# "The Robert Plank Show"

## Episode #008

## How to Get Into the Entrepreneur Mindset and Become Productive Anytime You Want

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I'm excited to talk to you today. I'm excited for you because we're going to get into what's called, "The Entrepreneur Mindset" and become productive anytime you want.

I do not know about you, but when I always hear about these things like self-help, personal development, or life hacking, I keep thinking, "Why does that concern me? I'm just a coach. I'm just a computer programmer. I'm just a person that set some websites."

But I realized that there were many times, probably throughout every single day, when I need that kind of stuff. When I sit down in front of the computer, when I can't get motivated, I can't get myself to do it, to finish it, and to have fun doing it. I goof around on Facebook and on Twitter, open up my email, check my phone, and it's time to get off the computer and hit that reset button.

## Inner Game & Outer Game

I'm going to be sharing with you quite a few techniques that I use when I want to get excited about what I'm doing, finish what I'm doing, and keep doing it over and over. Because there's this thing, basically, this is called an inner game and there is outer game, right?

Let's call inner game from all the things about yourself where you're being self-aware, you're being accountable to someone else who's looking over your shoulder, you're running a countdown timer, you're staying on track, you're focused, you're energized, and you know what you're doing isn't working. And when it comes time to shift your attitude, shift your mindset then focus on something else and do something different. That's your inner game.

Then you have outer game, which are the things that actually are your output, right? Your marketing, your advertising, your copywriting, your traffic, your products, your emails -- those kinds of things. You really can't have one without the other. That would also go as far as to say, if you'll let me say something a little outrageous, is that I would say that your inner game is about 80% of what matters and your outer game is about 20% of what matters.

Let's think about people who win the lottery. The average person who wins a lottery loses all that money over the course of the next few years, or they end up dead or in a lot of debt, overweight, broke, with no friends, or all of the above.

You've heard about people who are really famous or really successful. You hear about people like Bill Gates, Steve Jobs, Michael Jordan, even controversial ones like Donald Trump. They didn't get to where they are by accident or by luck. It didn't happen in a straight line.

## The Problem with Memorizing, Incantations, Affirmations

In fact, many of them went up and then went down and then back up again. You can look up all kinds of self-help books and find out all these stories about with the guy who invented KFC who heard the word "no" 1,007 times. When Thomas Edison invented the light bulb, he tried 10,000 ways that didn't work before he found the one that did work. You hear a lot about that and I think that's where a lot of the self-help stuff gets a bad name.

None these mindset ideas are "real." It's all based on what we do, and we come up with these terms, these analogies, these ways of visualizing the things that help us and things that hurt us. You have people who "over-study."

They were in a bad place at one point. They couldn't get things done, they procrastinated, they were unhappy, and they clung on to some saying that really worked for them. They might have read a really good book that still is relevant called Think and Grow Rich. They might have heard, I don't even know how it goes, but it's, "If you can dream it, you can achieve it."

They say this every day all the time. It worked at first, but overtime, it gradually stopped working and they ended up focusing on the words and they didn't actually put it into action.

I come across people all the time where they're really well-read. They know all the tips, all the tricks, all the facts, and all the quotes and sayings. If I give them a piece of advice, they'll say, "Oh yeah! What you said, that reminds me of this one thing that Napoleon Hill said, or this one thing that Zig Ziglar said, or this one thing that Jim Rohn or Tony Robbins said." I'm thinking, "That's great. You know the words, but have you actually put it into action?"

That's one thing that I really want to be mindful of today. I could have easily talked to you about a hundred different tips for productivity and time management and rattle them off to you one after another. You could have taken lots of notes and said, "Okay. That sounds good. I agree with that," but I would rather focus on the simple things that actually work. It worked for me for years and hasn't stopped working that you can start using over and over again because there are two pieces: mindset and productivity.

