

Boost YOUR PRODUCTIVITY



Discover The Art of
Working Smarter, Not Harder

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Introduction

Virtually everyone wants to be more productive and boost their productivity. There are many reasons for this. They may want to become more successful in the eyes of their peers and superiors. They may want to become more profitable by getting more done in less time. They may want to have more free time to enjoy the finer aspects of life by getting more done in less time. They may just want to become a better person by being able to achieve more in less time. There are many valid reasons why people want to become more productive and get more done in less time.

Additionally, more businesses and companies value workers who can deliver high-quality work in a shorter amount of time. In this day and age of Internet access virtually everywhere we can go via our mobile devices, companies have to continue pumping out high-quality content and staying in touch with potential prospects and customers. Any delay in producing quality information and products gives the advantage to competitors, who can take those prospects and customers away from the company, damaging the profitability and reputation of that company and potentially putting them out of business.

It's not just businesses and companies that value high productivity. Entrepreneurs with their own businesses want to deliver as much high-quality content, products, and/or services to their own prospects and/or customers. Failure to do so can damage their profitability and reputation, and with the high level of competition online today, failure to continue producing quality information, products, and/or services can lead to a business failing entirely.

While virtually everyone wants to be more productive, many people struggle with improving their productivity. They don't know how to go about getting more done in less time. It can be because they doubt their own ability to do high-quality work more quickly. It can be because they lack some ability or skill they

need to do more high-quality work in less time and are unsure how to compensate for that lack of ability or skill. They may just not have the willingness or motivation to do what is necessary to get more done in less time.

In this book, you will learn how to increase your own productivity so that you can get more done in less time and have a more enriching, satisfying life. You will learn how to quiet your mind and improve your focus so you can improve your productivity. You will learn the basic ingredients of productivity and how to become more productive. You will learn how to measure productivity so you know you are making progress in becoming more productive. You will learn how to lay a productive foundation so that you can increase your productivity and get more done in less time. You'll learn simple time management techniques that can help you to raise your productivity. You'll learn how to remove the unimportant tasks so you can really focus on the important tasks and raise your level of productivity. Finally, you'll learn how to drive yourself to achieve an all-around productive life.

Chapter 1: Quiet Your Mind And Focus

In order to become more productive, we need to accomplish more tasks and work in less time. We need to be more proficient in our work to accomplish more. In many cases, people fail to be productive because they lose focus and let their minds wander, leading to them losing their train of thought and having to refocus on the task at hand, wasting valuable time and potentially leading to mistakes in their work, which can cause an even greater loss of productivity.

Therefore, it is key to focus your mind on the task at hand and block out all other distractions and thoughts that are unrelated to the task at hand. You need to have total focus on the task at hand so that you can complete the work at a high level in the shortest amount of time possible. Any other thoughts unrelated to the task at hand, including thoughts about future tasks or thoughts about issues outside of work, need to be put aside and dealt with later.

Failure to put aside thoughts unrelated to the task at hand will only slow you down and lead to a higher probability of mistakes. In other words, you will be less productive and take longer to complete the task at hand. You may be wondering, “How exactly do I quiet my mind and focus?”

First, you need to get a good night's sleep every night. Studies have shown that people are able to focus and concentrate better when they get to 7-9 hours of uninterrupted sleep every night. Failure to get that amount of sleep will lead to people being more irritable, less focused, and more likely to have their minds wander off and think about other things. If you're fighting your own fatigue while trying to handle a critical task, chances are high it will take you longer to complete it at a high level and more likely you'll make critical mistakes while doing it, taking even longer to correct them and get the product/service out to market.

Second, you need to not let other issues or problems bother you. If you are having issues at work or at home, you need to address them directly at a time other than when you are working on the project. If you are having an issue with your boss or another employee, you need to set up a time to take it up with him/her directly away from the project. If you are having an issue at home, you need to take it up with your significant other, children, or friend away from work. If you are worried about something, you need to talk with someone about the issue or problem you're worried about if you can't calm yourself down and not worry about that issue yourself.

The main point is that you must clear your mind and focus on the task at hand, and ONLY the task at hand to ensure you complete the work required at the highest level and in the shortest amount of time possible. If you cannot do this, your productivity will be lower, and your work will have a higher chance of having mistakes in it. In the next chapter, you will learn the basic ingredients of productivity and how they can help you to become more productive.

