

Special Report

The Jealously Guarded Secret To Getting More Done & Freeing Up Your Precious Time!

by Asoka Selvarajah

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The Jealously Guarded Secret To Getting More Done, Freeing Up Your Precious Time, & Optimizing The Results You Get For The Effort You Put In

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Introduction

In this special report, you will learn a key secret that few know, and even fewer who DO know it actually implement.

Yet, its effects can be enormous. It's one of the power secrets behind all millionaires, and billionaires. However, it's also a secret that you can use to dramatically improve your own personal life immeasurably.

So what is this secret?....

The Secret of Time Leverage

Put simply, **you cannot do everything yourself**. Moreover, you should not even try.

The fact is that most people do not value their own time. They literally do not set a value upon it. They behave as if they are immortal, and squander their time terribly. **In fact, they value their time LESS than they value money.**

However, the truth is that time is more important than money, and always has been. Certainly, if you have a lot of time, but no money, it may not seem that way. However, that does not alter the fundamental truth of the matter.

Consider this for a moment...

Imagine you are on your deathbed. Your loved ones are around you, and you are saying precious things to them, and they to you. Your breath becomes more labored and everything starts to get blurry.

*At that moment, **Death** appears above you, gloating and waiting for you to breathe your last. However, he then offers you a deal. He agrees that if you pay him some cold hard cash, he will give you one hour more of life!*

In fact, he's very reasonable about it. He only wants \$7. It seems like a bargain to me. A mere \$7, and you get to live and breath and say precious things to your loved one for one more hours.

I know what I'd do. So what about you?...

The answer is pretty obvious, isn't it? You would pay the \$7. In fact, you would pay pretty well any cash sum he asked in return for that extra one hour of breath. You might pay \$10,000, or even \$100,000, if you had it.

I think we can both agree on that.

OK. So let us turn this situation around. Imagine now that you are doing something that you could easily pay someone else to do, but you decide to do it yourself just in order to save the money.

For example, I have a cleaner and I pay her \$9 an hour. But imagine that, rather than pay her the \$9, and because I want to save the money, I do the job myself. It takes me two hours of my time. The good news is that I saved \$18.

Does that make good sense to you?...

It shouldn't. If it does, here is what you are really saying. You just set a value on your time at a measly \$9 per hour, i.e. equal to that of a domestic cleaner! *That is what you think your time is worth, every time you accept a task you could have paid someone \$9 to do.*

You are effectively saying that you prefer the \$9 to one precious hour of your life. In other words, **you are reversing the pact with the devil that we just agreed made so much sense only a moment ago!**

This is the secret of Time Leverage, and it eventually leads onto the concept of Outsourcing, which we will discuss shortly.

The value of your time

It's impossible to set a fixed dollar value on your time. However, one thing is for sure. Every time you set a LOW dollar value on it, by doing something like what we just discussed above, i.e. doing something you could have paid someone else a low price to do, *you are definitely short-changing yourself, even if you are currently earning a very low wage.*

This also applies in the corporate context. Every time you personally do something that you could have used a secretary or a junior assistant to do, you have effectively been getting paid your (high) hourly wage, *but actually doing work worth only the low hourly rate of your assistant.*

Believe me, this happens A LOT in company settings.

Entrepreneurs are particularly guilty of it, as they inevitably start off having to do everything themselves – product/service creation, sales, marketing, accounting, secretarial, legal, and so on. Yes, it's fine to begin that way...

However, don't keep on doing it when you no longer have to!

Your time is precious. Every hour that goes by can never be reclaimed. You can always earn more money. But you can **never** get back an hour that you have thoughtlessly squandered, or have spent doing things that you could have paid someone else to do.

Time Leverage & Outsourcing applied

The principle is this: delegate as many activities to someone else as possible; preferably as skilled, or more skilled at those tasks than you are. This frees up your precious time for more important and more productive activities.

Wherever possible, pay someone else , **either in money or services you can offer in return**, to do those things that you would rather not do, or else are not a productive use of your time.

Think about it. Does the President of the United States take his own car to the mechanic? Does Tony Robbins mow his own lawn? Does Oprah Winfrey buy her own groceries? NO (unless they choose to, just for the novelty of it).

Why? The reason is because **(a) they value their own time tremendously, and (b) it would not be a productive use of their time to do so.**

Indeed, if the President of the USA did spend his time mending his own car, doing his own groceries, calling up airlines to buy his own international air tickets, and so on, the USA **and** the whole world would rapidly descend into chaos (well, even more chaos than is normal – let’s put it that way)!