## Fixing Your Attitude

Your mindset is your attitude. The way that you look at life, and your attitude and the attitude of others is really contagious. That means that if you hang around with a bunch of grumpy people all day long, you too are going to become a grumpy person.

This became super clear to me when Lance and I, a couple of years ago, launched product called Backup Creator. It's a WordPress backup plugin, whether you have or you don't, that's fine. At the time we're recording this, it is now in use on 50,000 sites.

You sell that many copies of one plugin, any piece of software, or any product, and you're going to get a lot of customer support, which of course equals so many people are yelling at you every single day and you have a few ways to deal with that, right? The obvious way is to build a thick skin because it's very tempting. Probably, your first instinct is to get annoyed at every single complaint, or someone who comes in yelling at you, or someone who, on a rare occasion that we have a refund, take it so personally.

Maybe they yell at you and you yell back, or you get annoyed, or you start complaining and bitching about them all day long. It's sad when a little five-minute or even a one-minute encounter ends up ruining your whole entire day, but that happens so many times. The reason for that, there are a couple of reasons, but the way that I see it is that everything we do is driven by the need to gain pleasure and avoid pain. We get to this point where we have different ways of dealing with obstacles, roadblocks, and pain, and one of those ways is through sympathy or through verbalizing things and talking it out.

In that example, when someone yells at us or maybe they bought and something went wrong with the system, their download link didn't work. They emailed us and they yelled at us. When we go and we tell someone else what happens, we feel better, right? That's our seeking of that pleasure.

If that's your response, if that's your defense mechanism, if that works for you, then that's fine, but like everything else, it's very easy to overdo it. It's very easy, if you're yelled at all day long, to either dissociate yourself from it and realize, "That's the cost of doing business. We have this very low

percentage of refund rates." The fact that we have these many people talking to us means that we're making this huge number of sales.

It's if people are complaining about taxes. You're complaining about paying so many taxes. You're paying that many taxes because you make even more money coming in every single year.

It's really important to use a cliché, have a positive attitude and find the good in everything, because if you don't, if you stay in a mediocre life, if you have this victim mentality, if you enjoyed getting beat down, you're not going to go anywhere. You'll go stagnant, and that will lead to your life getting worse and worse. We don't want that.

## Mind State Change

I want you to be a little more, even this month, be 10% more self-aware of what it is you're doing and why it is you're doing it. This is why people become drug addicts, smoke cigarettes, drink alcohol, and exercise. Even things that are just to get out of whatever state that they're in right now.

I know that I'm like this all the time. If I am having a bad day, it's really good to go out, go for a walk, go for a run, and go to the gym. I used to swim too, go in with one kind of mindset and come back out of it. Anytime you go to a movie, because you're sitting there for two hours and given through all this experience, by the time the movie is over, you're a completely different person. Things you were thinking about before are changed. That's really important to mix things up, change your state, and break out of these cycles.

If I'm writing, I might have one drink of alcohol. I might have one caffeinated drink to change things up, change my state. But like everything else, it can be a tool or it can be something that messes you up.

When we're dealing with these things called time management, at first, I heard about this in college because at least for me, if you're in high school and college, sometimes I would pull what are called "all-nighters." Staying up all night and getting things done. Sometimes I would sleep late, stay up late, or wake up early and experiment with all the different ways of sleeping and waking up.

I used to go to this site called Everything2. I think it's still around but it's basically like Wikipedia, before there was a Wikipedia. I found this thing where it's talking about polyphasic sleep. It's also called circadian rhythms, where, basically, you retrain your brain where as soon as you hit the pillow and you lay down, you instantly go to sleep. You instantly go in to REM sleep which is what your body actually is sleeping for.

Instead of taking the full eight-hours-a-night of sleep, you sleep in short 15-minute increments, I think, every four hours. That becomes six different 15-minute naps per day. You sleep two hours everyday and you're awake for the rest of the time. It sounds good but the only problem is that this process... I lasted about 20 days on this. I couldn't even drive because I was always so exhausted, I was always groggy, I was always drifting off to sleep.