Chapter 2: Basic Ingredients Of Productivity

In the last chapter, you learned the importance of clearing your mind and focusing on the task at hand, and ONLY on the task at hand. Letting your mind wander and having your focus diverted to other matters, tasks, and/or issues will lead to lower productivity and a greater chance of errors impacting your work. In this chapter, you will learn the basic ingredients of productivity and how they can aid you in increasing your productivity.

The three basic ingredients of productivity are time, energy, and attention. According to Chris Bailey's *The Productivity Project: Accomplishing More by Managing Your Time, Attention, and Energy*, we can work smarter by managing our time, energy, and attention better. All three ingredients interrelate to each other and are vital to boosting our productivity to its maximum capacity and getting the most done in the least amount of time possible.

For instance, if you don't manage your time wisely, it won't matter how much energy and focus you have to do your work; you won't get as much done because your time management is poor. If you can't focus on the task at hand, it won't matter how much time or energy you have because you won't be able to accomplish tasks in a timely manner, leading to lower productivity. If you don't have the energy necessary to complete the tasks at a high level in a timely manner, it will not matter how much time you have and how much effort you put into your work, as you just won't have the energy to complete the tasks at a high level in a timely manner. In other words, your productivity will be lower than it can be.

This is why all three ingredients of productivity are vital to completing the most work at the highest level in the least amount of time possible. If you don't have good time management skills, you are procrastinating and not getting as much done as you should. If you can't focus on the task at hand, you're distracted

and less productive, plus you're likelier to make mistakes in your work, leading to even less production. If you don't have the energy necessary to complete the tasks at a high level, you'll burn yourself out, your work will suffer, and you'll be less productive.

This is why you need to remain focused on the task at hand- so you complete the tasks in the least amount of time possible so you can manage your time better and get the most done in the least amount of time possible. This is why it's vital you clear your mind and only focus on the task at hand to improve your attention span. This is why you get the 7-9 hours of needed rest in order to have the energy level in order to complete your tasks at a high level in the least amount of time possible.

In this chapter, you have learned that the three ingredients of productivity are time, attention, and energy. You have learned that all of these ingredients of productivity are needed for you to achieve your highest level of productivity, get the most work done in the least amount of time, accomplish the most goals you can, and have the greatest success possible. Without all three ingredients, your productivity will be lower than it can be, and you won't achieve the amount of success you are expecting.

In the next chapter, you will learn how to measure productivity so that you can improve your productivity and get more done in less time.

Chapter 3: How To Measure Productivity

In the last chapter, you learned about the three ingredients of productivity and why it is vital to have all three ingredients to gain the greatest level of productivity you can achieve. In this chapter, you will learn how to measure productivity so that you can improve your production and achieve more of your goals in the least amount of time possible.

Dictionary.com defines productivity as “the quality, state, or fact of being able to generate, create, enhance, or bring forth goods and services.” Its definition in regards to economic is similar: “The rate at which goods and services having exchange value are brought forth or produced.”

Labor productivity is defined as “the output volume divided by the labor input use.” In other words, its the amount of effort and time that the worker puts in and how many units of production he/she produces in that time span. If a worker produces one unit (say, one ebook) an hour and another worker produces two units (say, two ebooks) in one hour, then the second worker is two times more productive than the first worker.

This means that the second worker is able to utilize the same amount of time to produce two times the amount of material/product. This means he/she is more efficient and more productive because he/she is better able to manage his/her time, focus his/her attention on the tasks required, and/or utilize the energy necessary to complete the tasks required in that time period as compared to the first worker.

Therefore, in order to boost your productivity, you need to be able to produce more of the product or provide more of the service you deliver in the same amount of time or less than you have before. As mentioned above, if you produced one ebook an hour, you'll be more productive if you can produce two

ebooks an hour. You'll have two products you can sell in one hour instead of just one product, even if the amount of pages total between the two books is the same as the one book from before. Of course, if you can produce two books of the same length as the first ebook in one hour, that's even better.

When it comes to businesses, though, it's not just your production, but the production of your workers who work for you. Whether that's a traditional business such as a brick-and-mortar business or an online business where you use outsourcers to produce content and products and/or provide services for you, you have to measure their productivity as well as part of your overall productivity.

