



# **Time Management Secrets Of A Madman Who Created 30+ Products In A Few Short Months**

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*By Jason Fladlien*

# Time Management Secrets Of A Madman

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## Intro

There's really only a few skills you need to make money online.

One is creating good content. Two is writing good sale copy. Three is getting traffic. There is ONE more thing that is absolutely required for you to make a living online...

It's called PRODUCTIVITY.

And the best way to be productive is to manage your time most effectively. That's where I come in. I'm a productivity madman and here's why you should listen to me and follow my instructions.

I have...

- Created and successfully sold over 36+ products in 12 short months
- Written 8 Sales Letters In A Day
- Have created 180 banners in a day for a client
- Shot 52 videos in one day
- Wrote 27 articles in one day
- Invaded and made sales in completely new niches in a few short hours
- And more!

I will share with you the secrets which made it possible in this report.

## #1 - Parkinson's Law

Everybody knows about the 80/20 rule - 80 percent of your results comes from 20% of your efforts. So the theory is if you discover what your "20%" tasks are, you can just focus on those and you'll get a huge bump in productivity.

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Nice theory - but it doesn't really pan out in the real world. Why? It requires an insane amount of discipline.

So what's a better solution?

Use Parkinson's law. Parkinson's law is simply this - the task at hand will expand to fill the allotted time. Knowing Parkinson's law, let me ask you this - If you don't put a deadline on something, how long will it take you to get it done?

The answer: FOREVER!

The task at hand expands to fill the allotted time... the allotted time is indefinite... hmmmnn!? Yep, you're screwed.

If you do nothing else but use Parkinson's law for EVERY important task in your internet marketing business, you will automatically double or even triple your productivity.

Here's how to apply it - put a deadline on ANYTHING you do that's important.

**Example:** for low ticket items, the sales letter I create for them MUST be done in 3 hours or less. This means since I have only 3 hours to get these done from start to finish, I AUTOMATICALLY use the 80/20 rule... because I have no other choice.

By putting a deadline of 3 hours or less for a sales letter I instinctively find creative ways to make it happen.

**Example:** ONLY spend 10 minutes AT MOST evaluating a niche. If I'm going to enter a new niche, and I want to do research I ONLY give myself 10 minutes to look at the niche. So I better damn well be able to find what I need in 10 minutes. And I do - simply because with that type of focus, I really get clear about my intentions.

**Example:** all products under \$97 must be completed - from start to finish - in a single day. This means when I start working on a product I KNOW it must be done before I go to sleep that night.

Therefore, again it makes me focus on those vital few things that must be put into the product to make it high quality. And if I have time for anything else, I can add that in at the end.

Use Parkinson's law in every important task you do online by simply putting a deadline on it. And then stick to it. When the time is up, you're done and you have to go with what you got. It's simple, but damn does it work well.

### Secret #2 - 7 bits, plus or minus 2

The brain can only consciously keep track of about 7 bits of information.... plus or minus 2 bits. So if you some sort of brilliant super genius you can focus on - at most - just 9 "bits" of information consciously. The rest is done unconsciously.

For example, you don't often focus on the fact you blink your eyes all day long. That's "beyond" your consciousness - until I just pointed it now. Now you can't stop thinking about it... kind of annoying, huh? :)

What about the beating of your heart? Or the coolness of the air when your breath in? The warmness when you breath out?

See, there are a million things you "filter out" simply because your brain can't consciously handle it all. And what's left is about 7 things it can handle all at once.

What's this have to do with time management? Everything.

You need to learn to work in tasks. And each task must have about 5 "bits" of information - so you can keep track of it ALL consciously.

Here's what I mean - say you need to write a sales letter. Okay, there's a lot of things that go into that. Usually it requires all of the following...

1. a headline
2. a guarantee
3. bonuses
4. your core offer
5. what they invest
6. scarcity
7. the design of the page

8. bullet points

9. the opening copy

10. the call to action

That's roughly what goes into each sales letter. So that's only 10 bits there. However, each of these "bits" is very general. In reality, you couldn't fit this one "task" of writing a sales letter in your conscious mind. So we have to break it down into separate tasks. What if the first task was the general flow of the letter... kind of get an overview of how you'd manage your copy.

It could go something like this:

Start with headline, open up and expand on headline, introduce offer, throw in the bullet points, explain what they invest, through in bonuses, mention guarantee, explain scarcity, then go to the call to action.

Okay, that was simple. We have the skeleton to our letter. Now, each of those steps become their own "task".

