

JV Crum III

Jaime: Welcome to Eventual Millionaire Builders. Today I have my good friend JV on the show and he's going to tell us how to have an amazingly awesome day. Thanks so much for coming back on the show today – why don't you start?

JV: Sure. What I'm going to do is share some things from my books that I teach. We use it on our office – I've been using it for two or three years and I use it with all of my clients – it's how to get your most productive day. You need to have the form there, that I've given you, so that you can utilize that and I'm going to take you through the elements. The first element is that when most people wake up, the most they have is a To Do list and, let's face it, at the end of the day, most of the to do list is still there and you haven't accomplished the most important things. Certainly I can say that when I used to do it that way I felt frustrated and overwhelmed at the end of the day but I felt like I didn't get anything accomplished. I've got clients who got four times more accomplished using what I'm about to share. The first thing is to have a purpose for your day – imagine waking up with a purpose for your day, and that purpose in your business is tied into one of your three major goals for the end of the year – we'll go through those real quick so you know what they are: one is that you are going to have a higher purpose and that's to transform your clients at a higher level, that might be creating a new product or improving a product; second, you're going to have a purely financial goal, so that's how much revenue, how much cash flow, how much profit you want; and the third is what I call a business critical goal, so if you're not already doubling your business every 1–3 years, and hopefully every year, then usually it's something like you want to improve your marketing, your sales, your product growth. For most small businesses let's just say marketing, attracting new clients' attention and closing more sales, is really going to be critical. So it's one of those three that your purpose is going to be tied to. Now you've got to have a standard for your day, and I've got three standards: one is time based, you're going to say that, within the time you work on your results and your actions, you're going to stay 100% focused. There is another that's a little harder and that's control based – again, within X amount of time, you're absolutely hoping to accomplish Y, you're going to accomplish these results unless there's an emergency beyond your control. The third one, and I did this once for two solid months and then I couldn't do it any longer, is good for products because it's 'No excuses,' that not only within a certain amount of time, at a certain quality level, so it's 8 hours and you're going to get it with 95% accuracy, you're going to achieve these results no matter what happens. Now you have your standards, you're going to have 1–3 priorities. I've never met anybody who can have more than three priorities in a day. So a priority is what's most important to you in your day. I'll give you an example of a priority – it might be that you're going to make sales calls, so that's a priority today, then under that priority is to jump into action. You can't jump into action until you know what the results are, and they need to be measurable results. So one measurable result from that priority could be that you want three new appointments, and you want them by 3pm. So the priority

is your sales calls, then the results, then you would list out the specific actions that you need to take, so choosing the 10 prospects you're going to call, having a script written out, making the calls, following up with them later in the day – you're going to have those action steps that you're going to take to get your three closed calls. Then, at the end of the day, there's one other piece – you want to know why they're critical. When you're looking at the results, look at that as ROI, and there are a lot of different ROIs, returns on investment. So think, simply, what is the value to your business? And that value should be tied back to one of those three long term goals – let's say one of them was marketing, is it helping you attract more prospects? Say one of them was that you want to make half a million dollars in revenue, you're a new business so what will it take to get you to half a million dollars in revenue? So is it helping you close more sales? Or is it helping you build better products for your customers? There's a specific value to your customers, so everything you're doing, all day long, is about being productive in a way that's going to bring your business to a completely new level. Then, at the end of the day, you sit and you review this. This is what I have the people working with me doing and then they send me an end of day report where they say – what was each priority, what were the critical results, why were they critical, what was the value to the customer, to the business, and did they fully achieve them and if they didn't fully achieve what could they do differently? So that empowers them – it's not a blame thing, it's an empowerment thing saying 'I could have been more focused, I could have been distracted less, I could have been more organized.' There is also a category that there was nothing they could do and there's a category for having chosen more than you could do. I'll confess I've done this many times, maybe you've done it, and you've chosen more than you could actually do in the day, more than you could accomplish – that happens. But then you review it, because that takes you into learning, and you set up your plan for tomorrow before you leave the office today so that when you get in tomorrow you already know what that whole thing is about, it's already chunked down into 1–3 priorities, 1–3 results per priority, the specific action steps, how it's valuable to your business, and you just stay focused. Then there's the question that everybody asks, so I'm just going to ask it for you.

Jaime: Good, I don't have to!

JV: What do I do about all those other little things that I still have to get done?

Jaime: Exactly what I was going to ask you!

JV: It's an important one because it's like we're living in magic land, pretending all that stuff doesn't happen, but it happens to me, it happens to everyone. Well, that's why you have three priorities – so maybe every two or three days one of your priorities has to be 'catching up'. So today you can spend two hours doing that catch up stuff – because it happens, it happens to all of us, but when you allocate it as one of your priorities then you allow time for it so that it can occur. So that's how to create the most productive day, I guarantee everybody listening, if you do that, you will at least double or triple your productivity and at the end of the week you will be amazed at how much you've accomplished.

Jaime: So what if we do say yes to too many things? I'm one of those people – I know how to say no but I also want to do everything, so how do we say no to stuff?

JV: That is the purpose of the end of day report. For me, as the person who owns the company, it allows me to make good decisions, but for the person working here the real purpose, the value, is in learning, so if that day you've chosen more than you can accomplish, the learning is to choose less tomorrow and accept the reality that you really need to prioritize because the truth is, at the end of 8–9 hours at the office, there are only 8–9 hours at the office.

Jaime: I love this, especially because this is for my builders, and I actually created some software that does this exact thing. We haven't even talked about this before but it helps people, so they get an e-mail the day before asking for their top three priorities for the next day and they reply and that goes into the system. So that works out perfectly, I'm so glad that you're described a very similar process to what I send my people to – because it works, you've had great results from it too. It's about following the advice and actually doing it every day and, like you said, having purpose.

JV: It's about going back to the formula, the conscious, focused action formula. Most of the success is being conscious in choosing your purpose, the major results you want to achieve, and the actions, and then being focused only on actions that will achieve it and taking those actions. Again, the big piece is the conscious part of getting that set up right, because if you set up right, all that's left is staying focused and taking the actions, but it's taking the right actions that will get you double and triple in your productivity.

Jaime: Yes – don't work yourself to death doing stuff that doesn't matter in your business. That's what we tend to do, because we're busy and that's what we want to do and that doesn't matter at all, that won't get you to where you want to go, or it will, but a lot slower. So listen to JV – thank you so much for coming on the show today. If anyone listening hasn't picked up his book, *The Conscious Millionaire*, I highly, highly recommend it. Tell us the website again, just so we can have it in the membership site too, so they can check out the free stuff.

JV: Sure – here's what I'd like to give for free to all of your people. First of all, my regular site is consciousmillionaire.com, you'll find a lot there, but then I have a special bonus at coachedbyamillionaire.com/em for *Eventual Millionaire*. Depending on the day you go there, you'll either get the whole book or you'll get two chapters out of it, in Kindle format that you can download, and I'm going to give you 30 days free access to our membership site where you'll get all of these great videos, interviews with experts, a success blog – all of that is exclusive for the *Conscious Millionaire* community and you're going to get 30 days free access to it.

Jaime: Perfect. *Conscious Millionaires* can be very similar to *Eventual Millionaires*, so I really appreciate it, JV.

JV: I hope that everyone becomes an *Eventual Conscious Millionaire*.

Jaime: Perfect! We need to team up and make a new website. Awesome, thanks so much JV, I really appreciate it.

JV: Thank you, Jaime.