“TIME IS EITHER YOUR GREATEST ASSET OR YOUR GREATEST LIABILITY. INVEST IT WELL.” —Michelle McCullough

Congratulations on making it to this point along the Path to Prosperity! By now you have learned how to set goals, crush limiting beliefs, invite people to try Nature’s Sunshine products and invite people to build a Nature’s Sunshine business. In this chapter we’ll talk about how to get it all done!

Take a moment to review your goals from chapter 2. What do you want to have happen in the next 3 months, in the next year, etc? Also, review the Path to Prosperity you selected in chapter 4.

Did you choose:

**Path A:**
**USER**
*(3 for Free program)*
If you love Nature’s Sunshine products and would love to have enough customers that your commissions pay for your monthly order, consider this path.
- 3-5 hours per week
- 1 class per month
- 10 calls per week

**Path B:**
**SHARER**
If you love Nature’s Sunshine products and would also like to earn a moderate monthly income, consider this path.
- 10-20 hours per week
- 2 classes per month
- 20 calls per week
- 1 Team member holding a class

**Path C:**
**BUILDER/LEADER**
If you love Nature’s Sunshine products and would like to build a team and earn a substantial monthly income, consider this path.
- 20-40 hours per week
- 4-6 classes per month
- 30 calls per week
- 3 Team members holding classes

Your productivity determines your paycheck. We have experienced and believe the time-tested adage, “If you fail to plan, you plan to fail.”

Whether you want to work five hours a week or work full time in your Nature’s Sunshine business, you can create a time plan that fits your goals and schedule in five easy steps.
TIME PLAN WORKSHEET
Create a weekly calendar Sunday through Saturday with times of day from 6:00 AM to 11:00 PM.

STEP 1
COMMIT TO A SET OF HOURS each week that matches your goals and your Path to Prosperity.

- Path A: 3-5 hours per week
- Path B: 10-20 hours per week
- Path C: 20-40 hours per week

STEP 2
DETERMINE YOUR “OFFICE HOURS.”

Based on the path you chose in step 1, block out the hours in the week that you want to work on your Nature’s Sunshine business. The great part about being an entrepreneur is that you get to work within your own routines and schedules! Using your worksheet, plan out how you’ll get your office hours in each week. (Sure, we know that things may change from time to time, but starting with a good plan will help you execute, even if you need to make tweaks and changes along the way.)

STEP 3
SCHEDULE TIME BLOCKS.

Once you know how many hours you will work each week, schedule specific time blocks for each of the following activities:

- **Marketing**
  Any tasks related to networking, promotion, parties for prospects, phone calls, events/trade shows, etc. are all in this category. All the work you do to invite, experience and enroll with clients (from chapter 6) falls into the marketing time block. Any task you do prior to taking any money is marketing.

- **Supporting**
  Any tasks that involve supporting customers or builders fall into the supporting time block. Helping a customer utilize his/her products, teaching best practices or tracking orders is supporting. Helping a builder through education, mentoring calls, Path to Prosperity group calls, etc. is supporting.

- **Administering**
  Any tasks that are related to your business but aren’t directly related to people or revenue-generating activities fall under administering. Checking email, placing orders, working with vendors, paperwork, returning phone calls, etc.

Successful businesses are built upon spending the right amount of time in the right time blocks. Here’s a general rule of thumb:

- **Marketing** 40% of your business
- **Supporting** 40% of your business
- **Administering** 20% of your business

DON’T FALL INTO THE LEADER TRAP!
Leaders often spend 90% of their time on administration and 10% on everything else. Your #1 priority should always be marketing and supporting!
What does your ideal time plan look like?

For example: If you have a 10-hour workweek, here is your breakdown:

<table>
<thead>
<tr>
<th>Time Block</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four hours a week</td>
<td>is spent on MARKETING.</td>
</tr>
<tr>
<td>Four hours a week</td>
<td>is spent on SUPPORTING.</td>
</tr>
<tr>
<td>Two hours a week</td>
<td>is spent on ADMINISTERING.</td>
</tr>
</tbody>
</table>

How many hours a week are you working on your Path to Prosperity? _____________________________

How many hours a week will you spend on Marketing? (40% of the above number) ________________

How many hours a week will you spend on Supporting? (40%) _________________________________

How many hours a week will you spend on Administering? (20%) ______________________________

Now, on your Time Plan worksheet, plug in 60- or 90-minute time blocks on the days of the week, matching your office hours with your time blocks above.

“SUCCESS IS SCHEDULED.”

Brendon Burchard helps us understand the importance of a strong time plan.

Schedule time:  
- for your marketing efforts (#1 priority!)  
- to support your team  
- for administration  
- to check email and return calls

But when time is up, move on. You need to spend time in each of these categories to get results. It’s not about checking items off of your to-do list, or refreshing your inbox over and over. It’s about getting the RIGHT things done and about completing consistent and effective actions that will move you forward in your business.
STEP 4
WHEN TO DELEGATE AND WHEN TO DO

As your business grows, you may find yourself getting lost in administration tasks and not spending the time you need to on marketing and supporting time blocks. This happens when non-revenue-generating ideas suck all of your work hours away. These items need to get done, but they’re keeping you from revenue-generating activities. As your paycheck grows, consider getting some support to take the administration items off your plate so that you can focus on activities that have the highest return on investment.

