

“EXTREME Productivity Secrets of the Ultra-Successful”

By Andrew Cass



Let me start off here with my signature quote on this subject to set the stage a bit...

“The mark of the leader is one who places EXTREME importance on results. In order to get results, one must make personal productivity their #1 priority.”

I know of not one highly successful Entrepreneur that is not obsessed with the clock. Seriously. Every hour of the day is watched and thought about, almost every thing they do is timed, and they often worry more about time than they do about money. Because they know: “time is money.”

But.... if “time is money”.... then we are broke. Because the majority is struggling, yet, we all have the same 24 hours in a day. Ever think about that?

Here’s the deal... The ultra-successful use their 24 hours VERY, very differently than everyone else. In fact, just the thought of some of the things they do would make most people squirm in their chair. So today, I’d like to share with you a few “Extreme Productivity Secrets” of the Ultra-Successful.

Here we go...

Revenue Producing Activities First - Every top performer starts their day off with their “highest pay off activities” first. And under no circumstances do they deviate from this. And under almost no circumstances do they allow (or care about) distractions that will, undoubtedly, interrupt them during these time blocks. No email, no phone call, no text message, no instant message can’t wait until they are done. They make a commitment to themselves first.

Sounds selfish right?

It’s not. It’s “self-centered.” There’s a difference. *Self-centered* means you focus on making yourself strong first. By making YOU strong first, you make your business strong and you make everyone around you strong. *Selfish* means you don’t care about anyone but yourself. Big difference. We are all self-centered. It’s human nature. But there is no need to be selfish.

The late, great Jim Rohn said it best: *“I’ll make me strong for you, and you make you strong for me.”*

My point exactly. That’s being *self-centered* to benefit you and others. And that is also called leadership. Anyone who sees it differently is most likely running around reacting to everyone else’s needs all the time and falling further and further behind in making themselves strong and productive, and in turn, *weakening* everyone else around them.

Batching – Every top performer I know *batches* certain activities into certain days or times to be more efficient and focused. What I mean by this is, if you write in the morning, let’s say, like I do, then you bunch all of your writing activities into the morning. You’re not running errands one morning, answering emails another morning, reading a book another morning, and writing this morning. That’s what I call *scattered activity*. If your morning is your “productivity strength zone” for writing than that’s all you should be doing each morning. Period.

Another example of batching, and maybe the best time-saving example I know of and use, is when you are running personal errands or going to appointments (haircut, doctor, gym, etc). We all have them. Do you schedule them whenever, or do you strategically batch them all together on one afternoon so you can kill two or three birds with one stone? Most look at me like I have ten heads when I suggest this...

As example, If I am driving my car to the gym in South Beach, from downtown Miami where I live (about a 10 minute drive), I rarely just drive there and drive back.

What a waste of time. It aggravates me just thinking about it.

Along the way I find at least two or three other tasks that need to be done that can be *batched* along with my trip to the gym for maximum efficiency – a haircut, bank, grocery store, etc. So all of this stuff gets done in a certain window of time not scattered throughout the week.

Too many people are constantly starting and stopping, starting and stopping, because they don't batch their activities. They just do them whenever. This is THE #1 productivity killer of them all.

Here's what most do....

They start working in the morning for a bit, then they run out to the store for something, then they come back to work for a bit, then they run to their haircut appointment, then they work again for a little while, then it's time to go pick up the kids, then it's time to eat dinner...and then the day is over. And they are exhausted. And they're wondering why they got nothing done.

I'm exhausted just writing this. They are in a perpetual state of "start and stop" and "getting nothing done." Is it any wonder why they feel unproductive and overwhelmed?

To give credit where credit is due – I got this term "strength zone" from Marcus Buckingham in the book "*NOW, Discover Your Strengths.*" I've slightly tweaked this philosophy a bit for my training and coaching on [productivity and time management for Network Marketers](#).

He uses the term *strength zone* when it comes to your overall "personal strengths" as an individual. I use the term when it comes to you strongest "productivity periods" of your day.

For example, the first two and a half hours of my day, from around 7:30 to 10:30, I consider to be my "*productivity strength zone.*" This is when I get my highest pay off, highest priority tasks done with no distraction. No email, no phone, no people.

Find your "productivity strength zone." It'll change your life.

Environment – Every top performer I know of *knows where* they work best. I'm talking physically. For some, it's in their home office. For others it's at a coffee shop. The problem lies in being in the *same* environment for everything you do.

Most people work on projects, make phone calls, talk on the phone, and read all in the same place. Not good. And certain to invite distractions of all kinds. This is the premier productivity killer.

How can you be focused and efficient if your phone is ringing to your left, your email is open, your cell phone is next to you, your instant message is on, and your dog is nippin' at your shoe laces to go outside, and oh yeah, you are working on a marketing piece?

This is how the great majority function today. It's called "multi-tasking" and it's a complete myth. It's a disaster actually. And then they wonder why the shiny new marketing "how to" tool they just bought doesn't work for them. It's the person who doesn't work! Top performers don't multi-task. They are fully *engaged* and *focused* on the ONE task at hand.

The key is to find YOUR "best environment" for YOU for certain business building activities. For example, you may talk on the phone and handle email in your office (like I do) but you might write and work on marketing at a coffee shop each morning, and you might read and study in your living room or den. You get the point.

Different, focused environments for different activities. You know you're heading down the wrong path if you're doing ALL of these things in one location everyday. Doing it all in one environment is a "focus killer" and a "distraction breeding ground." Get creative. Move around to find your best environments for maximum concentration and focus.

Plus, doing certain things in certain environments keeps things interesting. I couldn't imagine sitting in my home office all day long doing ALL my business activities. How dull. And frustrating. And boring.

Remember, ALL of this translates to "more money." Extreme Productivity = Maximum Profits. No doubt about it.

- **Andrew J. Cass**

Andrew J. Cass has been a top producer in the Direct Sales world since he was 23 years old. A two-time seven figure producer, Andrew is now one of the Network Marketing industry's foremost experts and in-demand speakers on sales, marketing and productivity training. To see even more powerful productivity strategies for getting more done in less time while making more cash, grab a copy of his breakthrough FREE report: "*Productivity Triggers For Today's High Performance Network Marketer*" by visiting his web site at: www.FirstClassProductivityTriggers.com