Therefore, if you can produce one to two ebooks per hour yourself, and they can add another one to two ebooks per hour themselves, you have that many ebooks in one hour. For instance, if you have five outsourcers producing two ebooks an hour each, and you can produce two ebooks per hour yourself, you have twelve ebooks produced in one hour. That's six times the amount you can produce on your own, which means that you have six times the productivity as before. However, if one of your outsourcers can produce three ebooks per hour, while the other four outsourcers can produce two ebooks per hour and you can produce two ebooks per hour, then you have 13 ebooks per hour you can sell, or about 6% more productivity than before ($13 - 12 = 1$ more ebook / 12 total ebooks before = 6%).

It's similar in traditional brick-and-mortar businesses when you have several employees attempting to make sales of products inside the store. If one employee can sell five pairs of shoes in one hour, and you have five employees total that can sell five pairs of shoes in one hour, then your store will sell twenty-five pairs of shoes in one hour (5×5), which is five times more productive than just one employee can do. However, if one of those employees can sell ten pairs of shoes per hour, while the other four employees can each sell five pairs of shoes per hour, then your store can sell thirty pairs of shoes per hour ($(1 \times$

$10) + (4 \times 5))$, which means you have 20% more production than you did before ($30 - 25 = 5$ more shoes / 25 total shoes before = 20%).

In this chapter, you learned that productivity is that it is the amount of effort and time that a worker puts in and how many units of production he/she produces in that time span. The more products produced or the more services rendered in that time span, the more productive that worker is. The more workers that can provide more products or that can render more services, the more productive the business is. In the next chapter, you will learn how to start laying a productive foundation to improve your productivity and your success.

Chapter 4: Start Laying A Productive Foundation

In the last chapter, you learned exactly what productivity is and how to measure it. You learned how you can increase the productivity of yourself and your business via increasing the number of products and/or services rendered within a specific time span. In this chapter, you will learn how to begin laying a productive foundation to increase your productivity and your success.

In order to form a productive foundation for yourself, you need to eliminate all distractions from your work area and clear your mind of any doubts and/or worries you may have. You need to be totally focused and invested in the working process in order to produce the maximum number of products/content and/or render the most services within a specific time span.

Additionally, you should have a clear plan of what needs to be done in terms of tasks and projects and how to go about best doing them. You can't afford to waste time with small details that you should be familiar with, such as formatting ebooks and paragraphs, or knowing what sites to look up information on- you should have that already planned out and ready to go as soon as you begin work.

This is where time management and preparation are key; if you prepare ahead of time on what you need to do and what resources to access, you can deliver high-quality work much more quickly than trying to determine what sites you need to go to, how to format ebooks and paragraphs, etc.

The same holds true if you manage a business and have employees and/or outsourcers. You need to have an agenda of tasks and projects to complete and a time table on which you can expect them to complete them. You need to lay down the ground rules on what needs to be done and how quickly they should be done. Any questions or concerns, they should know exactly who to contact.

However, when it comes to the basics of most projects, they should know exactly how to do them, especially if they have worked for you for a while. This means they should know how things should be formatted, what resources to access, where to send completed projects, etc. You should not have to inform them of these basic elements, as this will just slow down their productivity and yours, hampering your business and reputation because you won't provide as many quality products, services, and/or content if you have to go over the basics each time.

Therefore, to set up a productive foundation, you need to have a work area that is free of distractions. You also need to have a clear plan of what needs to be accomplished and how soon you expect it to be done. You should also have the basics set up so that you can dive right into the work; you don't want to be messing around with indents, fonts, formatting, etc.; that will only slow down your productivity. You want to have that all set up and ready to go as soon as you begin work.

It's similar with employees and/or outsourcers. They need to know what tasks are to be completed and how quickly they should be done. If they have any questions or concerns, they should know who to contact and how to contact him/her/them, but it should only be for specific details about a specific project. If they have worked with you before, they should know what formatting, fonts, and other usual details to include in ebooks, paragraphs, content, etc.- they should not have to be informed of those on each project they do for you. Going over trivial details that should be known will only slow down their productivity and yours, as you'll have to take time away from other things you should be doing. The result will be that your business will be less productive and less profitable, harming the reputation of you and your business as a result.

In the next chapter, you will learn how to implement simple time management techniques for maximum productivity.

