



# **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 These 4 Chapters

**Share them with anyone you know who is challenged by time.**  
Feel free to send this document as an attachment to anyone you like.

All I ask is that you do not alter the content or charge for it.

**90 Minute Time Manager, Audio Workshop-in-a-Box is Here!**

**Visit <http://www.2managetime.com> for all the details.**

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# 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.

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# 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\*](#)<sup>1</sup>, 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.

<sup>1</sup> From Jay Conrad Levinson, [\*The Way of the Guerrilla: Achieving Success and Balance as an Entrepreneur in the 21<sup>st</sup> 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 <sup>1</sup>, 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.

<sup>1</sup> 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\*](#)<sup>2</sup>, 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 now. Let's take our first **ACTION** Step together.**

<sup>2</sup>From 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?***

## 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.2managetime.com>.

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.