So the first task is writing the headline. I only have 5 basic techniques for writing a headline, because I follow the "7 plus or minus 2" method. I only want five methods so it's easy for me to keep track of.

So I simply cycle through each of those five until I find the one that works best for my headline. Then I write it. Task 1 is completed.

Task 2 is the opening copy. I only have (AGAIN) about five basic ways to open the copy. They all are fundamentally sound because I've swiped them from winning letters... so I cycle through each of those five things and I pick the one that fits right.

Okay, task 3 is to introduce and describe the offer. I have four methods I use to do that. So again - we pick the best one that I FEEL is right in this circumstances - and then use it. And so forth which each task until the thing is finished.

Here's why this works so well - I NEVER experience overwhelm because I CAN'T.

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Everything is manageable in my head because I'm only dealing with a "few bits" for each task. The result is I feel good about what I'm doing - and when you feel good about something it's a heck of a lot easier to get it done.

### Secret #3 - Learn To Make Decisions Quickly

Here's words I live by - it's easier to make a decision right than to make a right decision. In other words, you often don't know when making the decision if it's the correct one - so better just to make ANY decision and see what happens - and then course correct if need be - than to think it over.

I call it the 60 second rule. It plays out like this. Unless the decision at hand will DRASTICALLY effect my business and/or life for the NEXT 12 months, I MUST make the decision in 60 seconds or less.

**Example** - what color and style font do I use for my headlines? Is this something I should be spending a lot of time on? No - it will not drastically effect my business and/or life for the next 12 months. So I pick the font that FEELS best. If it's not the right color and font, I can always change it.

**Example** - what niche should I go into next? Is this something that will drastically effect my business and/or life for the next 12 months?

Not really and here's why - if the niche is not that good, I'll know right away. Then cut my losses and move to the next one. If it's good, THEN I can make the next decision on whether to stay or not.

So It's simple - I use the 60 second rule tied together with Parkinson's law. I pick new niches to try out quickly, and then I have a deadline to evaluate whether or not I'll stay in that niche.

The point is - most decisions are so minor, you just need to learn to make them as quickly as possible so you can stay in "action mode".

Clients pay me \$250 an hour for personal coaching with time management - and ALL of them are very happy with the results I produce. Which is funny because I simply make them make decisions in less than 60 seconds - and often have them FLIP A COIN to decide what to do!

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This often produces the ah-ha moment they need to change their whole decision making process... and triple their productivity over night.

## **Products By Jason Fladlien**

**How To Write Near World Class Sales Letters In Less Than 3 Hours!**

<http://3hourad.com>

**How To Create 60.4% Coverting Squeeze Pages In 4 Minutes Or Less**

[Click Here...](#)

**Internet Marketing Profit Equation - Traffic & Conversion Training**

[Click Here...](#)

**How To Create An Info Product In Under 48 Hours**

<http://48hourreport.com/48hour>

**How To Write A 400 Word Article In 7 Minutes Or Less**

[Click Here...](#)

**Get 6 Squeeze Pages, A Sales Letter & 12 Products Created For YOU**

<http://48hourreport.com/nichecopywriter/>

**How to Invade ANY Niche In One Day**

<http://goldmembercoaching.com/5minuteniche/>

**Why the 80/20 Rule Sucks - & How To Triple Your Productivity!**

<http://goldmembercoaching.com/timemanagement>



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**How To Get \$6.34 Per Click To Your Website With  
This Simple 4 Step Process**

<http://www.valuemultiply.com/>

**How I Put Together A Product Launch in 90 Minutes  
That Pulled in \$10,520! It Only Took 4 Step!**

<http://goldmembercoaching.com/poorman/>

**Amazing “PLR Repurposing” Secret Creates  
100% Unique Products In Under 19 Minutes...**

<http://goldmembercoaching.com/plrsecrets/>

**Personal Development for People Who Hate Wishy Washy Self Help Gurus**

<http://goldmembercoaching.com/wishywashy/>

**How to Become An Expert At Almost Any Skill in 27 Days or Less...**

[Click Here](#)

**How To Become a \$40 An Hour Ghostwriter In Less Than 7 Days**

<http://goldmembercoaching.com/ghostwritingsystem/>

**The Gary Halbert SWIPE FILE**

<http://halbertswipefile.com>

**16 Web 2.0 Website Templates For Your Sales Pages  
& 7 “Fill In the Blanks” Sales Letters**

<http://goldmembercoaching.com/templatefactory/>

Wanted 48 Savvy Individuals to Participate in Covert “Mind Experiments”

<http://goldmembercoaching.com/mindstatechange/>