Apparently, it takes a month or longer to retrain yourself, but even when these people who have retrained themselves, they're at a reduced level of productivity. Now, they have 22 waking hours but they're not always in it. Language skills and language centers are a little bit inhibited. Math centers are increasing your brain, but this is one of these things, as an example, called life hacking.

There are a lot of blogs and sites on "lifehacking." You can Google these and they will give you top 10 lists. They'll give you all these ways of being productive. They'll tell you things like, "For the next seven days, never eat alone. For the next seven days, wear the same five pieces of clothing and cycle through those. In that way you'll save 30 seconds everyday so that you won't have to put any time or thought into what you're going to wear that day." Or they might say things like, "Here's a blog post on 10 keyword shortcuts."

## 80/20 Rule

The idea here is that there are all different ways to save time that add up overtime. I actually have a book on Amazon called 100 Time Savers. If you want some of these productivity hacks, you can go get them at 100timesavers.com. That'll give you a list of little things you need throughout the day to basically save yourself a bunch of time. That will give you a little bit of a help, but how do we get you to get the most out of those days and to keep them up? Because, little tips in things will give you 20% of a boost.

Let's focus on what really matters, the 80 percent. If you've heard of Tim Ferriss, he wrote The 4-Hour Workweek, The 4-Hour Body, and The 4-Hour Chef. I discovered this guy years ago. I always think about I don't read that much. I probably read a book or two a month.

Sometimes, I listen on audio books but I always think back years ago when, "What books have stuck in my brain?" Let me give you a couple of names. Tim Ferris was one of them, The 4-Hour Workweek. The big thing about him is he talked about this thing called the 80/20 rule which means that 80% of what you do only gives you 20% of the result, and 20% of what you do gives you 80% of the result.

Now, I tell you that and you could do one or two things. You could write that down and say, "Oh! That's cool." What it really means is that out of all the things you do in your day, only a small number of things actually matter.

A really good example of this is, if you actually -- and I'm not telling you to do it because I think it would be a waste of time. I'll tell you what happens. When you sit in your computer, if you categorized, you somehow kept a journal of what it is you did at your computer, you would see this 80/20-rule in play.

You sit it in your computer, maybe you spend a certain amount of time waiting for your computer to start up. You spend a certain amount of time checking email, checking Facebook, checking YouTube, and a text comes up in your phone.

A huge chunk of your time can be saved if you treat your computer as a hot seat, as a work station, and a productivity machine where you have a handful of things to do and that's it, okay? Because, you could spend eight hours of your day and even of your work session at your computer wasting time.

This is why, today, we're talking about the entrepreneur mindset because, what's the alternative for that? It's the employee mindset, right? Someone who has a day job and you've probably been there. I know that I've been there.

When I got paid hourly, that's how it started, and it turned into a yearly salary is, it didn't matter how much I really got accomplished. I mean, sure I have projects, deadlines, but it didn't matter how much I got accomplished. I still got paid the same amount of money.

It was in my best interest to drag my feet. I was not at my peak performance because there was no reward. There was no pleasure for doing things faster, and there was no pay for doing things slower to a point. I was in that great area that you've probably been in if you're a day-job employee where you're comfortably numb and not really getting things done.

When you create your own business whether that's on the side, or you're fulltime or you're a partner in business, or what the situation is, you can no longer act like an employee. Because if you do, you'll be running up the clock and you'll ultimately be frustrated.

It might not happen today or tomorrow but you might look back years from now and say, "Shoot! If only I had done four things a day. Those four things were the most important things that I need to be doing and the most profitable activities and I shut out everything else. I removed that other 80%, I would be in such a better place."

Here's what happened is, after discovering The 4-Hour Workweek years ago, I looked into which time management systems are the best to use out there. I found that there's getting things done and there's a bunch of other different ones. Ones where you have to keep a big long notebook, one where you have to use this piece of software and of course they sell it to you, and different things like that.

