

"The Robert Plank Show"



Episode #020

[How to Quit Your Day Job and Become a Full Time Self Employed Entrepreneur](#)

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This is the show we talk about how to create your own destiny, start your own business, build your own business and keep making money, so that you are in control and that you don't have to answer to anyone else.

Today, we're going to be talking about how to get your freedom, how to become free, how to quit this thing you call a "day job", this idea where you are supposed to grow up, go to high school, go to college, get a job, get married and hope and wait until maybe when you're 60, there will be a little bit of money, a few good years left to travel and enjoy life. The thing that I believe in and a lot of people that I work with believe is that why should you have to wait? Isn't there some way that you can be smarter about it, a little more strategic and do this thing called starting your own business.

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Let's be honest, not everyone knows how to do it and not everyone can do it. Not everyone has the personality, the drive, the motivation, all those kinds of things. Yeah, it's a little risky and you will have some roadblocks along the way. But the idea is that you start this business that becomes bigger than you or this thing where it might take a while to get it off the ground, which you do get it off the ground. Then you can set your own hours, or you can decide where you want to work and when you want to work and how much money you are going to make.

This is a very personal subject for me, because I was one of those people who had a day job I quit pretty early on in life. It was funny, because looking back on those last few months, those final months before I jumped ship and went full-time, I was making 6 figures from Internet marketing and I was making mid to low 5 figures. I was making about 30,000 bucks offline, 6 figures online. And a lot of people at these events were coming up to me and say "I can't believe you are still doing both of these things. I can't believe you still have this day-job going and why you haven't quit already."

Now looking back on that, a lot of people who were telling me these things were in their late 50s or late 60s. With the things that I know now, they were making maybe 1,000 bucks, maybe 2,000 bucks a month from their online business. That's a thing I see quite a bit. I see people who look back and they say "You've got it so easy." Or they have this second income or this retirement income and they're stuck in this middle ground.

They're stuck in this area where things don't hurt enough to make a change. They have their spouse income or the retirement or they've got some money tucked away and things don't hurt enough. There is not enough urgency for people to make a change. I don't know where you are personally in your life, but we're going to be talking about this thing called getting your online business going and quitting your day job.

My final day of employment was March 25th, 2009. I know that it's a long time ago, but I will probably always remember that day almost like my birthday, as the final day that I worked for someone else.

I come across people who some of them never had a job or some of them never went to college. And because of their lack of education and their lack of experience, they really had no choice other than to make this Internet thing work. If that's you or you can relate, that's actually not such a bad thing. It's not such a bad thing as far as having no other way to make it work.

When the Spaniards fought the Aztecs, parked their ships on the beach and set the ships on fire. That way, there was no direction to go other than forward. I know that sounds cheesy, but for some of us that is the situation we're in. We've got a take a crap or get off the pot, we've got to make this work and we are talking about it today.

Scarcity vs. Abundance Mindset

I just put out a book recently that you can get it at doubleagentmarketing.com/book. This is a book about - sorry, I was just picking up the book - this is a book about how to basically manage a day job and this Internet thing. There's also a lot of case studies and systems and the ways that you can build up a business big enough in order to quit this full-time day job. The book took on a life of its own, and as I was putting it together I realized that there is US and there is THEM. There are employees and entrepreneurs. Two ways of thinking.

The employee mindset that I talk about in this book, or the people who are real downers, right? The ones who - like when you go to a job and some people belong there and others don't. I don't want to make fun of anyone who is working on hourly basis or who is sacrificing something for their family or even making less money that they want to. But let's say that you work at McDonald's or something - there will be a mix of people. There will be people who are exactly where they are supposed to be, people who are destined for other stuff and people who go through the motions. I'm talking about people who are doing the bare minimum and yet they're always unhappy, and we are talking about the people who are entitled.

Even in this self-employed entrepreneur Internet market space, we come across entitled people all the time. And people who have this really bad way of thinking. People who are afraid of putting out a membership site, a video course or book because they are afraid that some people, like 1% of the buyers, might refund. They are afraid of this thing called building an email list because they are afraid that some people might jump off their list and unsubscribe. They're letting this chance of a possible failure prevent them from taking any action.

It comes down to this thing called self-sabotage, which evolves into procrastination, where we end up getting stuck in the same repeating patterns over and over again. It sounds almost like I'm talking about drug use or alcohol use, but the same exact attitude is coming to play when talking about procrastinating versus getting things done, running out the clock and being miserable versus fighting your way and enjoy your current situation and being an employee versus being an entrepreneur.

When we are helping people - sometimes I go on Facebook and message boards and the members area of our sites or we run coaching calls - I'm always trying to help people out. Honestly, wherever you are, whoever you are, I do want you to make money on the Internet. I can't guarantee any of that, but what I

want you to do is if you have a skill, I want you to be able to sell that service at a high-dollar value to do it. If that's setting up WordPress, if that's booking speaking engagements to people, I want you to do that. If you have knowledge to teach, if you want to teach people about real estate, about weight loss, about hypnosis, things like that - I want you to make money from that for the simple reason that life is too short and we're going to have less time moving forward, not more time.

