

# The £10,000 per Hour Guide To How You Spend Your Time...

To make B-I-G leaps forward in YOUR business the business owner (that's you) must spend at least S-O-M-E time EVERY week on the right side of this table.

**Businesses stay mired in mediocrity and unfulfilled potential when the business owner languishes time down the left hand side**

Less ← → More

| £10 per hour work                                | £100 per hour work                                       | £1,000 per hour work                                           | £10,000 per hour work                      |
|--------------------------------------------------|----------------------------------------------------------|----------------------------------------------------------------|--------------------------------------------|
| Running errands                                  | Solving a problem for a prospective or existing customer | Planning and prioritising your day                             | Creating new and better offers             |
| Talking to unqualified prospects                 | Talking to a qualified prospect                          | Negotiating with a qualified prospect                          | Repositioning your message and position    |
| Responding to emails                             | Writing an email to prospects or customers               | Building your sales funnel                                     | Improving your USP                         |
| Building and fixing stuff on your website        | Creating marketing tests and experiments                 | Judging marketing tests and experiments                        | Executing brilliant ideas                  |
| Doing book-keeping                               | Managing Google/Facebook campaigns                       | Creating Google/Facebook 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, tidying                       | Outsourcing simple tasks                                 | Delegating complex tasks                                       | Selecting team members                     |
| Performing basic customer service                | Customer follow up                                       | Writing sales copy                                             | Public speaking                            |
| Answering the phone                              | Producing quotes/proposals                               | Training/coaching others on your team                          | Establishing values and culture            |
| Proof-reading so everything is spelt perfectly   | Outbound prospecting calls                               | Crafting proper follow-up campaigns                            | Thinking. Properly.                        |

Think on... what are YOU doing with YOUR time  
If you'd like help to spend MORE time in the right hand column then let's have a chat.