A lot of them were, honestly, too complicated. What I ended up doing was coming up with the system called 4DT, because if I don't name it something, you're not going to give value to it. It's 4DT, stands for Four Daily Tasks.

Bring this back around to Tim Ferriss (the 80/20 rule) would you say that if you put in... I really don't like to use the term "work" because work brings up bad things in my mind. Once again, going back to that eight-hour session, the stereotypical eight-hour work day, is it possible that you do 20 different tasks? When it comes to checking your email, maybe you check your email five times a day, maybe you check social media a couple of times a day, and you do everything else. There are probably 20 things you do in a given day.

I don't want to tell you to prioritize or cross out the ones that don't work, but out of those 20, would you say that if you had to do four things, that four of them rise to the top. In my case, connecting with joint

venture partners, publishing content like blog posts or sending out emails, setting up paid ads, running webinars -- those are all money tasks.

Those are all things that I know make me the most money. But in other things, posting on Twitter, maybe disseminate in article directories. Those are things where I'm probably not going to do them because that's the 80% that is wasteful. That's really helpful.

## Four Daily Tasks = Accountability + Completion

This system that I have called 4DT, here's how it works. Right now, today, list out what are the four most important things? But I think a lot of people mess up as far as the size of these things because they'll either go too big or too small. They'll say, "Okay, one of my tasks that I need to do is to decide on a title of my blog post." How long would that take you? Two minutes? That's too small of a task. We are looking for three tasks that are 45 minutes long each, right?

A 45-focused minutes with no other distractions going on for us. In that case, one of those tasks might be to record a 45-minute video on a subject. One of those tasks might be to create a PowerPoint presentation for a video you might shoot tomorrow. One of those tasks might be to write the entire blog post or write a short version, the first draft, and put out what it is you have.

You have three tasks that are 45 minutes. "But wait, you asked four daily tasks." What's the fourth task? The fourth task is one task of about 10 minutes. That way, every single day, you have one thing that's really easy to do, one thing to check off your list. Then three things -- I don't want to say they're hard but they're three substantial tasks -- and that's it. We don't have to make it any more complicated than that.

Sure, in your previous that you might have thought, you don't have to do all these little tiny things. Now, you end up grouping them together and this will also keep you from shifting your gears and shifting focus to multiple projects because multitasking does not work. What does work is monotasking, focus. You have these four tasks that you do every single day.

## Focus = Countdown Timer (Cool Timer)

The next piece, other component to this is that at first, it will be difficult for you to actually put an end cap on things. It's very difficult to say, "Okay, this blog post is done. That's it." You use this countdown timer that I told you. This thing called "Cool Timer" and I think there's some equivalent for the Macintosh. I'm not sure but I use this timer.

When I have a task that I know will take me 45 minutes, I set up this timer. Once it's done, it has to be done. Another thing from Tim Ferriss is this thing called "The Pareto Principle," or is it the Pareto Principle or Parkinson's Law? I always get them confused but it pretty much means that if you give yourself eight hours to write a blog post, that blog post will take you all eight hours to write. If you give yourself only 45 minutes, you'll get it done in 45 minutes.

This timer thing at first, you'll hate yourself. You'll have to retrain your brain, but if you begin completing things before the timers run out, you'll figure out this new system.

Now, once you get to that point, the next step is -- it might seem a little scary but it's not -- an accountability partner which means that you start sharing your four daily tasks list with someone, anyone. If it's a business partner, great, but if it's some random friends, they don't need to know everything you're doing. Show them the list.

What I like to do is, I like to abbreviate project names, video names, and things like that so that they don't even have to know what it's about. But, they can say at the end of that day, "Did you record a video on this? Did you write a blog post on that?" The answer is yes/no or yes/no.

On a good day, you'll get all these four things done, you're done for the day. You get off the computer and you don't have to worry about anything else.

