



Become More Effective By Setting Up Personal Appointments

One of the most effective things you can do is to be rigorous and disciplined in managing your time. None of us ever has enough time to get the things done that we are supposed to do. In this report you will learn a strategy that allows you to get the things that you have to get done, which are critical for your success, no matter what your field or profession.

The strategy of creating “personal appointments” is scheduling large blocks of time on your calendar to meet with no one other than - yourself! By creating these blocks of time, you are setting up a meeting with yourself to get the really big and important projects and tasks done -that you’ve been hired to do.

What I have learned in my research and study and working with other professionals is that the most important work you do requires large chunks of unbroken time. Your ability to create and carve out these blocks of high value, highly productive time, is central to your ability to make a significant contribution to your work and frankly, to your life.

Every profession has about five to seven key result areas (KRAs) that they have been hired to get done. For example, for sales and consulting professionals, it is personal marketing (prospecting), qualifying/identifying needs, relationship building, solution building, closing and client management. The most critical thing that gets swept away due to competing priorities is the personal marketing.

What the most successful consulting and sales professionals do is that they carve out time - that is - they make an appointment with themselves each and every day to market their services. They set aside a specific time each day to phone prospects, send out letters, emails, and other marketing and sales activities. They do not allow procrastination to determine their fate. The appointment drives them to get the task done. Rather than putting off a task they don’t like to do,



they make a commitment to be on the phone for one hour solid - without interruption - say between 8AM and 9AM. They do not stop until their appointment ends. They do this until they have disciplined themselves to the point that this becomes a habit.

Something else we learned from our research and study. It is not the urgent things that don't get done. It is the important things that don't get done. That's because the important things don't reach the same level of priority that a problem or crisis does. A crisis requires our immediate attention. However, it is the important things that we have been hired to that are critical to our success. So, create a crisis of your own - to get those important things done and carve out the time on your calendar to do it. In the end, you are preempting a crisis from occurring by doing the important things on your list.

Here is a list of actions you can take to implement this strategy into your daily life:

1. How else can you use this strategy of making appointment with yourself? We all have projects and tasks we prefer not to do. So we procrastinate, until we are up against the deadline. Use the strategy of personal appointments to get the things done that you don't like to do.
2. Allocate specific 30-60-90 minute time periods each day for personal appointments. The optimum time for large projects is 90 minutes chunks according to research. The optimum time for mundane tasks or projects, like filling out expense reports, is 30 minutes.
3. Write out the tasks you have to get done for the week on Sunday night. Then set up appointments on your calendar to get those things done for the week.
4. Batch your tasks. This little technique of "batching your tasks" allows you to become highly productive. What it means is, group the similar things you have to get done and do them in the allotted time. For example, returning phone calls should be batched and then all returned at a time you set aside. You get into a rhythm by doing similar things one after another.
5. Highly productive people schedule specific key result activities in these preplanned time slots so that they get done what they were hired to do.
6. Do not allow anything to interrupt these chunks of time. Mentally see your appointment with yourself as having the same importance as meeting with the President of the United States. Get into the mental habit of seeing this important as important as any other appointment you have.
7. Determine what time of the day you are at your peak performance. Then schedule the most important things at these times. Schedule mundane things at times when you are "down." Try this; schedule and the hard and most important items first thing in the morning. You will feel a sense of success that carries you throughout the day.