I see people that are trying or they think they're trying to get to this point of having all this high-ticket pass of an income and they are repeating the same patterns over and over again. A big one that I've been seeing a lot and it aggravates - let's be honest - is people who ask a question and they'll keep asking the question over and over and over again until they get the answer they want. They go on the Facebook group for example to say "What's the best membership plug-in to use?" They'll get all these answers and they'll say "You know what? Can I just get more answers?" And they'll get more answers and then they'll say "You know where I can get more answers?" and then someone says finally "Well this one is not too good, is really not reliable, but it's free." And they're like "A-ha! That's the one I'll use." I'm thinking, well, why did you have to sift through 50 different answers just to get the one that you want. If that's what your goal was, why didn't you just tell me the answer you've wanted and I would have given you the answer you wanted.

You see people out there and they'll ask around for the answer they'll want, they'll focus on the wrong thing,. They might hear that writing articles is a good idea, and it is - in addition to other things, like building a list, having a product, emailing your list. But they'll see this tiny little thing, writing articles, and they say "I'm going to write 1,000 articles." They'll spend all day long and all year long just getting this one little tiny part finished and then they'll say "where is my money?" Well, the answer is that you took action and you did certain tasks, but not the most money-making tasks.

Or you know that person who asked about the best membership plug-in. They get answers and they might say "You know, I've heard that having a one-click upsell is really, really important. I'm not even going to consider any other membership solution that does not include a one-click upsell. Or I've heard that building a list of emails subscribers is so important, so whatever plug-in I get, it has to include the ability to send out email subscribers" and builds this thing that the simplest solution can't be the answer. That's the same reason why a lot of people don't follow through on things like diets, exercise, supplements and vitamins and things like that. Because it can't be that simple. I can't go out for a walk every day, I can't just take Vitamin C, it's got to be some crazy complicated thing. I've got to have more choices.

It's fine if you are that way, if that's your tendency, but that's something you need to figure out how to use instead of letting it trip you up. And to be honest, misery loves company. I heard phrases like that. Or, I don't know if you've heard this cliché that your income is the average of your closest five friends. It's a kooky thing, but it's true. And if your closest friends are a bunch of people who don't have jobs or who make less money than you, the weird thing that happens is that their attitude, their behaviors are all going to rub off on you. The next thing you know you are going to be just a combination of these closest friends.

It's easier to tear other people down, to make you look good and to make you feel better than it is for you to sell yourself better. Making change and being a better person is really tough. And it doesn't come naturally.

I know that whatever your situation is, it's easy to lay blame, it's easy to blame the economy, blame the politicians, blame everyone in your life, or be a victim, or be a martyr, or accept things are the way they are. I'll say this and every now and then it will get back to me that "Yeah, you are talking about this attitude, but that's me, that's just how I am." And I'm like, no, it's okay to admit that you have a problem, but now we have to take the next step after that and fix it.

I know I am just freaking this, but I don't want to focus too much on this negative thinking, but this book, *Double Agent Marketing*, is about two kinds of people. People who are comfortable and who belong in hourly day jobs forever, and those of us where maybe we don't quite fit in, or this day job, this thing was fine, but now I want to take the next step and make some progress and get to the next part of my life, which is running my own business.

If a janitor works for ten years and doesn't get a raise, is that fair or not? Honestly people think they just should be going to a job with no education, no experience, and they work this job and just be a janitor for 20 - 30 years and keep getting a raise till the next 6 figures. Well no, that's not the way that life works, is it? They look for fairness and equality. It's up to you. You have this responsibility and anything is possible in your own life. But that also means that you yourself may screw up things in 9 times out of the 10. We are our worst enemies.

In order to do better, we have to think about things a little bit better. I want you to think about a couple of things. First of all is what big problem do people have that you can solve? That's what having a small business or being self-employed is all about. You have a skill, you have something to contribute and other people can't do it easily. An easy example is one thing that I do a lot of is I speak out videos, training courses and have people transcribe them. That's something that would take me a long time or they would cost me a lot of money to do it normally, so I go and get that thing outsourced. There is nothing at all wrong with getting some job where you're taking an audio file, you type it up and now you get to put out articles and books.

When I got started, it was as a computer programmer. Now can anyone be a computer programmer? Maybe, but I guess you need to have a certain personality for it and it takes years of training. This was the skill that I had at a young age and not everyone could do it or not everyone wanted to do it. I was able to take people who had some problem. Maybe they needed more sales on their website, maybe they needed more traffic, things like that. And I was able to use my programming skills to solve that problem that people had.

We all have skills that we can apply. I know people who are copywriters, who are voice-over people, who know a lot about traffic, building a list. If you can narrow that down into a niche, like for example a weight-loss copywriter, well that's really bad-ass, because now you're a specialist and you can get paid even more money.

Chunking

Even when I got started, I was paid sometimes 50 bucks, sometimes 75 bucks to perform a task that literally took me five minutes of work on a Saturday morning. But even though I did it for 50 bucks or 75 bucks and I felt guilty at first, but then I realized that this is a task that I'm performing - and by the way it was installing this tracking scripts with databases and stuff - but I was doing something that most people couldn't do or might mess up or they might take months trying to figure out all the steps. When they can just say 50 bucks, fine, it's done, and now I can move on with my life.

