

# "The Robert Plank Show"



## Episode #029

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### Productivity Hacks of the Ultra-Successful

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## Kanye West or William Shatner?

Quick question: are you Kanye West or are you William Shatner? Those are your only two choices. Don't let this pass you by, actually think about your answer to that question. Are you Kanye West or are you William Shatner?

A huge problem I see with a lot of internet marketing online business work at home entrepreneurs is they are sheepish, they are shy, they don't put themselves out there. Look at William Shatner. He struggled in his life. Before he became famous he took on way too many plays and movies and TV roles to the point where his agent said you should hold out for better TV shows and movies, but William Shatner liked acting and he wanted to do more of it so it didn't make any sense to not act in order to get paid more for acting later. After he played Captain Kirk in the 1960's, he had a nasty divorce. Actors weren't paid royalties back then, so he was out of money, living out of his car, but made a comeback in the 70s and in the 80s. Then fell out of style again. Then made a comeback again.

You might call Shatner an egomaniac. He has TV shows, movies, websites, online videos, books. They are all about him and he's proud of what he does. That's good, but now look at someone like the rapper Kanye West, and think about his public persona. He is a total jerk, the stereotypical rich guy who bulldozes over everyone.

They're both famous, full of personality and are very good at marketing themselves. The "Kanye West" type has to tear down others in order to look good. William Shatner builds himself up so much, put themselves out there so much that they are good on their own and they don't have to look good by making someone else make look crappy in comparison.

Think about that today: Are you Kanye West? Are you tearing others down, because it's easy to fall into that trap and you don't realize it. Or, are you William Shatner, are you simply better and incomparable to everyone else?

## Everyone Has An Opinion

Some people lecture me quite a bit, who think they know better. They always have an opinion, because it's easy to look at someone else's business from the outside, isn't it? They these opinions, they say you're an idiot for doing this, and you're an even bigger idiot for leaving this out...

They complicate things over and over again. I was at an offline event once. Someone said, Robert, you should do this, this, this and this. By the time they explained their entire idea my response was... you're talking about an upsell, I have that. Why didn't you just say the word "upsell"? Or, they spend 15 minutes explaining a huge crazy system and I say, you've just described a coaching program, or you described an autoresponder sequence, I have that.

We believe we need complicated things when in reality, simpler things are easier to use. Another time, a coach was very insistent that Lance and I create a \$500 per month membership program for someone to get access to all our products. We ran QuickBooks reports and narrowed down a group of people who were already paying us \$500 a month! We already had that \$500 per month site and didn't realize it.

We have membership programs like [Membership Cube](#) to run a membership site, [Webinar Crusher](#) to run GoToWebinar pitches and classes. We have people in multiple programs. If we had followed that "wrong advice" we would have thrown out so much work just to get back to where we already were. You might hear things you've heard in the past, or they might go contradictory to common sense, but I don't want you to throw those out because they are simple ideas.

I have four things to discuss with you:

- the three types of activities that you go out and do on a daily basis, (it's important that you are honest with yourself and identify which activities you're doing)
- Four Daily Tasks
- how to be self-motivated and clear out the clutter
- batch your activities together and have consistent routines so that your "productivity muscle" stays in shape

We have a book called [Four Daily Tasks](#), which you can get by going to [FourDailyTasks.com](#) and I have a home study course called Time Management on Crack that you can get by going to [TimeManagementOnCrack.com](#).

I make fun of other productivity systems because they don't work. They turn you into a person that charts and graphs everything you're doing. There is so much overhead.

People make to-do lists and follow the system, organizing into quadrants, priorities, columns. You load up your calendar with 52 things every day. It's a glorified to-do list. The problem with to-do lists is once we ask our brain something it can't help but give us an answer, even to the point where we stop asking.

Ask your brain to think of as many words as possible that start with the letter C: car, crib, crayon, cranapple, crepe, crop. You'll think of these things and tomorrow your brain will still be listing words that begin with the letter "C" even though you don't need that information anymore.

Someone might tell you to "empty out of your brain" and write it all on a list. The problem is it doesn't work that way. Once you start on that list your brain will think of more things to add to that list and it will never end.

Instead of worrying about priorities and too many things to do, complete four things a day. There are three types of activities you undertake every day when you're building your online business.

## **Sparks, Maintenance, Money-Generating Activities**

Let's talk about time-wasting sparks: Forum research, buying products, goofing around, checking the latest Facebook or Twitter forum entries. Email or phone gossip. Being busy but not productive.

