

»»YOU**PRENEUR**

Business Building *for Busy People*

5 WAYS TO FIND & LEVERAGE 1 EXTRA HOUR EVERY DAY

chris ducker

A MESSAGE FROM THE AUTHOR

Dear Fellow Entrepreneur,

Can you really build a business in just 1 hour a day?

Believe it or not, I think that's the wrong question. It's capping your potential before you even get started.

For modern day entrepreneurs, there's a better question we should be asking...

Is there any OTHER way to build your business than 1 hour at a time?

Look, we're all busy. Life is crazy for all kinds of different reasons, and the day will likely never arrive when you have unlimited hours ahead of you to build a business at your leisure. (If it does, you probably won't need to build a business in the first place!!)

I wrote this guide to share what I know about building, marketing, and monetizing your personal brand while still tending to all your daily responsibilities. After all, I have all the same demands on my time that you do—spouse, kids, professional and personal commitments. It'd be easy to look at my calendar every day and say I didn't have the time to build my business...but I know better.

And so do you. That's why you're here!!

As far as I'm concerned, a personal brand business (my fave in the world!) is the BEST kind of business to be building when your time is as limited as mine. After all, you've already got an unfair advantage just by being yourself. By definition, a personal brand business comes from the foundation of your personality and the people you want to serve, so all you need to do is make the most of who you already are.

Easier said than done, true. But the "done" part is what you're about to discover.

The strategies in this guide (and in the bonus resources I share!) will detail exactly how I find extra time in my day (even when I think it's impossible). Even more importantly, I'll also share WHAT I DO WITH THAT TIME.

It's all well and good to find an extra 60 minutes here and there, but it's what you do with that time that counts. And you might be surprised by my suggestions. A lot of them are counterintuitive, but just trust me. As your now current 'productivity coach', I know a bit about what I'm doing here. ;-)

Read on to find and leverage just 60 extra minutes in your day. I promise you'll be well on your way to a rock-solid business if you do.

And remember, you can reach me at any time in the [Youpreneur forums](#) (if you're a member of the community), or via [Twitter](#) (if you're yet to join). I'd love to know how these strategies are working for you as you build, market, and monetize your personal brand.

To your success,



A handwritten signature in black ink that reads "Chris".

Chris Ducker
Founder, Youpreneur.com



1. HOW TO FIND IT: Wake Up One Hour Earlier

Think you already know what it's like to wake up early? I beg to differ. You may think you aren't a morning person or aren't productive until after a few cups of coffee. There's such an anti-morning sentiment out there, but if you've ever groaned when the alarm goes off, you are exactly who I'm talking to here. Getting up early CAN be something you actually look forward to...if you do it right. And there's only one way to do it right, if you ask me.

WHAT TO DO WITH IT: The Miracle Morning

The internet's reigning morning guru is Hal Elrod, whose international bestselling book, *The Miracle Morning*, is undisputed proof that you can change your business and your life by waking up just a little earlier each morning. His converts include my best friend, Pat Flynn, who you may have heard talk about how Hal helped transform him from a lifetime night owl to someone who now wakes up at 4:30 every freaking morning!! BY CHOICE! And the results speak for themselves.

Tune in to [Hal's Miracle Morning](#) keynote in the Youpreneur library, or [pick up a copy of Hal's book](#). He'll walk you through the step-by-step process of building a morning routine that makes you want to jump out of bed in the morning and get moving on your business before 8am. Following his 7-step method makes it virtually impossible to be unproductive.



2. HOW TO FIND IT: Go to Bed One Hour Later (Shield your eyes, Ha!)

If the morning thing just isn't going to happen for whatever reason, follow the lead of countless entrepreneurs and stay up one hour later. The critical thing here is that your extra hour must be a quiet one. It can't be a continuation of the noisy day, and it can't be interrupted by Netflix!

WHAT TO DO WITH IT: Tap Into Your Creativity

Studies have shown that some of the most creative entrepreneurs among us are at their most creative in the evening hours. This is when they write their books and come up with their best ideas.

The Miracle Midnight, anyone?