We want you to be proactive and not reactive. Reactive means when something happens and suddenly have to scramble and change things. Proactive means you're thinking a few steps ahead or a few days ahead, you're not living paycheck to paycheck, you're thinking about things beyond yourself, like people, your family, or things like "If I'm going to be busy on this day, I'm going to do this and this on this day and that day." We want you to be able to quit your day-job or whatever you have on your own terms and be able to not be panicked or not be in scary situations that we've all been. We've all been there at some point where money was tight or I'm worried about this or that. And I don't want you to ever have to go back to that. But it involves us being a little smarter and solving problems before they become problems, instead of putting out fires.

For you, that might mean - and I'll give you a quick one - maybe you'll have to stop paying for cable TV and I hate throwing that off the bat. But if you want to save an easy 50 - 100 bucks a month or maybe pay off debts so you can breathe easier, or fill up a bank account so that you have some extra free time to take off to build this business, maybe that's an expense you're going to have to cut. Maybe you'll have to cut Starbucks for a couple of days out of the week so that you have this extra money. Or maybe you move to a smaller house or a smaller apartment or move to some other city or part of the country - I know people like that - but we want you to think a little smarter, a little further ahead.

From a computer programming nerd background, most of the problems we have just on face value are huge unsolvable problems. But as a programmer - and that's what I do - I like to break things down into manageable chunks. Someone says "You know what? I want you to make a WordPress plug-in that does this, this and this." And I look at him and I say "Okay, out of these 50 things you mentioned, how about we just limit it to the first 5 ones?"

Let's say you're Microsoft. And you say, we should make this thing called Microsoft Word. And we're going to make this thing where you can write your book report and make all these things. You might say: for Microsoft Word version 1.0, we're not going to add the Bold button. You can say: here is the page, you can type stuff up, you can save and that's it. Then, later on, we'll add the Bold button, make an Italic stuff, maybe you can change the font, make the font bigger, make it smaller. But just for now, we're going to start with this really basic thing and we're going to do it in small, tiny chunks.

Maybe first we'll figure out how to display the piece of paper on the page. Maybe then we'll add the ability to type in words. Maybe then we'll add the ability to type in words and chunk them out into different paragraphs. But we're looking for breaking down your problem into small and manageable chunks and just getting to these milestones. Along the way, using your own weaknesses and

aggravations and whatever - I don't want to say mental issues - but let's just say it. Use your issues in a positive way to get things done.

I'll be honest - sometimes I get stressed out. I get stressed out about the future, I get stressed out about what if this and that doesn't go very well. And I use that to get things done faster, to check things again. I make sure that these things have positive outcomes, where in the past if I might have been worried that maybe you won't like this book that I've written, in the past I would use that as an excuse to hide it. Now, it's an excuse to put it out there, that way I can get some reviews, that way I can adjust and make changes and re-upload the new version of the book.

Today we were going to talk about how to quit your day job and become a full-time self-employed entrepreneur, keeping in mind a lot of things that looking back in hiding side and also the things that were not easily visible to me. The big one is this thing called Parkinson's law. If you know anything about time management, this means that if you give yourself 30 minutes to write a blog post, for example, it will take you 30 minutes. If you give yourself 8 hours to write a blog post, then it will take you 8 hours to make that blog post. This idea is that you set aside the certain amount of time that takes to get a task completed, and it will balloon up to the amount of time you set aside. If you give yourself 10 years to quit your day job, it's going to take you 10 years. If you give yourself 6 months, you might actually get it done in 6 months or less time.

What's really scary about all this income and money stuff is that I found that Parkinson's law also applies to money. Here is what I mean. I mean that let's just say - let's make up numbers - if you're making 30,000 dollars a year and maybe you're in an apartment, so maybe you're making 3,000 dollars per month after taxes let's say. 3,000 bucks a month. Let's say that you are paying 1,000 dollars a month on an apartment, 300 bucks a month on food, that's already half your paycheck out of the way. Maybe you have a few hundred bucks a month on things like car payment, maybe a tiny bit of savings, then utilities and bills and things like that. Pretty much you might be putting away 100 - 200 bucks every month or you might be going in a debt a little bit every month. And you might think: you know what? I've got all these bills, I've got all these things to do, if only I was making 300,000 a year, if I was thinking 30 came out of Math, all my problems would be solved, I'm going to put away 29,000 dollars in the bank every single month, wouldn't life be so easy?

But you know what happens? As your income increases, your expenses increase as well, so what you do is you find yourself paying a mortgage of 5,000 bucks a month and you end up paying the car payment of 500 bucks a month and you end up going with more travel and you end up paying for a gym membership or things like that. This is one of those weird funny things, one of these weird laws that we see happen over and over again, where the amount of time you have dedicated to build your business, are you going to use it all up? And the amount of money that comes in for your business, are you going to use that up, if not a big chunk of it? And the trap that we end up being in is let's say we have a day-job that makes us a certain amount of money and our expenses fill that up. Then we end up with this extra online business and we have the second income and we use that up as well and we feel so trapped. Because we're like "I can't quit my job now, because I won't be able to cover my bills."

We need to keep in mind that and do things like living below our means and making sure to pay down our debt, put a certain amount of money in the bank and that will pay off. In a few minutes we will talk about how to know when it's time to quit your job. Because, first of all, should you quit your day job? If you're listening to this, I think that the answer is probably yes. Without knowing you, the answer is probably yes. It's just a matter of timing, it's a matter of do you have - maybe not all the ducks in a row or all the pieces right in the right place, but it's a good enough time when you are about 80% sure that it's time to jump ship.