If the principle is good for them, it is good for you too. Moreover, it applies wherever you happen to be in life. Whether you are a corporate executive or a housewife, you can use this concept to win back your life.

Scientific Leverage

Loosely described, the scientific concept of leverage is that you use a small amount of force or energy to produce a disproportionately great effect or result.

This is exactly what the concept of Time Leverage does for you.

When you win back a few hours for yourself that you might have squandered doing low quality activities, you then have that time available to do high quality tasks that you might not otherwise have been able to do.

If you are an entrepreneur, you can spend this time creating new products or sales material. If you are a housewife, you can spend it with your kids and your pets. If you are an artist, you can spend it creating a new work of Art.

The point is this. Time is short!

So, why waste it, along with your vital energy, on low quality activities that sap your will, drain your enthusiasm, waste your time, leave you dispirited and in a poor frame of mind to focus on what really matters?

Why go through all of that when you can offload it, for mere cents on the dollar, onto someone else who would be **more than happy to do it for you, in return for a modest financial reward?**

Hence, not only do you win, but you also give someone who really wants it some valued employment.

Consider giving up what you are good at for something even better!

Often, this concept may mean that you should give up things that you are actually extremely competent at doing. That is often the most difficult thing for a person to do.

In a domestic setting, you may be really good at doing the shopping. You know exactly what you want, and in which shops to get it. You could not possibly imagine someone else doing it nearly as well as you. Yes, you would love to give up doing it. After all, it takes about hours of your precious time and is physically stressful. Yet, you cannot. How could anyone do it as you would want it done?

In the corporate setting, here is a personal example. In the field of Investment Banking, I used to be an extremely good Technical Analyst, i.e. a forecaster of trends in Stocks & Bonds. In fact, I was so good that I could not imagine anyone else doing it for me.

Yet, when I eventually attained a position of Head of Quantitative Research for the Equity department, that is exactly what I had to do. I had to hire a Technical Analyst and, instead of doing the work myself, supervise someone else to do it for me.

Now, this meant that some things were not done the way I would have done them myself. However, the offsetting benefit was that my time was freed up to get much more done through the power of this kind of leverage.

How to create a system of Outsourcing

Often the biggest obstacle, both in personal and professional terms, to delegating tasks is the fear that nobody could do it as well as you. It is a legitimate concern, because it may even be true. However, there are several things to consider about that...

First, if you don't, you are stunting your chances of making tremendous progress in your field of activity. You are limiting the amount of time available to you by wasting it on things that other people could be doing for you.

Second, you can control the process greatly, by (a) proper selection of the person to do the task, and (b) thorough training of that person to do it the way you want it done. In other words, you need to create a **system**.

Let's take the shopping example again. Here is how you might do it...

You find yourself an intelligent, willing teenager with a car, eager to earn about \$7-10 in his/her spare time. You need to choose your "staff" carefully at this point, because if you choose an idiot, you will only get idiot results. Once you have chosen that person, you have him/her accompany you on your shopping trip one or two times. Together, you go down the shopping

aisles, and you show the person exactly where everything is, how you select your fish, and so on.

After that, you let them loose next time around! There are bound to be mistakes the first time, so you correct them. Eventually, all will run smoothly and, in exchange for \$7-10 per hour, you reclaim your precious time. Maybe you can then spend those extra two hours or so a week beginning that book you always planned to write?....

Whether the shopping example makes sense to you or not, the point is that you create a **system**. In other words, you (1) analyze what you are doing, (2) break it down, and then (3) train someone else to do exactly that same thing.

If you can delegate and outsource much of your undesired activities through creating such systems, you win back ever more precious time for yourself. You can use this time to create more money, spend time with loved ones, pursue a course of study, write a screenplay, or whatever you wish.

Places to go for outsourcing

If you are a business, there is a LOT that you can now outsource, thanks to the power of the internet. Auction sites now exist for this, i.e. a similar concept to eBay. However, in this instance, you post up a description of the project you want done, and people bid on it, while also telling you about their qualifications to do an excellent job for you!

You can outsource secretarial work, language translation, computer software programming, website design and maintenance, graphic design, audio to text transcription, and much more. In fact, you can outsource almost anything you can think of.