Turn off distractions, and see where your creativity takes you. Need a little prompting?

Watch [my interview about becoming an author](#) in the Youpreneur library. (And remind yourself of how many entrepreneurs credit writing a book with massive business success!)





3.HOW TO FIND IT: Record your Screen for One Work Day

No one ever wants to do this, and you can probably guess why. We don't want to be accountable for all the times we click away from the task at hand "just for a few minutes." Hours later, we've watched a dozen cat videos, and there goes a golden opportunity to build our business that day.

I challenge you to record your screen for one working day. (Lots of free tools available online.) You'll find that it either keeps you accountable and focused, or (when you force yourself to watch the replay later on), it'll ignite a fire under you to log out of Facebook while you're trying to build your business!

WHAT TO DO WITH IT: Find Your Purpose

You're likely to find SEVERAL extra hours just by recording where your time goes every day. Seriously, you're about to be overwhelmed by how many hours you didn't know you had. For additional reading, check out Cal Newport's [Deep Work](#), where he writes about how to maintain focus in an increasingly distracted world. You'll also love the focus and clarity to be found in my short chit-chat with Nick Unsworth inside the Youpreneur library: [Finding and Marketing Your Purpose.](#)





4. HOW TO FIND IT: Take Fridays Off

Except in extreme circumstances, I haven't worked a Friday since 2012. It might be the best decision I've ever made for my business and my family.

You may not be able to take an entire day off every week, but don't dismiss the whole idea too quickly. I didn't think I could do it, either...until I did it. And now I'm so much more productive Monday through Thursday because I know what's waiting for me: a 3-day weekend, every weekend! It is as glorious as it sounds, and I don't take it for granted.

If you have a day job, consider this suggestion to be that you take Fridays off from personal brand building...not that you just don't show up at the office. I wish I had the authority to grant you that kind of time off, but if you follow the [Youpreneur Roadmap](#), you'll be your own boss in no time, anyway. :-)

WHAT TO DO WITH IT: Cross Train

What do elite athletes and entrepreneurs have in common? They cross train in their off time. They work different muscles to become stronger overall.

Entrepreneurs do this by finding inspiration in areas outside their own niche. If you're in tech, use your off time to read a memoir. If you're in the service industry, spend your off day volunteering. The details don't really matter, to be honest. The key here is to do something different than you usually do so that you can bring a broader perspective back to your professional endeavours.

I often spend my off days hanging out with my family...it's DEFINITELY not work, but that time is crucial for my relationships, and it renews me. It makes me a better entrepreneur.





5. HOW TO FIND IT: List the Things You Do Every Day

We often feel scattered in our brand-building efforts, like we're constantly going in a million different directions and completing countless different tasks. What you may find, however, is that when you start listing the things you do every day, they add up to more time than necessary spent on repetitive tasks.

For example, if you're a weekly podcaster, you have to set up, take down, edit, and upload every episode, every time. That's a lot of time! Multiply that by all the repetitive tasks we do every day, and you'll find there's at least an hour in there waiting to be uncovered.

WHAT TO DO WITH IT: Batch Your Tasks

Batching is the very best solution I've found to the time-suck of repetitive tasks.

It's the process of grouping like with like. Instead of podcasting for half an hour once a week (and completing all the repetitive surrounding tasks x4!), you're going to record a month's worth of episodes in one day. One set-up and take down instead of 4.

Instead of answering emails whenever they comes in, you're going to check in at specified intervals. Instead of struggling to come up with a new blog post idea every 3.4 days, you're going to set a theme for your month of content, and then write them all at once.

See where I'm going with this? Batching your tasks lets you get really deep into a thing, crank it out like a pro, and then move onto the next thing without a backward glance. As a bonus, you'll get SO much better at your daily tasks by batching them this way because you'll be able to get much deeper into it when it's the only thing you're focused on.

My friend [Mike Vardy has more to say about theme days](#) in the Youpreneur library, and I've written before about [how I batch tasks for maximum productivity](#). This is my super secret ninja trick, friends. Batching has changed the way I do business forever.



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