You will never be 100%, I tell you that right now, but only about 80% sure to do it. Because I've got this quote here for you from a guy named John Lubbock, some English politician and a botanist, never heard of him before. But he says: in truth, people can generally make time for what they choose to do. It is not really the time, but the will that is lacking. It seems simple, but isn't that so true?

Let's get right to it and let's figure out what it is - let's make even a check-list right now - of what it is you'll need to become self-employed. I know this is not a popular opinion, but if you've just been fired from your job or laid off or if you're just out of high school or just out of college... don't build a business out of laziness. I think that's really the wrong way to go. And that goes back to being proactive, not reactive.

If money is tight, if you're really hurting, then what I would tell you to do is get employment right now. If you have to get a job working at the sandwich counter at Subway, do it. If you can't leave the house or if you're a single parent, you have to go to a site like oDesk and get hired by someone else and do customer support or answer phones, do it. But find a way to get some income coming on the door. Even if it's 100 bucks a month, 1,000 bucks a month, get some income coming on the door just to take off the pressure. I think that no matter how much money you have, having some cash-flow is good, but we want you to not be freaking out all the time. You can't be hungry every single day and catching the fish for every day, you have to get a bunch of food having in the refrigerator. That way, whenever you are hungry, you can go there and pull it out, if you get that analogy.

When you need to quit your job? Let me list a few things. Let's say first of all - I'm going to list some things and go back to them...

- Entrepreneur mindset
- Social support system
- Cashflow
- Money in the bank
- Legitimacy (i.e. taxes and health insurance)
- Urgency (a deadline to quit)

Checklist Item #1: Mindset

We've talked about mindset for the first 10 or 20 minutes about this idea of the entrepreneur mindset, which means that you have to have a different way of thinking. As an employee, you're used to running out the clock, you're used to this thing you're paid 15 bucks an hour or get paid 60,000 dollars a year to show up and you have to be in the office between this time and that time and that's pretty much it. You end up looking busy

Sure, you'll get some things done, but everyone - I've talked to and I've looked at all kinds of surveys and articles and no one wants to admit it - but we only get about 15 minutes of work done in an employee situation. And we all lie to ourselves and maybe we'll stay up late and we'll play tricks on ourselves, but really - the things you get done in a day you probably could get done in 15 minutes, let's just be honest.

This mindset thing is really important because we want to be a little more careful and more strategic. If we have a day job, we don't want to get angry and quit tomorrow. We want to be smart about it.

The other thing that I've seen in a lot of friends and people like that have a problem with is the thinking between a job and a career. A job might be a stop along the way, maybe you are in college and you have this job just to get income, just to make ends meet. But a career is more like - I know this from a young age I wanted to be a programmer. I said okay, maybe this is the job I want to have and let me start at more of an entry level job and I'm going to need to know these skills. A career is better, because you are in a job not just for the money. The first job I had I was paid to do it, but I was more in it to earn the job experience and they sent me off to training events and I was able to get books and software and pick up all these new skills that I could later on leverage into other jobs.

Then there is the component and mindset about - let's just say - discipline. I really don't like that word discipline, because it sounds like work, it sounds like I've got to toil away and put my blood, sweat and tears in that things. But if you're not motivated, if you don't have ways of getting yourself motivated, if you can't acknowledge when you're down in the dump, need a little pick-me-up or need to get your butt in gear, then you need to figure out what gets you going. We'll talk about it.

We need a social support system. Let me transition to that. We need to have this thing that Lance Tamashiro, my business partner, and I call "a reason why". There are a lot of self-help people. I just call myself a self-help person, but self-help people call this a reason why, and here is what that means. It means that if you're an employee and you are working, are you really that passionate about working? Probably not. But what are you passionate about? Are you passionate about, you know, maybe you can get that fancy car, maybe you can send your daughter to college, or whatever that is. Then we can connect those ideas. And if you're excited about being a home-owner, sending your kid to college, by working at Burger King and making your money from that, then that is what makes that possible. Now we find a way to get ourselves motivated.

At the same time, not depending, not clean in the life and just being like "if I get fired from Burger King, then my dreams are dashed." We're always going to have a plan B, and that's really important with the entrepreneur mindset: to hope for the best, plan for the worst.

I mean that's the other thing, and going back to the entitlement idea. We see people who would get fired from their job and their firing was a long time coming. And they didn't like their job to begin with, but now they're really screwed because they have no money coming in. Whatever you've got going on, losing your job or losing your income, losing your house is not the end of the world. You are still alive and there are still more things, more stories than everyone would to call it, but we want to have this plan B. Entrepreneur mindset of having a strategy, a idea of more like a career, being disciplined and having a plan B. Here is our revised checklist: mindset, social support, cash flow, money, legitimacy and urgency.

Talking about mindset, being honest to yourself and getting your butt in gear and realizing that - when I quit my job, I woke up in the morning, am I going to get up from the bed, am I going to do those tasks that I know are going to make me money? You know, promoting things to my list, getting traffic, getting myself out there, making deals, making joint ventures. How am I actually going to make my money? I'm not just going to will it into existence or expect people to pay me just because I'm me.

