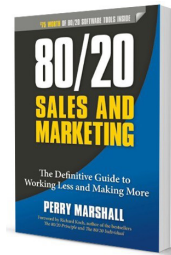


THE TEN THOUSAND DOLLARS

PER HOUR

MASTER DOCUMENT FOR HOW
YOU SPEND YOUR TIME





THE TEN THOUSAND DOLLARS **PER HOUR** MASTER DOCUMENT FOR HOW YOU SPEND YOUR TIME

| \$10 PER HOUR | \$100 PER HOUR | \$1,000 PER HOUR | \$10,000 PER HOUR |
|--|--|--|--|
| Running Errands | Solving a problem for a prospective or existing customer | Planning and prioritizing your day | Improving your USP |
| Talking to unqualified prospects | Talking to a qualified prospect | Negotiating with a qualified prospect | Creating new better offers |
| Cold-calling (of any variety) | Writing an email to prospects or customers | Building your sales funnel | Repositioning message and position |
| Building and fixing stuffs on your website | Creating marketing tests and experiments | Judging marketing tests and experiments | Executing "bolt from the blue" brilliant ideas |
| Doing expense reports | Managing Pay-Per-Click campaigns | Creating Pay-Per-Click campaigns | Negotiating major deals |
| Working "social media" the way most people do it | Doing social media well (this is rare) | Doing social media with extreme competence (this is very rare) | Selling to high-value customers and groups |
| Cleaning, sorting | Outsourcing simple tasks | Delegating complex tasks | Selecting team members |
| Attending meetings | Customer follow up | Writing sales copy | Public speaking |
| Driving to meetings | | | Establishing values and culture |
| Making trips to the store | | | |
| Performing basic customer service | | | |
| Bulding websites | | | |
| Spelling everything perfectly | | | |

Get the book for the complete experience >