You don’t have to start with a paid employee!
• Consider tasks and activities that neighbors and friends can help with on a short-term/project basis.
• Consider reaching out to the local college or university and ask about their internship programs.
• Consider contracting virtual assistants that you can utilize at the time and financial investment level that’s right for you.

STEP 5
MEASURE, RINSE, REPEAT

Weekly planning and evaluation will help you not only stay focused on the right tasks but help you track your results. Each week, ask yourself three questions about your time plan:

1. What’s working?
2. What’s not working?
3. What needs to change?

For example, do you have a time of day where you feel the most energetic? Plan your supporting hours during those time blocks so that your customers and builders will get the best from you. If you're not sure, you may want to track it for a week and then make this decision.
Your weekly planning session helps you look back on your past week with gratitude and discernment. Maintain the things that worked well, and adjust the things that need to be fine-tuned.

Be consistent in creating a weekly time plan, and be flexible in making adjustments each week to ensure you are operating at your peak. Know that your time plan may continue to adjust over time.

**JENNIFER’S STORY**

Jennifer was working a corporate job that she enjoyed, but she always wanted to be an entrepreneur. So she decided to work on a side business. When she was trying to add another priority to her schedule, she struggled until she used time blocks. Because the business was a priority, she spent an hour every morning from 6-7 AM working on her business before she went to punch the clock for someone else. Jennifer liked getting things done before her work day: it made her feel like she was moving her business dreams forward. Jennifer was also creative with her lunch breaks. She spent one lunch break a week supporting team members on conference calls and one lunch break a week making phone calls or visiting another health care professional. This allowed her to keep working on her marketing time as well. During her weekly planning sessions, she compared her corporate calendar with her time plan and scheduled her weekly priorities.

**MANDY’S STORY**

When Mandy quit her corporate job to stay home with her baby, she still wanted to work and grow her business. Her baby would usually nap in the morning, giving her 60–90 minutes to do much-needed administration time (check email, return phone calls, complete paperwork, etc.). This system worked until Mandy’s baby turned 2 and began only taking afternoon naps. Mandy found out quickly that it took 15 minutes to respond to one email while her son was awake. So she adjusted her time plan, moving administration to the afternoon and her afternoon time block to the evening after her son was in bed. Once she made these adjustments to her time plan, she was back to being productive and effective with the time that she could invest in her business.

**WE ARE ALL STEWARDS…STEWARDS OF OUR MINDS, OF OUR POSSESSIONS AND OF OUR TIME.**

Whether you are building a hobby business with hobby hours or a sustainable business with sustainable income, you can build the business you want. But it won’t build itself: you need to give it the time it needs. The good news is, the more organized you become with your time blocks and time planning, the easier and more productive you will be.
MANAGING DISTRACTIONS

The digital age has led to a society of office workers and paper pushers. In order to be productive, we must contend with email and social media notifications on our computers and phones, text messages, social media feeds with endless information about our friends’ lives, not to mention barking dogs, chatty coworkers, the latest blogs, news and gossip sites…and a million other distractions that come our way. Plus, we have ideas coming to us faster than we have the time or ability to act on them.

Distraction can kill the best-laid plans. A study conducted by Basex Research found that the average employee in corporate America spends 2.1 hours a day on interruptions. That’s 28% of your workday, or 10.5 hours a week! Just because you are self-employed, doesn’t mean that you won’t have similar challenges. In fact many entrepreneurs are distracted at a higher rate since they don’t have a “boss” encouraging them to get back to work.

If you want to find success, you need to become aware of the distractions that are stealing your productivity. At this moment, you may not be conscious of what those are, but if you pay attention over the next week, you’ll start to notice all the ways you get distracted from your priorities at home and at the office.

Awareness is the first step. The second step is cutting those distractions down—and FAST. This is good advice for all aspects of your life, not just work. Be mindful of the things that interfere with your relationships with your spouse, kids or friends. How often do you get interrupted during important moments?
Try these tips to decrease or eliminate distractions from your day:

• Turn off email and social media notifications on your phone and computer. Instead, schedule times in your day to check them “on purpose.” This may be incredibly hard at first, but if it’s effectiveness you’re after, you’ll need to trade distractions for focus and productivity.

• Post your office hours on your door. Whether you work at home or at the office, let your coworkers, babysitter, kids, spouse or anyone else know your schedule. Set boundaries for work time, and honor your personal time with the same dedication.

• Don’t answer your phone during your block times. When you’re in the middle of a project, let your calls go to voicemail. Basex Research also found that when someone is distracted from a specific task, it takes an average of 25 minutes to get back to it. Honor your brain and the focus it needs to complete your tasks well, and you’ll be more productive than you have ever been before!
ACTION ITEMS

1. Schedule a time in the next week to create your first Time Plan worksheet. (Whether you use a printed worksheet or insert time blocks into a digital calendar, play around with what your ideal schedule should be.)

2. Put a weekly appointment on your calendar to ask yourself, “What worked? What didn’t? What needs to change?” Then make adjustments on your next weekly schedule.

3. Create a daily and weekly marketing list. Which actions need to be done every day? Block those into your calendar during your marketing time. Which actions need to be done once a week? Plug them into your calendar on the same day and time every week.

4. When you’re working on a specific time block or task, put your phone in another room so you don’t get distracted by calls or texts.