Checklist Item #2: Social Support System

That transition is going nicely into this idea of a social support system. If you want to go right now to robertplank.com and look at the early stuff on that blog, because the first year or so of the Robert Plank blog was the final year that I was employed in the day job. And probably every month I had a post on there about how stressed out I was about this upcoming quitting of the day job and I would make this list and I was making the reasons to quit and the reasons to stay.

The big one I was worried about was this social support. I was worried about if I'm home all day in the man-cave, I'm not going to have any friend and I'm not going to interact with people, if it's just me, I'm going to have a pretty lonely existence.

This is why we have to have this reason why and we have to be a little more proactive about making friends and about going out there. You need to go outside more, go into the gym and fill the time that we used to spend at our day job with new things. I know a lot of you listening - that's family. And you know what too? Your family needs to be supportive of what you're doing. There is no other way it's going to work and you can't be that person who says "My family isn't helping me. They will all pay, they will all see how it will work out." You can't do that. You have to be honest with them.

I don't care if your family is one person or it's three people or 10 people or 20. They are going to have to be on board. If not, if it's for the matter of choosing one or the other, well then you have to make that decision. But I really think that your family needs to be supportive of you and what it is that you're trying to accomplish, because you are trying to make a better life for you and for them.

Checklist Item #3: Cashflow

Social support, family, now cash-flow, number 3. We said mindset, social support and cash-flow. You need to have money coming in. And the reason why I say that you need to have a day job employment first is so that you have money coming in. Then, when you're at this day job, build up this small business that you have and have money coming in from that and then make the switch. A big mistake in my opinion is having a job that you hate, quitting it and you're income is at zero and out of desperation trying to build up this other small business. I see people while they're in their day job, that's perfectly fine, they quit it too early, they try to build this business, they don't have the income coming in or they don't have the self-motivation and discipline, end up having to crawl back to that job or take a lower paying job and they're in a worst situation than they quit.

Thinking about quitting that day job is pretty permanent. When you quit your job, usually you can't go back to the job that you had. Someone else has taken your position. I was so worried about that because so many of our day-to-day decisions - what I eat for breakfast or for lunch, or things like that don't really matter, or we can undo them. But quitting the day job - that's a pretty permanent decision.

We have to deal with that and we have to have money coming in from our online business that we're building. How much? At the time, I thought that I needed to have more money coming in than my day job, but I think you can get away with equal or less. And I think you need to run a budget. You need to figure out realistically: my lowest month over the past 6 months, what was that. And just being a little bit of a pessimist: what if that was what I had clinging every month, could I survive on that?

It might be scary, but you have to look at that and figure out how much - if that was my only source of income - could I make ends meet? And one of two things need to change: either your expenses need to change, which means, like we said, cancel cable TV, cancel Starbucks, things like that, or your income needs to change, which means that it's not quite yet time to quit that day job.

Checklist Item #4: Money in the Bank

Which brings me to money in the bank. An average person doesn't really have money in the bank. They have some, but they have more debt than they actually have cash and that removes choices. By owing more than you actually have, now you have to make a certain payment every single month. I think that's something that's huge, as you've got to reduce your debt. Having a consistent reliable income is great for that, but I think you should pay out your debts as much as possible before going self-employed. And not go self-employed out of necessity, but go self-employed because you want your life to be better.

I think you need to have your debts - I know some of you can't zero out your debts - but as low as they've been, as low as you can go and let's say about three months of income in the bank, okay? That way, just saying, if the worst of the worst happens, you still wouldn't be screwed. You still have time to think. I think that's a really bad place to be in, trying to live paycheck to paycheck and say "if I don't make 500 bucks by next week, I'm really going to be screwed."

That leads to stupid decisions. That leads to when I see people get paid now, they get paid 500 bucks now, and it will take them 3 months to work things off. Or they have a site that's bringing in 3,000 bucks a month just from one site, and they sell it for 10,000 dollars. Well that was great, but that's not 10,000 dollars a month, that's 10,000 dollars one time. Now your income is gone. Money in the bank, let's say 3 months to be on the safe side.

Checklist Item #5: Legitimacy

Legitimacy - this is something where I think that people outside US don't really get it, but Americans have - health insurance is tricky. I know that right out of the gate, right out of college, the number one reason for having a legitimate job was this thing called health insurance. People from Europe, people from Canada laugh, but the number one reason for bankruptcy in the US is health insurance. And in some countries, you just get health insurance, but over here if you are not insured and the laws are changing, but even when I was first on the job market: if you get hit by a car, you might suddenly owe 2,000 dollars or more, from being in the hospital for a couple of days. A really scary place to be.

I knew people who didn't bother with it. They were like "I'm young, I'm going to live forever." And then what happens if you break your arm? What happens if your wife gets pregnant? Now you really wish that you'd been paying even those couple of hundred bucks a month.

Let's talk about health insurance. Don't let it stop you from quitting your job, don't let it be the number one thing, or the one thing that stops you. You can go online and you can get what we call Emergency Room Insurance, you can get cheap insurance for a few hundred bucks a month, but they're really high deductible. You pretty much going to have to pay for doctor visits, but if you really get hurt, it's only going to cost you a couple thousands, not hundreds of thousands of dollars.

