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# Will Reed's Guerrilla Marketing GENIUS

*"Wake up your brain, learn how to earn!"*

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December 2004

*Lots of folks  
confuse bad  
management  
with destiny*

**Kin Hubbard**



*Time is equal to  
life; therefore,  
waste your time  
and waste of your  
life, or master  
your time and  
master your life.*

**Alan Lakein**

## Managing yourself in time

*It is not how we manage our time that matters so much as how we manage ourselves in time.*

Charlie Chaplin launched a vivid visual protest against the tyranny of the time clock in his classic film *Modern Times*, portraying himself enmeshed in the gears of the factory machinery, working against the clock.

Today people suffer techno stress, in a world that runs 24/7, and still bends minds and body out of shape.

Ignore your intuition and your projects will fail. Ignore your body and your health will fail. Ignore other people and your relationships will fail.

Guerrilla marketers know that productivity is as much about energy and imagination, as it is about time.

### Getting it done without coming undone

#### 1. Set your own deadlines

As stated in C. Northcote Parkinson's book *Parkinson's Law*, work expands to fill the time available.

For some less than rational reason, we tend to adjust our pace to finish any task

in the time allowed. How long does it take to write a report, or hold a meeting? That depends on how much time you have available.

Within reason, you can shorten the time available and still get the job done well. Experience shows that if you want to get something done, ask a busy person.

Knowing this, you can accomplish more by setting your own deadlines. Self-imposed deadlines increase your capacity for action, and put you in control.

#### 2. Seek balance on a 24-hour clock

When you look at your day from a 24-hour perspective, you discover how you are actually spending your time.

How much of your time is dictated by others? What is your Golden Ratio for balance of learning, labor, and leisure? Are you moving towards or away from balance?

Make a Mind Map of your goals for the day, and see if the branches fit comfortably in the 24-hours that you've got.

#### 3. Don't be obsessive-compulsive

Do you know anyone who is obsessive about time management, especially the management of your time? If you are lucky enough not to work for or live with such a person, *count your blessings!*

*I arise in the morning torn between a desire to save the world and a desire to savor the world.*

*This makes it hard to plan the day.*

**E.B. White**



*The pessimist complains about the wind; the optimist expects it to change; the realist adjusts the sails.*

**William Arthur Ward**



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A sense of time urgency and impatience, leading to chronic stress and irritability, known as *Type A Behavior*, has been shown to be as closely linked to heart attacks as high cholesterol and heavy smoking. You cannot win at this.

Be productive. Work hard to achieve your goals. But don't damage yourself in the process.

#### **4. Take a telescopic view**

The key to effectively managing yourself in time is flexibility. Develop the ability to see your projects from the big picture, as well as to focus on the details.

Learn how to shift between thought and action, without getting stuck on the fence in between.

#### **5. Stay flexible in your task list**

Traditional time management tends to focus on making lists and prioritizing tasks. This approach only works when you have a stable manageable schedule, with few interruptions.

How many people today have a stable schedule with few interruptions? Our carefully constructed lists easily come undone under the pressure of information overload and rapid change.

We need an approach which allows us to make shifts in mental perspective faster than the pace of change, to be proactive rather than reactive.

### **Resources**

In his book *Ready for Anything*, David Allen provides a perspective that appeals to business person and philosopher alike. He is also the bestselling author of *Getting Things Done*, which helps you take the telescopic view, stay focused and clear of mental clutter. Visit the David Allen website at: <http://www.davidco.com/>

*Brain Sell: Harnessing the Selling Power of Your Whole Brain*, by Tony Buzan and Richard Israel, is a revolutionary approach to selling that will help you communicate better and dramatically improve your sales performance. Also available in an audio program from Nightingale Conant.

*Time Management for the Creative Person*, is one of a series of books by Lee Silber, with practical organizing advice for creative people that simply gets it right. Visit: <http://www.creativelee.com>

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