Chapter 5: Implement Simple Time Management Techniques

In the last chapter, you learned how to lay a productive foundation so that you and/or your employees/outsourcers can be the most productive, which is key to you attaining your goals and having success. In this chapter, you will learn how to implement simple time management techniques in order to be the most productive you can be.

As mentioned earlier, good time management is key to being as productive as possible; time is one of the three elements of productivity. If you don't manage your time well, time will be wasted, as you will not be able to produce as much as you could if you managed your time better.

Therefore, you need to manage your time as efficiently as possible in order to be as productive as possible. To do that, you need to monitor your time very carefully and ensure you are working efficiently during the times you are working to ensure you are utilizing your time to the best of your ability. The same goes when you manage employees/outsourcers as well to ensure they are utilizing their time as well as possible to ensure you are getting maximum return on investment (ROI) of their salaries or payments.

Time how long it takes you to complete specific tasks. If you work at a computer or at a mobile device, you can easily track the time it takes you to complete a task via the clock on the computer or mobile device. Note the time you start a project- it's preferable to write down the start time on a piece of paper, in a text file, or in a spreadsheet file such as .xls or .xslm rather than just remembering it in your head). Then, note the time you work until the time you take a break. Note the break time as well to see how long of a break you take, then note the time you start back up again. Note that you should also mark down times you are interrupted due to some distraction and mark it down as a distraction. Note

again until you take your next break or have another distraction; continue doing this until you finish the project.

Review the times you recorded in terms of the times you worked, how long your breaks were, and the overall time it took you to complete the project. Consider how long you thought the project would take (you can actually note the amount of time you expect the project it will take before you begin on the piece of paper, in the text file, or in the spreadsheet file), then compare.

If the project took as long as expected or shorter, consider rewarding yourself for the job well done. If the project took longer than expected, review your log and see if there were any distractions that hindered your productivity. If so, could those distractions been avoided or were they unexpected? If there were no distractions noted, consider why else it took you longer to finish the project than expected. Did you lose focus and your mind started to wander? Was the project more difficult than anticipated?

Determine why you took more time than expected to complete the project, then make changes based on the reason(s) of why the project took longer than expected. If your mind wandered and you lost focus, consider getting more rest each night. If social media and/or email accounts are distracting you, log off of them while you are working. Determine what the cause was for why you were less productive than expected, then make appropriate changes as needed to improve your productivity.

You can even make this into a game or challenge of sorts in the sense that if you complete all of the work you expected in the amount of time you expected or less, not only can you reward yourself, but you can attempt to do even better the next time by either shortening the amount of time to complete your next set of tasks or by adding more tasks to complete in the same amount of time as your last set of tasks. Both ways can help to improve your productivity.

Note that there are several online timers that can also help to track your time. In addition, some of them have bells or other sounds that can sound after a specific time period. This feature can be used to signal an amount of time for you to work, then to take a break. If you are using Francesco Cirillo's Pomodoro Technique, you would schedule 25-30 minutes of interrupted work time; when the timer goes off, you put a checkmark on a piece of paper, then get a 3-5 minute break. Once you have accumulated four checkmarks (i.e. the fourth break), you get a 15- to 30-minute break, then repeat the cycle again.

Alternatively many experts suggest taking a 15-minute break every hour; this allows the mind to refocus so that you can have a strong focus on the work you are doing. The online timer can also be used in this regard as well.

The main point of this chapter is that you need to keep track of the amount of time you take to complete the tasks and projects you are expected to complete to attain your goals and the success you want. You need to monitor how much time you are working, any and all breaks you take, any distractions that occur, and the total amount of time it takes to complete a project. Compare the total amount of time it took to the amount of time you thought it would take; if you completed it in that amount of time or less, reward yourself for your productivity and challenge yourself to do even more in less time at your next work period. If you did less than you expected, determine what caused you to take longer and make adjustments in terms of distractions and/or focus to enable you to be more productive with your next set of tasks.

In the next chapter, you will learn how to remove all of the unimportant tasks and why it's important to your productivity.

Chapter 6: Removing The Unimportant Tasks

In the last chapter, you learned how to implement simple time management techniques to improve your productivity, including timing your work efforts, breaks, and distractions, then seeing if you completed everything you wanted to in the time you expected or not. In this chapter, you'll learn how to remove all of the unimportant tasks and why it is important to your productivity.

