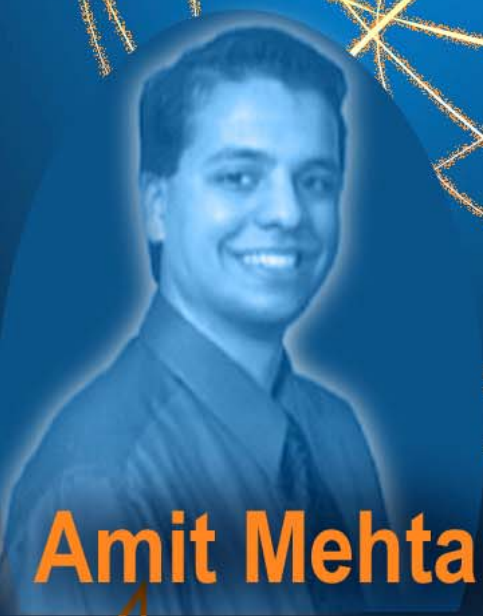


 **PPC**  
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**Amit Mehta**

 **Super Affiliate**  
**Time Management and**  
 **Productivity Secrets**

# Bonus Report



## Time Management & Productivity Secrets to Explode Your Affiliate Income By Amit Mehta

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## About the Author, Amit Mehta



Amit Mehta is a Super Affiliate, Speaker, Author, and Blogger.

He is currently the lead instructor and coach at [PPCClassroom.com](http://PPCClassroom.com).

Amit spent his life studying Physics (not a single course in marketing). While in graduate school, where he earned only \$1,600/month, he looked into affiliate marketing.

\$20,000 in debt and in a job he hated, Amit started building up his part-time affiliate marketing venture. Today, with just a few hours a day, he makes over \$2.4 million a year using just PPC and affiliate marketing.

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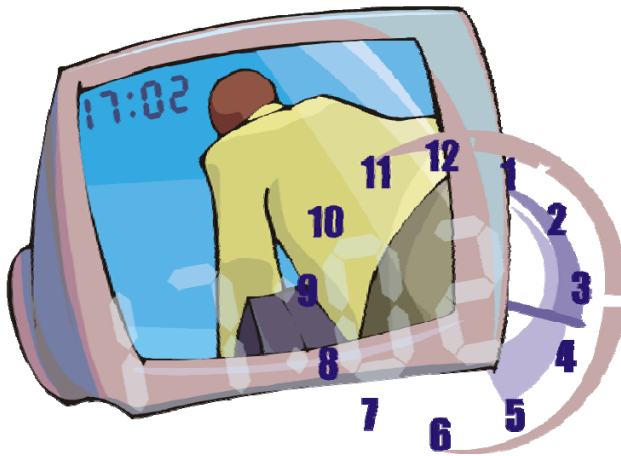
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# Time Management & Productivity Secrets to Explode Your Affiliate Income



## The Lazy Affiliate

After working with Anik on PPC Classroom 2.0, I have to admit it. I'm a lazy affiliate.

I typically wake up at 10:00am and work 4-6 hours a day.

In spite of my "short" work day, I've lost count of the number of times I get asked this question by business partners and people on my team: "*Amit, how do you have so much ENERGY?*"

For the longest time I didn't have an answer for this question. Then I really thought about it. I realized there are actually a lot of things I do that help me keep my mental and physical energy at peak levels throughout the day.

Having a high energy level and mental focus is extremely important, especially if you want to develop that 'magical' momentum in your business where your income takes off!

## What happened to the magic?

A lot of affiliates, especially when they first get free and start doing their business full time, expect that now that they have all day to dedicate to their affiliate efforts, their income will explode!

**WRONG!**

What happens in most cases is that they are actually less productive. Even though they're doing affiliate marketing full time, their income often stagnates.

So what went wrong? And what can you do to be a Super Productive Affiliate and skyrocket your business?

Here's the deal: Most part time affiliates are really super motivated by the fact that they hate their jobs. They desperately want to quit and do affiliate marketing full time.

Guess what happens when their dream comes true? When they fire their boss and finally walk away from the 9 to 5 rat race to enter the 'land of the living?'

You guessed it. They lose a lot of their drive and motivation!



And since they now have *all day* to work on their affiliate business (when they only had a 1-2 hour/day before) they have a tough time dealing with the transition.

This is EXACTLY what happened to me when I first went full time as an affiliate. My business completely stagnated.

Fast forward to now.

Today I get more done in 4-6 hours a day than most affiliates get done in a week. So how do I pull this off? That's what I share with you right now.

**These are time management and productivity tips that I've used to skyrocket my productivity.**

*You can start applying these tips right away.*

If you take my advice to heart you'll not only be able to increase your productive output by 3 to 10 times, you'll ALSO feel energized and motivated throughout the day!

# My Top Time Management and Productivity Tips

## #1 Weekly and Daily To-Do List



I keep a daily appointment calendar where I list 8-12 of the most important things I **MUST** get done that day – and I *do* them.

