

# The Law of the Hourglass

## “You Must Make Your Moves Before Your Time Runs Out.”

### Maximize Time Efficiency/Top Breakthroughs to 2x Your Production

#### You Cannot Manage Time

The only thing you can manage are activities within the allotted amount of time that you've been given. You are the gatekeeper with how you spend your time. When you don't spend your time purposefully and intentionally, you'll be out of time.

#### Business Planning

When you don't have a business plan you spend your time on activities that are not growth oriented. Without a plan, you lose focus of completing daily high performance disciplines. When you work from a plan you learn how to master your time, and end up doing fewer things that have the greatest ROI for longer periods of the day.

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#### Essential Daily Disciplines

1. Conversations with borrowers that have the capacity and desire to purchase real estate
2. Nurturing relationships with referral partners that produce the volume
3. Knowledge that will put the borrower in the best possible situation
4. Creating a 5-Star borrower experience
  - a. Fast Conversion
  - b. More Referrals
  - c. Less Shopping

#### What You Get Paid To Do

What is your highest and best use of your time? You are an instrument of advice. You get paid for your knowledge. There are only a few things you get paid to do. The more time you spend doing those things, the more money you will make per minute on the job.



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**What would it be like to make \$900 an hour?** You accomplish this by being efficient, being an advisor, and managing your daily activities.

### There Is No Such Thing As Multi-Tasking

You can't do two things at a time. You can't write an email and do a loan at the same time. One will take the priority. You must learn one-thing thinking.

You have to get the few things done, that matter most, the best way possible, with the most value so your business self-perpetuates.

**Time Mastery is a journey that will last the rest of your life.**

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### 1. Principle of Law

“You must make your moves before your time runs out.”

### 2. Questions of Application

Take your time to answer the following questions:

- a. Are you spending your time on the one or two things that create the highest profitability in your business?
- b. What do you need to start saying no to?
- c. What do you need to be doing more often?

### 3. Accountability

Create a time block in 15 minute increments to start measure your daily activities. Start tracking what you should be doing and what you should be delegating.

**Schedule your FREE Coaching Consultation today!**

**SCHEDULE TODAY**