As was discussed earlier, it's vital that you prepare for work ahead of time. This means not taking time out to mess with formatting, indentations, spacing, etc. when creating content, ebooks, etc. You also should know what websites you should be consulting for research, etc. ahead of time. These are tasks that can slow you down if you let them; you need to do these ahead of time and/or very quickly so that you can get to the main task of creating the content/product and/or rendering the service in the most efficient amount of time possible.

You also need to consider what tasks are actually important to your business and which aren't. The tasks that are actually important need to be done, of course, while the tasks that aren't need to be dealt with at times outside of work periods. This includes handling emails and social media accounts- these can easily interfere with work and productivity if you let it. You need to set aside time during your breaks, lunch, or after work to deal with those; it is not important to completing your immediate tasks and will only slow you down.

Additionally, if you are running a business, especially an online one, you need to consider what skills and tasks you are best at and enjoy, and only do those tasks. Other tasks should be sent to outsourcers who are capable in those areas. This will free up your time to work only on those tasks you specialize in and enjoy; spending your time on other tasks will only slow you down, frustrate you, and make you less productive. Additionally, your business won't be as

productive because you are taking time out to do unimportant or less important tasks that other people can do.

You should only focus on the important tasks that you need to do for your business to be the most productive. For instance, if you are creating a product for a launch and need to create sales copy and/or marketing materials to promote it, you need to decide where your best skills lie. Is it in creating the content, the ebook cover, the sales letter, and/or the marketing materials? Choose one task to complete, outsource the rest. This is how your business will produce the most content/products and/or render the most services in the least amount of time possible – in other words, how your business will be the most productive.

In this chapter, you learned why you need to eliminate the unimportant tasks from your work so that you (and/or your business) can be the most productive. In the next chapter, you will learn how to pursue an all-around productive life.

Chapter 7: Pursue An All-Around Productive Life

In the last chapter, you learned why you need to remove unimportant tasks to boost your productivity, including using outsourcers to send those unimportant tasks to. In this chapter, you will learn how to pursue an all-around productive life.

Having an all-around productive life means that you are productive in all facets of it, not just in business. For instance, when you are assembling an item, such as a piece of exercise equipment, you have to follow the instructions to assemble it correctly. Being productive means assembling it together correctly the first time and not taking all day to do it. When you are grocery shopping, you are productive when you map out your trip to head to all of the different stores you need to go to in the shortest amount of time possible, yet still get everything you need and at the lowest prices possible.

As you can see, being productive doesn't just apply to business; it applies to all facets of life. It can apply to recreation, hobbies, shopping, working out, taking care of your family and your home, etc. Being productive means getting the most done at the highest level possible in the least amount of time possible. Whether that's creating the most products/content, rendering the most services, purchasing the most products at the lowest prices possible, or assembling items, it's doing it in the most efficient manner possible so that you maximize the value of every minute and every second so that you get the most out of them as possible.

Conclusion

After reading this book, you should have a good idea of how to boost your own productivity. You've learned how to quiet your mind and focus on the task at hand to boost your productivity. You've learned about the basic ingredients of productivity- time, attention, energy- and how they are vital to increasing the amount of quality work you do in the least amount of time. You've learned how to measure productivity so that you can learn how to improve your ability to complete tasks and projects in less time.

You've also learned how to build a productive foundation so that you and your employees/outsourcers can be more productive in less time so that your business can enjoy greater profitability and a better reputation for producing more products/content, rendering more services, and getting more things done in less time. You've learned how to implement simple time management techniques, including measuring how much time it takes you to complete tasks and comparing them to the amount of time you believe it should take you, helping you to learn where you are losing focus and how you can improve your productivity. You've also learned how you can use online timers to aid you in using the Pomodoro Technique or the often-advised technique of taking a 15-minute break every hour in order to help increase your productivity.

You've also learned how to remove the unimportant tasks from your life to increase your productivity, including using outsourcers to do tasks that you are either not proficient in and/or don't enjoy doing, enabling you to work on tasks that you are more proficient in and enjoy doing. Finally, you learned that you can be more productive in all facets of your life, not just work/business. Being more productive can apply to assembling items, grocery shopping, and really any activity where you can get more done in less time by managing your time better, bringing more energy to the activity, and putting more concentrated focus into it.