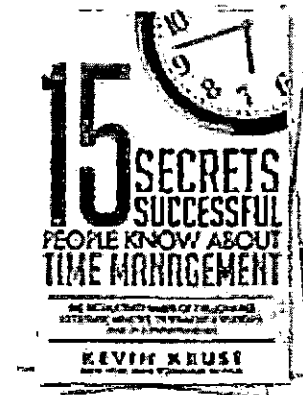


# THE 15 SURPRISING THINGS ULTRA PRODUCTIVE PEOPLE DO DIFFERENTLY

*15 Secrets Successful People Know About Time Management*, by New York Times bestselling author, Kevin Kruse, is the **only** guide based on actual research into thousands of working professionals and on interviews with Mark Cuban and other billionaires, Olympic athletes, straight-A students, and over 200 entrepreneurs.



## #1: They focus on minutes.

There are 1,440 minutes in every day. Invest every one of them intentionally.

## #4: They beat procrastination with time travel.

Your future-self can't be trusted. What can you do now to make sure your future-self does the right thing?

## #7: They only check email three times a day.

Don't let email or social media interrupt your flow; schedule times to read and respond to email.

## #10: They follow the 80/20 rule.

30% of outcomes come from only 20% of activities. Identify the 20% and ignore the rest.

## #13: They touch things only once.

If something will take less than 10 minutes to complete, do it immediately.

## #2: They set daily priorities.

Identify your Most Important Task (MIT) and work on it for two hours each morning.

## #5: They make it home for dinner.

There will always be more that can be done. Time-block your priorities and end the day guilt-free.

## #8: They avoid meetings at all costs.

Don't hold meetings. If you have to, keep them short and make everybody stand up.

## #11: They delegate or outsource almost everything.

Identify your unique ability, utilize it, and outsource everything else.

## #14: They have a consistent morning ritual.

Wake up early and give yourself 60 minutes for mental, physical and spiritual health.

## #3: They don't use to-do lists.

Throw away your to-do list; instead schedule *everything* on your calendar.

## #6: They use a notebook.

Capture everything in your notebook so your mind can stay carefree; move to-do's to the calendar.

## #9: They say "no" to almost everything.

Every "yes" is actually a "no" to something else. Say no to everything outside of your goal areas.

## #12: They have work themes for days of the week.

Create a set day-of-the-week schedule to focus on major areas; batch your tasks during the day.

## #15: They don't think about time; they focus on energy.

Maximize your energy to maximize productivity. Focus on sleep, diet, exercise and short breaks throughout the day.