On some days, you might only get two or three things done. What that means is, let's say you got three of the tasks done. Task number four, whatever reason maybe you ran out of time you couldn't get to it, maybe you had other commitments. Tomorrow, you have two things of what you can do.

You can use that task as one of your four tasks for tomorrow or maybe it wasn't important. Maybe it was something like update the bio on my blog or do some keyword research, it wasn't important, "Fine, I'm not going to do it the next day." Or maybe it was something really important, "I've got to make that phone call. I've got to make that video. Okay, that will be the very first thing I'd do the next day."

What's really cool about this is, if you end up carrying over a task, two, three, or four days, you're either going to shift or get off the path, right? You're either going to do it or you're going to decide it's not important at all.

You have your timer, you have your accountability partner. Now, you might think, if you're used to using a to-do list, this thing of hundreds of bullet points -- and we've all been there. We all know that guy in our life who has such a long to-do list. He doesn't get anything done. He is really smart but can't get motivated, can't get things completed, and has a to-do list of to-do list.

It's so organized and categorized that you even have a whiteboard on the wall to list it all, even the whiteboard never changed and it's so dang depressing.

To-do lists don't work, but the one thing that does help you for is for some long term planning, right? It does help to know what will I be doing in a month from now, if I have some kind of a product launch, or a meeting, or an interview, or a video that needs to be done in a week. How do I handle that? For that, I use a calendar, okay? Not a to-do list but a calendar. I like to use Google Calendar.

If you have what's called a Gmail account, that actually is great for email because it means that you don't have to have your computer on or open. You can go and take your browser to gmail.com and check your email when it's convenient for you. Preferably, that is not one of your four daily tasks. Maybe it's a reward for finishing your task.

It's not the first thing you do in the morning but you use that Gmail account. When you go log-in to your Gmail account, there's a tab that says calendar and you can schedule things on that calendar. The reason I use this above any calendaring system is because if you do a YouTube search for "How to Sync Google Calendar on to Your Phone," you can do that.

You can schedule something on the web on Google calendar and shows up on your phone or on your iPad. You can share your calendar with other Google calendar users. If you have a business partner, family member, spouse, children, you can share that with other people so that it all stays organized and it's safely scheduled into next week, you can focus on this week. Based on this week, what are my four tasks for today? And we will forward from there.

It seems really simple. I know that for some of you, because it's so simple, you might not be in that right mindset to accept it, but I'm telling you this is how to stay productive. The four daily tasks system, you have three 45-minute tasks and one 10-minute task and you list them out. I actually list them in a private blog of mine, I share it with my accountability partner, I run a countdown timer to complete each task, and I schedule things in the future like meetings and things like that into my Google calendar. I don't have to think that far ahead in the future because the calendar does it for me.

This solved a lot of problems because since I only have a certain amount of time to get things completed, I have my phone over in the other room. I have email and other distractions safely away because I'm laser-focused right now. That important phone call can wait half an hour or an hour because I need to finish this video, I need to make this article, I need to make a blog post.

By getting yourself in the right mindset, this will really help you keep the momentum because when you see all these things, you get accomplished. If you set things up right, when you see the money that you make from your affiliate promotions, from selling your products, from running your ads, this will be motivation to keep going.

If you're not making money, chances are, it's because you haven't completed things. But, if you have completed things, if you put out a product or if you're advertising and your traffic's not converting or not getting any traffic, you need to adjust and move forward to that next logical step.

So much of this is having a good attitude about things. The trick, I think, is not having too good of an attitude because we all know those people who are so obsessed, so enthralled, and they're so well-read with all the self-help trickery that they have, in fact, tricked and hypnotized themselves.

What does that mean? It means that they're in denial, overly optimistic, believe that, "It'll all work out. I've put good thoughts out there. I'm not really adding any value to the marketplace. I am not building a list. I don't know what my marketplace needs. I'm not giving them products and services and solutions that help solve their problems but doggone it, I'm so dang happy." There's definitely a balance in there. You don't want to be a total grump ruining everyone else's day, but you also don't want to have your head in the clouds.