As you finish each item on the list, check it off. Your goal is to check *all* the items off your list by the end of the day.

I recommend that you write your To-Do List the night before. This way your subconscious mind will work on the list while you sleep, and it will figure out the best way to complete all your tasks the following day.

No joke!

I use the At-a-Glance Daily Appointments Calendar for my Daily To-Do Lists. This appointment calendar has a page for each day. It's perfect for a 8-12 item to do list.

I don't recommend using an online program, such as Google Calendar. I think there's something to be said about actually writing down your daily goals vs. typing them in some program.

I also keep my appointment calendar on my desk immediately in front of me. That way I know at all times what needs to be done.

**I first start out by writing down my weekly goals. I do this at the beginning of the week.**

*Then, based on my weekly goal list, I start writing to-do items for almost every day of the week.  
I add and shift items as the week progresses.*

I like to think of the daily To-Do list as way of breaking up and implementing your weekly goals.

You can even go one level higher, and set monthly goals that you break into weekly goals.

Once I first started implementing a daily To-Do list, I saw a HUGE jump in my productivity and mental focus.

If you're not doing this already, I would suggest you start writing a daily To-Do List IMMEDIATELY.

## #2 Do Top 2 Tasks on Daily To-Do List FIRST

Do NOT check your email or read the paper first thing in the morning.

**Start your day doing your 2 most important tasks first. These tasks should be *income producing tasks* that will directly impact the bottom line of your business.**

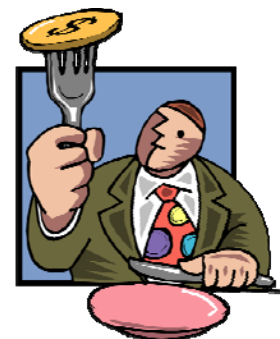
By doing your 2 most important tasks first, not only will you make sure that your top tasks get done. You will also get a great sense of accomplishment. You'll be very motivated to finish the remaining tasks on your To-Do List.

This one takes some real discipline, but once you get in the habit of doing this you'll be amazed by the results!

## #3 Eat 5-6 meals a day

This will give your body a steady flow of energy and keep your blood sugar levels steady. You want to prevent those nasty glyceimic spikes in blood sugar that cause fatigue and drowsiness.

You will need to take some time to really plan this out to make it work. But it's so worth the increase in energy and alertness you will experience.

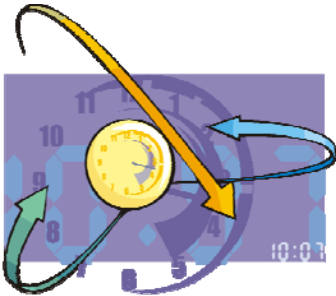


I like to eat a small meal every 1.5 hours. Here are some of my favorites: yogurt with honey, 2 eggs medium over with a piece of bread, a bowl of cereal, or a small plate of leftovers.

**I strongly recommend that you limit fast food and junk food as much as possible. Eating that stuff on a regular basis will kill your energy levels.**

**As far as caffeine goes, limit yourself to a cup of tea or coffee ONCE A DAY ONLY.**

Now if you're like many people, you're addicted to drinking 4 cans of soda and/or cups of coffee a day. If this is the case, then you will need to *slowly* wean yourself off until you're down to one a day.



#### **#4 Get a FULL Night's Sleep (7-9 hours/night)**

I need around 8-9 hours of sleep a night to be fully rested in the morning.

Now this might not be realistic for a part time affiliate, but if you're doing this business full time it's a MUST!

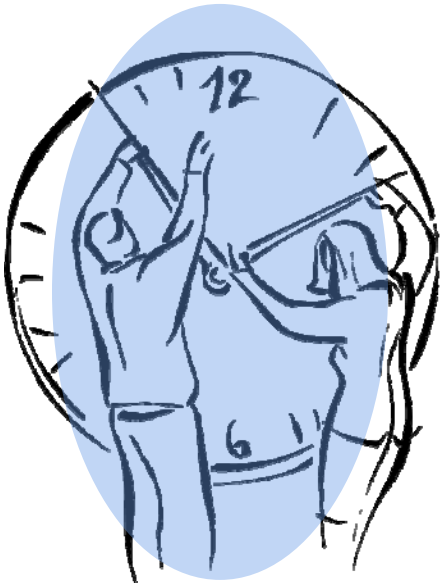
#### **#5 Know Your Goals and WRITE Them Down**

DO NOT procrastinate on this.

**Write your goals and/or find pictures that represent them. Put these goals somewhere you can see them everyday.**

By writing and visualizing your goals, you're instructing your subconscious mind on what you want.

Remember that your subconscious is 1000X more powerful than your conscious mind. If you want to succeed, *you need your subconscious working with you – and NOT against you.*



## #6 Outsource Low Value Tasks

Are you spending a good chunk of your day doing activities that can be done by a secretary, admin, or Virtual Assistant?

This is a big mental energy drainer, if you know what I mean!

Your highest priority is to invest your time in tasks that produce income.

