

The EFT Practitioner's Guide to Generating a Six-Figure Income

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Step 2 Calendaring

The best time to get very clear about your schedule is before you are seeing clients.

1. X out the one day per week that you will NOT do any work. Following the idea presented in "The 7 Habits of Highly Effective People", self care comes first. Stephen Covey calls it "sharpening the saw". I call it good business sense. It is too easy to let a business run you and the first step to keeping your balance is to devote one day a week to OFF time.
2. X out times that you have already made commitments to others. This may be volunteering, or cooking dinner for your family or even just being home when your children come home from school. Be stingy with your personal time, your business will grow around it!
3. X out your personal health care time. Do you exercise, meditate, worship, have dinner dates? Same song, different theme: Make it a priority to take care of yourself and you will have more energy and clarity to do stellar work.
4. Now...circle/box block or highlight with yellow marker the best time to meet with your target audiences. If you work with a religious group...avoid their church and activity days. If you plan to work with single women who are probably working full time, you won't want to try and meet with them at 11:00 in the morning. Friday night, Saturdays and possibly Sunday afternoons will be the time to arrange gatherings with them.
5. Now with the time frames that are open, circle/box block or highlight 90 minute slots for your one hour sessions. I say 90 minutes if you are having 60 minute sessions. Your clients will appreciate you leaving them a few minutes 'overage' time so you are not rushing them out the door. You will be able to have a restroom break, get some water, clear your mind and prepare for the next client. Your clients will appreciate that you are refreshed and ready to give them your undivided attention.
6. Remember that in the beginning of your business you will have more free time than booked time. I suggest you make it a habit of being "in the office" during your scheduled business hours even when you do not have a client. Build the physical and psychological habit of working those hours and it will help you magnetize yourself to drawing in clients to fill those hours.