



# Are You Being Productive or Just Being Busy?

By *Todd Falcone*

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Did you know that there is a *gigantic* difference between having a productive day versus simply having a busy day?

I can't tell you how many people I know, whom I have worked with personally, who *thought* they were being productive in their home businesses, only to find out that they were simply staying busy conducting menial tasks that meant nothing to their bottom line.

In the end, the only thing that matters is *production*. Ask yourself, "What did I produce today?" In fact, here's a great tip to help keep you on track. I do it. It works!

Take out a piece of paper and write down the following words:

*What did I produce today?*

Now, post it someplace you *have* to see it *daily*. Put it on the bathroom mirror or your computer monitor. Put it someplace where you *cannot miss it*. This is crucial. Read it daily and ask yourself this simple question.

If you want to make it in this industry, you must *produce*. Being busy doesn't cut it. Being productive is all that matters.

This means, focus your time on conducting *revenue-producing* activities. If it doesn't make you money, then don't do it. I have yet to meet a person who makes money dusting his desk, organizing his leads or cleaning up his office files.

You *must* spend your limited time in production mode. We are all limited to 24 hours in any given day. The question you have to ask yourself is, "How am I spending my valuable time?"

Here are some tips to help you make sure you stay on track and in production mode, and avoid simply "being busy."

1. If you are involved in network marketing, spend all of your prospecting, presenting, closing and training. Nothing else really matters.
2. If you need to conduct tasks that keep you “busy” (e.g., writing auto-responder letters, producing training documents for your team, etc.), do it during your down time. In other words, do these things when you can't be making phone calls, such as late at night or very early in the morning.
3. Track yourself and conduct regular self-checks. Log the number of outgoing dials, presentations you made, messages you've left, etc. This will help ensure you are on the right path before it's too late.

Making it in this industry is simple. Proper application of the right activities on a daily basis will produce consistent results.

Failure is just as simple. Application of the wrong activities — and not recognizing that you are doing the wrong things — will consistently produce nothing but frustration and disappointment.

This profession works. Network marketing works. However, *you* have to work — doing the right things — in order for it to work for you.

Todd Falcone has been a successful field leader for over a decade. He is also a public speaker, trainer and personal coach to several top producing network marketers. He lives in Seattle with his wife, Carla, and son, Gianni.