Let me tell you about health insurance. When I actually made the jump, when I actually decided to quit my job, there was an event coming up in a couple of weeks from that point. I had used up my vacation to go to other events. And I knew I was going to lose out on a lot of deals, a lot of money by not going to that marketing event. And I got so angry, I said "Why the heck am I in this job anyway?" And I looked to the list and my number one was health insurance.

You know what I did? I went online, I found cheap insurance and I got the enrolling on that that day, and that was is. And this thing that had cost me so much aggravation for a couple of years was over in 10 minutes. That's something to think about. Is there something that's been nagging at you, like health insurance - what am I going to do? Am I going to leave behind this really good health insurance at my day job? Or am I really using all that health insurance anyway? Is the trade offer worth it? If someone in your family gives birth, could you go to one of those places where they give you a natural birth instead of being in a hospital for a week? Is it okay to pay 50 bucks to go to the doctor where before it was free?

If you're in the United States, just go online, get some health insurance where if you really get hurt, you'll still be okay, otherwise you have what you get. But there is more to life than health insurance. And as far as other things like taxes and having a business entity, I would focus on making some money first. I

know people who would go and get business cards printed up, they will go and get themselves reassured as a corporation. I would make a small amount of money first.

There is this thing that you automatically are called sole proprietorship, I don't want to get lawyer or accountant advice, but if you make sales as yourself, you're a sole proprietor, which means that you're probably paying a lot in taxes, like 30% self-employment taxes, state taxes. But focus on earning the money first. Then, when it comes tax time, go to your accountant early and say "Here is all my income." Write off whatever you can, ask what things you can write off, and if you pay the big tax bill the first year, then go into - I use LegalZoom - to get registered as an LLC and get your bank account under LLC. Then, you can take steps to reduce the tax liability, reduce your costs, things like that. But focus on getting money coming in first, before worrying about taxes. I see people being like "I've got to hire all these employees, I've got to get this company card." No. Get some money coming in first, and you can figure out how to reduce your tax bill.

Checklist Item #6: Urgency

Here's the checklist for quitting your day job: mindset, social support, cash-flow, money, legitimacy and now finally urgency. I don't want to say that any of this is the number one thing, but let's just say that urgency is the number one thing, okay? You need to decide when it is that you're going to quit that day job. Because if you decide that you're going to quit that day job some day, you never will. For me, I think I set an exact month, but I would say for you set an exact day.

There might be six months in the future, might be a year in the future, but the thing is if you're like most people, if you try to set your quitting day a year along in the future, then you really don't want to quit. Let's just be honest. You need urgency. There is a reason why you're thinking about quitting. There is a reason why you listen to this podcast today, because I think that you know something needs to change soon. I don't know if something has changed in your life or that maybe things have been too much of the same for too long, but you need to decide the exact date that you're going to quit.

Let's say it's 6 months from now. Well now you go back to the rest of this checklist and figure out what needs to happen between now and then. The easy one if I want to go online and get health insurance, to get better health insurance that way, I'm now covered if I'm all on my own. How much money do I need in the bank? How much money do I need to have coming in the door, just so I can be free? Do I need to have a conversation with my friends, family, significant other? Do I need to fix my mindset by removing people out of my life who are bringing me down? Or get new people who are maybe trying to do the same thing and now I have some encouragement?

But when you decide on what that final day is going to be, now you can figure out maybe how are things going to be in 3 months and how are things going to be in one month. And what can I get started today to get the ball rolling on those kinds of things. We don't want you to quit your job today or start printing out business cards, but if you're planning on quitting in 6 months, then what are you going to do to get your butt in gear? If you've been thinking about getting a website started, maybe today is the day that you get it registered, get it online. Maybe today is the day when you go ahead and start getting your first

10 or your first 100 email subscribers. Maybe this week is when you're going to figure out "how can I make just a 10 dollar sale." Or maybe you get registered on some job site and you figure out "how do I get hired by someone on a recurring basis to handle the customer support or to answer the phones."

There are some really cool setups that you can be someone who works at home and you're clocking, using this oDesk software and they forward the calls to you, to your computer or your Skype or things like that. And you can set your own hours, but your hours are set and you can have an easier time switching from job to job and just build this income. If you decide that you want to do something else, if you decide that you want to sell a webinar course, then you can switch to that. And it is a little bit risky, because nothing's guaranteed. But nothing's guaranteed in the job market either. But it's a little less reliable, I would say, because you have some idea. You might put out a sales letter, mail to it, run a class and you might do really well and you might flop. Then you have to go back and adjust or look at what didn't work and be honest with yourself and do better next time.

Being an entrepreneur requires different thinking than being an employee.

Time Management & Scheduling

Let me get to a couple of things I think that are really important and held me up and I see hold a lot of people up. The first one is: where am I going to find the time to build my own business, to quit my day job? Let me give you a simple schedule. It's to wake up one hour earlier than you do now and put in an hour of business building. I don't like to use the word "work", but it's an hour of work in the morning.

Then, go about your day and dedicate one hour after work. That's the schedule I now want to give you and that's what worked for me. And you know what? There's times in life when choices are good, but this is one of the times when I'm going to tell you what's going to work. That way you don't have to do research and figure out 10 ways to do it and interview 20 people who have done it. Well, no. One hour before, one hour after.

The good thing about waking up early is that you're not burning in that oil and honestly, when you're working late, you're only playing tricks on yourself. You think that you're more productive and you're getting tired. The other thing about waking up early is that no one is going to bother you.