Anyone can fill a 20 hour day, but it takes skill to fill those things with important tasks. On a given day you'll only do about 15 minutes of actual effort. Time-wasting sparks can be fun. Sparks probably trick you into the illusion of being productive. We are categorizing, organizing, whiteboarding. I threw my whiteboard away years ago and my income shot up as a result. "Sparks" make you feel productive when you're just busy.

The second type of activity: you need to have in moderation, maintenance. Bookkeeping, customer support, dealing with improvements or bugs in your software, customer lost password requests, refund requests, customer questions.

These things ARE important. Problem: what if your business tasks were 100% "maintenance?" If you're clocking in to your business for the next year, would your business grow? If you're only answering customer questions... your business would be cut in half, because you wouldn't be getting in any new customers into the funnel.

Maintenance activities shouldn't be ignored but they aren't urgent. We can collect testimonials for a product, check sales letters, check broken links. Verify information is up to date, but it doesn't make you a lot of money.

The third and final type of activity: money generating activities. In an ideal world, you're the idea person (the CEO) of your business. Your activities are things that only you can do. Everything else in your business is not unique to you. For example, customer support or recruiting new joint venture partners for your affiliate program are things you can hire out or automate.

Paid traffic, sending emails to your list, running a pitch webinar, showing up for coaching calls. It feels like being doctor or a lawyer. Appointment is scheduled, you show up, it's done, money generated, back to fun, vacationing in your life and let someone else drudge through the day to day problems.

Three kinds of activities, time wasting sparks, maintenance, and money generating activities.

## Four Daily Tasks

This changed my life. I spent years figuring this out and it will change your life. We see lives change from Four Daily Tasks system but only for 30 days. Why? Why would someone having this difficulty, discover Four Daily Tasks, they get a lot done in 30 days and go back to their old routine? Because once you get to a certain point it's easy to forget how far you've come.

Let's say you weighed 400 or 500 pounds, hugely overweight and you hit the gym every day, lost pounds and shrunk down to 150 pounds. You're lean, you've grown big muscles. It's tempting to revert back to that old lifestyle. What if you're struggling, scraping by, no money in the bank, no money in your pocket and you bust your butt and you end up with a million dollars in the bank after a year. It's tempting to go on vacation for a couple years until it dwindles down and you're back in that same situation.

It's called regressing. That's the only drawback of Four Daily Tasks. It works quickly and it's tempting to go back to the old way. You forget how things were before, and you end up in a vicious cycle of I'm productive, I'm doing my Four Daily Tasks, okay I'm too smart for that I'm going to go back to my old way. Now everything has slowed back down now I have to get used to Four Daily Tasks. I get so much done because I don't trust myself. I know if I let "the chips fall where they may" I wouldn't get things done. I would let sometimes weeks or months go by without any money generating activities.

Should I send an email today? Should I present a pitch webinar? Yes, because that's what makes money. I want to make the most amount of money possible and not have to keep going up that hill. I want to pick up speed and keep that going with less effort than it took to get the train rolling in the first place.

[Four Daily Tasks](#), get the book and then inside the book you can get access to our private Facebook group where every day there is a bunch of us in this group where we go and post our four tasks and we use abbreviations and acronyms, so we don't have to spew off all these details but just I'm doing these four things. And just the activity of publically declaring it and other people seeing it quadruples, multiplies the chances that you'll get it done.

Identify your three types of activities, do just four of those money generating activities per day and get the book, join the group to get the accountability. That's [FourDailyTasks.com](#).

## Your Brain Plays Tricks on You

Your brain gets you excited about new things. Helpful at first but dangerous if you achieve some level of success. When you're first starting out on the internet (building your business), you don't know what's going to make money and what's not. At that point, it's in your best interest to try different things.

A few things work out you readjust and get cranking and you're at \$10K, \$20K, \$50K, \$100K a month, but things get boring, familiar, ordinary. When we come across something that's brand new our brain tell us this new thing is way more exciting. We get distracted away from what's making us money and into "not making money" territory.

I am not saying you need to live like a shut-in, in a cave, and avoid anything new, but I see this many times. Someone gets a business that's rocking and rolling, making consistent income they throw it all away because they wanted to try something new.

Your brain plays tricks on you of what's important, about what you're actually doing that's just busy work, about activities that have the potential for all this extra income and you're only farting around.

