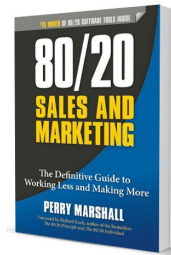


THE TEN THOUSAND DOLLARS

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			

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