I don't know if you're on the situation where you live alone or you live with a bunch of other people. But if you wake up an hour early, everyone else is still asleep, so you can have an uninterrupted time of building your business. I really liked it too, because I only had an hour. I was rushing at getting things done as opposed to when you do things at night - it's open ended.

Wake up an hour earlier. And by the way, you know what else too? There have been many studies shown where certain things in your brain actually go away throughout the day. One of them is some chemical or neurons or things like that, where you run out of it. It's basically you get up and go. That means that if you wake up, you do a lot more things in the morning than you do later on in the day, whether you realize that or not. You wake up early and you get those tasks finished before you run out of that chemical or that process in your brain. Anyone can find an hour here and there.

Somewhere in the Double Agent Marketing book there is a list of TV time. We have a watching average of - here we go - adults aged 35 to 49 watch 34 hours a week. Adults 50 to 64 watch 44 hours a week of television. 44 hours a week, that's your second job right there! Whether you realize it or not, you already have a second job, which is watching TV.

If you stop that or reduce your hours there, you'll free up plenty of time. Big Brother can wait, you don't have to watch every episode of Big Brother right when it comes on, or maybe you can watch it, but give up Dancing with the Stars, but you can find the time. And if that means stop watching some TV shows or one TV show or stop watching the news that scares you anyway and you dedicated that one hour before and after your day job to build your business, I think that would really help you and complete four tasks every single day. Real ones. Real ones that get you where you need to go.

Whether that's a task like build your list or create content or things like that, but it goes back to Parkinson's law. If you had 12 hours a day to build your business, you probably would doodle around on Facebook and Twitter and figure out what should I have to the back of my website. But if you only had an hour, I don't care, I'm setting up a website that's good enough for now and you can go back and increase it later. Because what you want to do is build a business with real assets that works for us and it gets us money, so that we can make more money with less hours put in.

We're at our assets, one is your list. I don't know what your skill level is, but one thing that I wish I had known right off the bat and out of the gate, is to have a big list of email subscribers. To have these people who have signed up for my newsletter from my blog, who have claimed a free gift I had somewhere, or even better, who have bought my products. That way, anytime I want extra money, or I want to keep money coming in, I can say here is an offer. I want to give them and that might be an affiliate product, where I earn something from getting a commission, it might be something where I've made something new or even better something I created a long time ago and I just want to sell more copies, we have this list.

If you will get to the point where you have these paid ads running and you have traffic coming over and over again, that's work that you didn't have to do. If you have information products for sale, that people can buy automatically in the middle of the night, without you having to do anything, that's an asset that keeps on giving. But I want you to get good at one thing instead of just doubling it.

I see quite a few opportunity seekers. On Monday, they'll say, you know what, Face book ads are really cool. On Tuesday, they'll say AdSense sites look super-cool. On Wednesday, they'll say Amazon sites are really awesome. And they'll jump from thing to thing without even really finishing, but they'll double and they'll just research this and that. That's a dangerous place to be, because you'll know everything, you'll be close to learning new things, but at the same time you will also be distracted and don't get anything finished. You end up being someone who spends a lot of time, spends a lot of money and gets nothing back in return.

If this is you or if you have these tendencies at times, or if this once was you, you don't want to be proud of that, you don't want to feel sorry for yourself, you don't want to be a victim or a martyr. You say, okay, I have this problem, I want to fix it, I want to be better. We have to build asset, provide value,

make a website, make something that sells something every day, find websites that already do what it is that you want to do. Let's say if you want to have membership on golfing and you want to give golf advice, golf video and sell golf stuff, don't reinvent things. Join these sites, look at what they're doing, figure out how you can be similar, but better. You only need to understand why someone would buy from you rather than some other established site that's already out there.

We want to have our goal and if we use this idea of quitting your day job, helping your family, improving your life, as the motivator, then we can actually figure out what are the tasks I need to do to get there. I need to build a list, I need to get the website online, I need to have a way to be able to take payments using PayPal and have a download page, I need to have an opt-in page so that people can join my list. And we get these building blocks in place.

But it's not about how long you've done it, how much you toiled, how many hours in the day. It's about what it is you accomplish. That was a huge mindset shift from me and things like downtime didn't really help out. I know you've been there, I don't have to ask. Because I've been there, where you've been sitting at the computer for two or three hours and you can't make any headway. You know what? That's time to get away, get off the work and get out of the house and go do something just to clear your head. Downtime is really important and to compress your schedule in accomplishing more things in less time.

If you really, really had to put out an article or blog post in five minutes, you could. If you really only had a minute or two minutes to put out an email, you could. If you only had 10 minutes to make an opt-in page, you could do it. It is just a matter of are you going to waste three hours to do it or you're going to do it in 10 minutes.

I want you to accomplish more in less time. A really useful tool for this is this thing I call "structured creativity". If you go to my blog, robertplank.com or you buy our course incomemachine.com, we give you all these systems, all these checklists for if you want to write what's called the sales letter, this webpage, you have people who buy from us, there is a template for that. If you want to write articles, blog posts, chapters of a book, parts of a product, there is a template for that.

Basically, you can have this crazy idea, but within the confines of this step-by-step system.

