

Chapter Fourteen: On Your Own

“I choose love. I choose love. I choose love.”



Chapter Fourteen Challenge: Mastering Your Time.



There can be so many distractions in life and in business. So many things vying for your time and attention. When you are wearing a million hats and attempting to market, sell your products, build your brand, build your network, put money in the bank, return those calls and emails... it can become difficult to cut through the noise and really focus on what is worthy of your time each day.

In business there are dry tasks that must be completed to keep your business legitimate and afloat, so it isn't as if every task should be exhilarating and fun, however every task **should** be serving your business in one way or another. As you go on and your business grows and your vision changes, it is important to continue taking stock of your tasks and identifying whether or not they still serve the growth of your business. If not, it is up to you to make those changes.

Your Challenge I want you to outline how you spend every day this week. Next to each task you spend time on this week, I want you to list exactly how that task serves the growth or upkeep of your business.

Day	Tasks	Purpose Served
Monday		
Tuesday		

Wednesday		
Thursday		
Friday		

Now I want you to really look at your boxes and think about where your time is going each day. Are you mastering your time or is your mastering you? If your answer is the latter, I want you to list a few tasks you can eliminate immediately in the box below:

PRIORITIZE and ORGANIZE

**“Managing your
time without setting
priorities is like
shooting randomly
and calling
whatever you hit the
target.”**

-Peter Turla