What's funny is thinking of which I mentioned is an old book but it's this book where this guy looked into all these wealthy millionaires. What do they all have in common? There are several different traits that they all have in common. Things like they're all in their mastermind, they use the power of imagination to help them out, they keep trying different things until they succeed and once things do succeed, they keep them going and they systematize it.

Many self-help, religion, and philosophy ideas all copy each other. Why? Because there's only a certain number of things that actually work and there's different ways of saying them.

You look into a couple of these people like Tim Ferriss, read Think and Grow Rich, even look in to this guy Tony Robbins. I know a lot of people are turned off by this guy Tony Robbins because everyone thinks, back in the 80s when infomercials weren't invented, he was this cheesy guy who says, "I'm going to change your life. Listen to this audiotape and make you'll make 10 million dollars just by thinking."

If you actually listen to some of this guy's stuff, it actually makes sense and he's made things really simple. The number one thing that I hear from this guy Tony Robbins is that human beings are driven by what he calls "Six Human Needs." They are certainty, uncertainty/variety, connection, significance, growth, and contribution.

If you think about that, and you think about your reason why, you realize that as someone who is trying to build their own business and become an entrepreneur, money is important. If you're the kind of person who says, "I don't really care about money" or you care about money quite a bit, what you really care about is a feeling.

I know a lot of people. They have a message, right? They want to share that with the world. They want everyone to love them. They want to become famous. They want to become significant.

I know even more people who want money but they want money to provide for their family and have stability. Have that certainty, have that peace of mind, and don't have to worry about where is the next paycheck, the next bill is going to come from. I think that's really what motivated me quite a bit as far as breaking out of that rat race, no longer being an employee. It was good to have that consistent steady paycheck, but there was no movement for growth in there.

Unfortunately, it took me years to stumble upon some of this different self-help and productivity training like Tim Ferriss, Tony Robbins, Think and Grow Rich. You know what? For so many years, I held myself back. I self-sabotaged without even really realizing it. I felt bad when I made a lot of money, and I would in fact slow myself down when money came in because I was not self-aware and I didn't realize that I really needed to get to those goals.

I wanted a nice car. I wanted a nice house. I wanted a nice relationship. I wanted a nice family. I wanted the peace of mind to not have to worry about money.

Once I had that tied up now, that was the pleasure that I was moving towards and the pain was my present situation. I didn't fall into that trap of hating everything I was, but I knew that I'm uncomfortable

enough to move forward and have a better life. I hope that that is the direction that you are heading towards as well.

## Repeatable Systems

I want I tell you about my program called TimeManagementOnCrack.com. It's a lot like what we've been talking about today. Inner game plus outer game. Mindset, the productivity with which you actually have to do to get things done online to set up a real online business, to get real traffic, to produce real content, to get conversions, and to make sales.

This course, TimeManagementOnCrack.com, basically walks you through the five central pieces critical to your success, online marketing. How to make money online from freelancing, making products, affiliate marketing, site building. Time Management to stay productive every single day and wake up every morning excited about what you're doing. Things like content creation, article writing, videos, products, and traffic webinars, and more. That's at TimeManagementOnCrack.com.

Check it out and start using those repeatable systems. Now that you've solved your mindset issues, your hang-ups, you are now using productivity tools so that you get everything done in a fraction of the time. Now, you can figure out what's working, what's not and systematize what does work, avoid what doesn't and basically get to where you want to go very quickly and have fun doing it.

That's all from me. I'm Robert Plank from TimeManagementOnCrack.com. Join us next time for Robert Plank Show episode 009 "How to Set Up Your Own Podcast and Get Your Radio Show Published on iTunes." I'm excited. I hope that you are too.

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Talk to you later and I can't wait to connect with you very soon.