In a previous podcast, I talked about article writing. If you want to speak out an article, it's about three minutes worth of speaking. If you start an article with a question that's the title, if you have three things that you're about to talk about, talk about thing number 1, talk about thing number 2, talk about thing number 3 and you recap all those three things. Then you talk about your website in a one-sentence spiel in your bio box, that is a really good structure for an article.

What you say in an article, whether you're talking about dog training tips or real estate tips or stock-trading tips, whatever that is, that's up to you. But it's easier to be creative within certain confines.

We use those systems to do things we know are going to make us money. The big one is the sales letter, a big one is building a list, talking to that list, using blog posts to build that list, having a product or

webinar in the way that they get something to buy and then traffic. If we hear about this thing called Bing ads, Facebook ads, LinkedIn ads, then we can plug in that traffic source to our own website.

That was the one I had today, let's touch on habits really quick. The best thing that I did and this really helped me use my own issues to get myself motivated and to make a change and not be this person who runs out the clock is having a real goal. A lot of people say list 10 or 20 goals or do all these fancy system. Let's figure out today's date. I don't know what day it is that you listen to this podcast, but I'm going to write down today's date, month, day, but put the year one year in the future. And literally write down on a piece of paper.

Underneath that, I want you to write down one sentence - for me it's two words - and that's it. I want you to write down one sentence in the present tense - this is one of those mindset tricks - of how are things one year in the future on today's date. If you are that f person who needs to throw it away or pin it on the wall, whatever it is. But I remember at that time, I sat down and I said I want to have this house, I want to have this car, I want to have these things going on in my life, which is one sentence. Maybe I crammed four things into that, but honestly I'm going to add 5 words to mine.

You don't have to tell me, I'm not going to tell you what mine is, but a year from now, today, in the present tense, what's one thing that you want to have. We don't have to have all these fancy goals, but what you are building towards and then you can actually figure out how now if it might involves quitting my day job or quitting my day job allows me these new opportunities. Like I can get this certain level of income, I can spend this extra time with my family or I can go travel or I can retire so I don't have to wait till I'm 60, whatever it is - you need to have this goal. And then we can use our imagination to daydream and get us to that point. And keep us from having these hiccups along the way, remove these toxic people, we take some rest and also are honest with ourselves and know what's working and what's not, because you get good at what you do.

If you think about all the bad stuff going on and you think about all the reasons why things won't work, you're going to be good at that. But if you get to the point where you can go from having an idea to putting up a membership site very quickly, you do that a few times, now you get good at that, now it's something that you can repeat over and over again.

Productivity. Real quick and easy, do four things every single day, four real tasks. Have an accountability partner, even if it's your spouse and just list out: I'm doing this, this, this and this, these four things, that's it, I'll check back with you when it's done. That works wonders. Make sure you actually do it. I use a mindset trick of having a countdown timer on my computer. I use a tool called Cool Timer, if you are on a Mac I think it's online-stopwatch.com, just to give yourself that urgency and to make sure that you, once again - I think it's the phrase of this call - get your butt in gear.

We talked about a lot of things, mostly mindset, mostly inner game of avoiding the scarcity mindset, avoiding being a victim or bragging about refunds and complaints or copycats. We're going to stick to some simple strategies. I've heard this thing that if you want to lose weight, throw out the junk food in your house, because now it's harder to go and get junk food it's not just right there ready. We want to use our imagination, we want to use our daydreaming and visualizing our head exploding with ideas, or

when a light-bulb flicks on, or if my head is spinning. But you want to be smart about it and also build a real business.

The Internet is not some magic thing, it's just a new place to get traffic, a new place to build a business, which means that you still have to sell things. You might be selling your skill, you might be selling a product or videos, but you need to have a real business. In order to get there, you need to have that goal, that reason why, that thing we're building towards that way, no matter what difficulties, obstacles, roadblocks we go through. It's an end-goal that makes it the reason why.

Everything we do is to gain pleasure, avoid pain, so if the pleasure is so good and the goal is so good, then we'll go through whatever heartache or obstacle it takes, while also being smart about it and not just suffering. Because when you suffer too much, you start to like it, and now you are back in that victim - martyr mindset. I don't want that for you. I want you to quit your day job, I want you to become a full time self-employed entrepreneur, but you need to think about things a little smarter.

I apologize if I'm talking in generalities here, but that's what you need to do. No matter what niche you're in, if you're providing a service, if you're providing coaching, consulting, a product, a membership site, a physical item, a digital item, whatever it is - you have that reason why you backtrack and now you use these tools. Mindset, social support, cash-flow, money, legitimacy and urgency. Get it. It's never going to be 100%, but if you get it to 80%, you are able to quit your day job and look back and be glad you did.

That was the Robert Plank Show, episode 20, How to Quit Your Day Job and Become a Full Time Self Employed Entrepreneur. Make sure to visit us at robertplankshow.com, click the Like button and be very, very certain that you're going to subscribe to us, because episode 21, next one coming up, "[How to Claim Unlimited Internet Traffic \(Free SEO and Paid PPC\) to Deliver Hungry Visitors to Your Websites](#)" is the thing that everyone needs, not everyone knows they want, but traffic, traffic, traffic is what we'll be talking about in the very next Robert Plank Show. Thanks for listening and I hope that you use today's tools and training and advice to quit that day job and become a full time self employed entrepreneur.

Thanks for listening and have a great day!