Some of the best places to do this are at:

Elanca Online – <http://www.elance.com>

Elanca Online enables businesses to outsource small projects - such as web development, logos, graphic design, writing and more - to a global pool of qualified service providers.

RentaCoder.Com – <http://www.rentacoder.com>

Not just for software coding, this excellent site provides a whole range of different professional outsourcing capabilities for small to medium sized businesses.

Odesk.Com – <http://www.odesk.com>

You can find excellent workers from this superb site to work for you on fixed price projects or hourly rates for more ongoing work. I use this site a LOT. They have an excellent system to maintain accountability and the standards are generally extremely high. You can find workers here for just about anything.

Design Outpost - <http://www.designoutpost.com/>

These people offer a wide range of graphic services, from designing a logo right through to creating a design for your website.

All of these are auction sites. Hence, you post your project up, and accept bids. That way, you are assured of good people at the best price.

Outsourcing is a vital concept and one of the major ways to grow your business exponentially. You **cannot** become enormously successful trying to do everything yourself.

When I began my online activities, I was the website designer, the copywriter, the web master, the marketing manager, the product creator, the graphic designer and more.

It took an enormous effort, and frankly, although I **can** do some of those jobs well, I cannot possibly do all of them excellently at the same time! In fact, it is also true that I am not very good at many of them (e.g. webmaster activities and graphic design). In all honesty, I **STILL** do too much of this stuff, but I am gradually offloading it, bit by bit.

Hence, over the last year or so, I have found reliable and excellent people to do some of this for me, and I pay them to do it. Rather than try to implement various kinds of online software on my website, I pay a programmer \$20-30 to do it for me in about an hour or less. Please understand: this used to take me HOURS, often spent in fruitlessly trying to find problems between software code and online server that I didn't really understand anyhow.

Rather than try to design covers for new ebooks (which I can do “capably”), I pay someone \$47, which is what the cover of **this** report cost me. He does a really excellent job for me; far more polished and professional than anything I can do with my present level of skill.

For your interest, his website is at <http://www.hypercover.com>. Another excellent person I use for web graphics is <http://www.3dcovers.com>. Actually, you can get excellent graphic designers even cheaper at Odesk.Com, one of the outsourcing resources listed on the previous page.

Yes, I *could* spend my time learning to be a better graphic artist or a better programmer (and many people **do** make just this mistake). But why should I? For relatively small amounts of money, I can unload the pain off of my shoulders onto a specialist, onto someone who actually **LOVES** to do it!

Although we have been speaking in a business context here, the same principle applies in the home context too...

Wherever possible, delegate and outsource. Analyze your day and your week. See what you are doing that you don't really need to do, and get rid of it onto someone else.

You can do this in return for money, or in return for a service. For instance, take that teenager who might do the shopping for you. Instead of cash, you could teach him/her Art or Piano or English, or whatever you know to teach that he/she wants and needs. Cash is not the **ONLY** way to delegate and outsource!

Value your time more than your money, & you will get more of both!

In summary, do put the principle of Time Leverage into practice in your life, wherever you may happen to be, or whatever you may be doing.

Please remember that when you free up more of your time, even if you have to spend a small amount of money to do so, you free it up for **productive use**. That is the **real** leverage. You can use that time to make back the money you spent, and far more besides.

Think big. See the big picture. Don't get absorbed in the minutiae. If you do, it will swallow you up!

There **IS** a way that you can use this principle and thereby win back many more precious hours of your time. You just have to be determined about it, and focus your mind upon finding out how to go about doing it in your own personal situation.

Remember the pact with the devil we discussed earlier? Are you effectively saying to him, "No! I prefer the 7 bucks cash, thanks very much. Take me now!"?...

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You definitely don't want to do that. So, ponder right now just how you can put this principle into practice in your life, starting TODAY!

Best Wishes,

Asoka Selvarajah



Asoka Selvarajah is a writer on personal growth and spirituality, and the author of *The 7 Golden Secrets To Knowing Your Higher Self* (<http://www.aksworld.com/7GS.htm>). He holds a Ph.D in Nuclear Physics and enjoyed a previous career as a financial markets forecaster, working for several of the major investment banks.

His work helps you achieve your full potential, deepen your understanding of truth, achieve your goals, discover your soul's purpose, and increase your abundance in all areas of life..

You can subscribe to his FREE metaphysical & personal growth ezine, *Aspire To Wisdom*, and get his FREE ebook *Inner Light Outer Wealth* at:

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