Your brain plays tricks on you when it's tired. You might have heard someone saying, "I just put in a 20-hour day." Or, "I'm a workaholic, I just put in 100 hours this week." You can look at all kinds of studies where after even a couple of hours your productivity level drops almost to zero and at 12 hours it's almost a straight line down to nothingness.

If we're awake for days at a time, our brain thinks we're getting a lot completed but we're really functioning at a diminished capacity, so much that we don't even know that we're working slowly. We don't even realize that if we would take a break for a couple hours or days, we could recharge.

Workaholics have fun and enjoy their efforts. They're thinking, "I'm busting my butt, I'm getting all this accomplished, I'm on a roll, I'm having a lot of fun."

Your brain is looking for that reward that motivates you. A great reward for me is the reward of clearing out the clutter. You might have a paper notebook. I love being able to tear a sheet out of that notebook and toss it in the garbage, when I don't need that pages of notes anymore. I love to be able to put down some bullet points about an upcoming training, organize them, get it all finished, then rip it out of my notebook forever.

It might take some retraining because I know that early on I was a pack-rat too, I loved having notes on everything. But there have been studies done over and over again that 80% of notes you file away don't get looked at again, the only trouble is you don't know which 80%.

## Batch Activities Together

Rewards, motivation and clear out that clutter. And now finally, the final productivity of the ultra-successful I want to share with you today is to batch your activities together and work that muscle to have consistent routines.

Let me explain, if I took a year off of podcasting and running webinars and writing blog posts, it would be tough to get started again, but because Lance and I put out a blog post or a podcast once a month at least, because we do a pitch webinar every week or once every two weeks, then we're still in shape, we're still in form. When I was in band in middle school and high school, I played saxophone. When I was at my peak, I practiced exactly one hour per day after school. When I thought I had it figured out I slacked off on practicing, then my skill declined.

Batch your activities together because it takes a lot of work for your brain to switch gears and you lose a lot of productivity time by doing that. I always like to if I'm recording a video, then maybe record an hour long video not just ten minutes at a time, or if I'm making a blog post, maybe type out two blog posts, that way I have one for now and one for later.

For me, these tasks were difficult at first. Tasks like making a sales letter, videos, articles, writing emails. Get to the point where these things become part of your routine. Write an email, add it to your autoresponder sequence every morning. Crank out another chapter or page or paragraph of your book every evening. Get a few money making activities in your routine so it becomes weird to not complete that particular easy task.

We have a course called [MakeAProduct.com](http://MakeAProduct.com) where we show you how to speak out, dictate out a book, a report, even a series of articles. If you can talk and can explain three talking points for three minutes, you have a long 400-500 word article. Just do that every morning. Wake up three minutes earlier than normal and that's 365 articles, blog posts, chapters of a book, guest blog posts, whatever it is you want every single year, and that's what we call partial outsourcing.

If I am traveling to a conference or taking the weekend off, taking half the week off, I know someone is transcribing my audios. The traffic is coming in. My scheduled autoresponder emails are going out. At the end of the day, end of the week, end of the session I want you to put this in your head. If you're thinking, should I do this thing or not... do I have time for this activity or not? The answer is, how much money will that make me?

If doing this thing will make you more money, it's worth doing. Are you wondering If today was a waste? Examine the activities and tasks you performed. Did those make money or did they lose you money? If you bought information products that you're never going to finish... or you started on a projects that you'll never finish, added 1000 Facebook friends...that didn't make you any money, did it?

You need the fundamentals of internet marketing, what Lance and I call the [Income Machine](#): sales letter, membership site, traffic, stuff like that, those are all things you can add to make you money.

At the end of the day, how much money did those things make you?

In a typical day you have activities that are time wasting sparks. Eliminate those. Maintenance, minimize those as much as you can. Money generating activities: maximize those as much as you can.

Complete four things a day, Four Daily Tasks, buy the book at [FourDailyTasks.com](#). We like three tasks of about 40 minutes and one task of about 10 minutes. I short 10 minute, 30 minute, or 60 minute break in between those and get a heck of a lot more done in a day, the most people do all week and all month. Clear out the clutter, batch activities and have consistent routines to build that productivity muscle.

My name is Robert Plank, let us know what you think of today's episode and today's podcast by going to [RobertPlank.com](#) and leave a quick comment. I am Robert Plank, get back out there and build that online business.