

How to Raise Productivity

by Andrew Pearson



unique business strategies
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PRODUCTIVE TIME IS TIME DIRECTLY RELATED TO REVENUE AND PROFIT ACHIEVEMENT

So what percentage of your time are you productive?

HAVE YOU ever really thought about how you spend your time? If not why not try the TIMEPIECE TEST? Get your alarm clock and set it for 60 minutes and then just work on building profit during those 60 minutes – nothing else.... This will show YOU just what productive time is all about all right!!

Productive time is time spent creating products, marketing products, improving your marketing process, managing money making projects, setting up joint ventures, and creating scale in your business.

How many Productive Hours a Day DO YOU WORK?

What percentage of the time are you productive? Studies show that people are productive for up to **38 minutes** a day - time that is directly related to generating income!

Non-Productive Time	Productive Time	Super Productive Time
<ul style="list-style-type: none"> • Talking to friends • Surfing the internet • Reading mail • Answering your phone • Studying/learning 	<ul style="list-style-type: none"> • Creating products • Marketing products • Managing big projects • Creating scale 	<ul style="list-style-type: none"> • Creating systems that: <ul style="list-style-type: none"> – create products – market products – build scale

But there is something even more profitable and strategic than productive time we call 'super-productive' time, which you create when you build systems around any of your most important business development activities.

In other words super-productive time is characterised by systems that create and market products – nothing else!!

If this sounds simplistic please ask for a copy of "Powerful Marketing Strategies That No One Talks About." You will see just how crucial it is to find super-productive time to design and implement great sales and marketing strategies to win customers at the front end and ensure a full pipeline of products and services at the backend to bring in real revenue.

Boosting productivity

If you are serious about boosting your productivity you'll find there are two ways of doing it:

The first is to build scale into your business. Efforts to increase scale lead to economies in internal factors and synergies between some activities and working practices. This in turn provides you, the business owner or manager, with the ability to achieve MORE with less – or to use the jargon; *with the maximum amount of leverage possible* – from key business activities.

The second is to concentrate on those activities you should personally be spending your time on and which activities you should

be outsourcing. The trick is to consistently focus on those activities that will raise your hourly rate. Then start delegating and outsourcing what needs to be done (that you can't do very well) and which costs you less than the hourly rate you need to generate.

The importance of your hourly rate

If you don't know what your time is worth and what it needs to be worth, then you can not make effective decisions on what activities you should be spending your time on and what activities you should have others do for you.

So you need to know your hourly rate. But that's for another time. And anyway you can find out how you can pin this down in our E-Book *"Ultimate Recommendations for Real Business Success"*.

The fundamental point here is to consistently focus on those activities that will build your business and raise your hourly rate. The importance of understanding your productivity or knowing your hourly rate is that it exposes you to thinking about - and making - the kind of business you've always tried to design and achieve.

But most of us don't have a grasp of this and delude ourselves into thinking that if we worked a little harder or introduced a new product we'll achieve our goals – if we have any.

Moreover most people never get close to making their hourly rate because they mistakenly believe that what's preventing them from achieving higher revenue targets is missing knowledge.

And while there might be an element of truth in this, it's really only relevant if you have very limited marketing and business development know-how. If you don't fall into that category then knowledge is not your primary problem.

Read more about strategies to grow your business [click here](#)

Best wishes,



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