto](#) by Brendon Burchard on reclaiming your life, purpose, and power

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## *RESOURCES*

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### TEN FREE PRODUCTIVITY APPS TO GROW YOUR BUSINESS

#### **For Your Work**

[MyLifeOrganized](#) – A Free app for iOS, Android or Windows organizes your work into projects and breaks down larger tasks into bite sized action.

[TasksTilDawn](#) – A Free easy to use app with lots of options. It automates repetitive tasks in Windows like opening folders etc. so they run on a regular schedule. Saving you time.

[Lift](#) – The Free app allows you to choose your goals and select what coaching you want: advice, motivation or prompting from the community. A great accountability tool to keep your focus.

[Mail Chimp](#) – an easy, yet powerful marketing tool to build your client list. A free service up to your first 2000 subscribers and 12,000 emails per month.

[Unclouded](#) – an Android app that helps you manage multiple cloud storage accounts.

#### **For Yourself**

[Rainy Mood](#) – Working in silence can be dull and distracting. This Free iOS and Android app provides calming, focus enhancing sounds of raindrops and thunder. A good music alternative.

[Cold Turkey](#) – This Free app is described as a nicotine patch for social media addicts. It's a tough love approach to blocking access to distracting sites.

[Lumosity](#) – This website is like a gym for your brain. Only here the exercises help build brain muscle in the form of remembering names, learning new subjects, or keeping your focus.

[Rescue Time](#) – a fantastic app to help you understand your habits so you can focus and be more productive.

[The1thing.com](#) – a website loaded with practical advice and resources to focus on life and business. Offers a FREE 66-day calendar to help you build new habits.

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