Things like opening and sorting mail, tracking receipts, bookkeeping, scheduling meetings, running errands, etc. take up a lot of time but don't produce revenue!

So find a good Virtual Assistant ASAP, and outsource these tasks.

## #7 Focus on Your Strengths and Outsource the Rest

This is a big one. When I started focusing on marketing and PPC and outsourced web design, content creation, and even writing copy, my business skyrocketed.

**Focus on what you're best at, and outsource the rest.  
As a business owner you need  
to LIVE by this motto.**

You can learn more about the ins and outs of outsourcing in my report called “Work Less, Make More! How to Build a Super Affiliate Dream Team.”

## #8 Your Work Environment

**Have your own home office, if possible,  
separate from everything else.**

This does two things for you:

- 1) It gives you a dedicated place where you can focus solely on business. This helps you concentrate and get more done without interruptions.
- 2) It also allows you to close the door at the end of the day and “go home” so to speak! You can leave your work behind both mentally and physically, which is very healthy.

Make sure you’re working in an uncluttered environment. Work on a large desk with lots of space, and sit in a high back ergonomic chair.

Also, make sure you have good lighting and are comfortable where you work.



## #9 Use a 30-inch Monitor or Multiple Monitors

Studies have shown that by upgrading to a 30-inch monitor, or adding additional monitors, you can improve your productivity by 40%.

At first I found this hard to believe.

But when I just recently upgraded to a 30-inch Apple Cinema screen, I saw an immediate jump in my productivity!

There's something about the increased Desktop room that allows you to get stuff done much faster.



## #10 Learn to Speed Read

Without question, the ability to read fast will speed up almost everything you do online.

For the longest time my reading speed was around 200-300 words per minute. On the other hand my wife, Shilpi, can speed read at about 1000 words per minute!

I'm using a program right now called EyeQ that's a computer-based program that literally trains your eye and mind to read faster. I've had amazing success with this program.

If you're not in a position to cough up \$250 for the EyeQ program, there are lots of cheap paperback books on speed reading on Amazon.

**I strongly encourage you to be persistent and learn how to speed read. It's a skill that will literally change your life.**

## #11 Take Breaks Every 60 Minutes

This one is a no-brainer as far as I'm concerned. You need to recharge your "mental batteries" throughout the day to maintain a high energy level.

On the next page is a powerful routine I recommend:

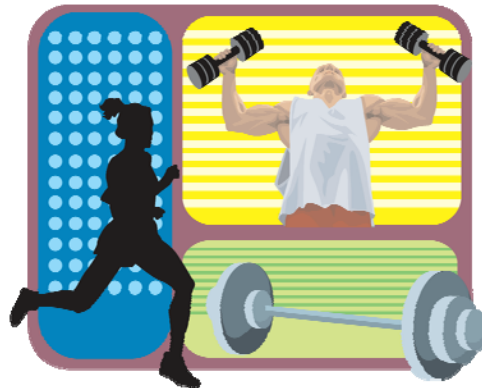
- 1) At the beginning of the day, work for 1 hour straight on your top task for the day and NOTHING ELSE.**
  - 2) After 1 hour, take a 10-15 minute break**
  - 3) After your break, go back to working on your top task for the day.**
- If you're done with that task, move on to the next one**
- 4) Again take a break after an hour. This time you can take a longer break.**

Below I've listed some suggested breaks that will help you recharge...

### **Suggested Break #1 - Exercise!**

Go to the gym! Even if you just spend 20 minutes on the treadmill you'd be surprised how refreshed and energized you'll feel. A great time to go to the gym is in the morning.

I meet with a personal trainer 3-4 times a week.



### **Suggested Break #2 - Meditation**

Meditate. In my opinion this is the #1 way to recharge your mental energy and focus.

I meditate for 1 hour EVERY DAY, 6-7 days a week. This has had a huge impact on my personal life and my business.



### Suggested Break #3 - Rest

Take a 20-30 minute cat nap.

This REALLY helps if you're feeling physically exhausted.

### Suggested Break #4 - Offline Activity

In general, do any non-computer/non-business activity that relaxes you, and that preferably involves some amount of physical activity.

Getting outdoors is a great way to force yourself to get away from the computer. Take a walk, or go for a bike ride and get some fresh air. You can sit on your balcony and do some people watching.

If you have a dog, playing fetch for 15-20 minutes will really relax both your body and your mind, and of course your dog will love you forever!

You can even read a book while sitting on your patio – just make sure the book is NOT about business. This is a *break*, not a time to squeeze in more work-related mental activity.

Checking your email or Facebook account DOES NOT count as a break! You absolutely must *get away from your computer*.

Now I know some of you are thinking: “Amit, are you crazy? You're telling me by taking breaks and working less that I'll actually get MORE done?!?”

That's EXACTLY what I'm telling you.



**The fact is you can only work so many *more* hours a day.**

**On the other hand, it's possible to *improve* your efficiency and productivity by 3X to 10X.**

**There's no way you can make such big productivity gains just by working longer hours!**



Start implementing the productivity tips listed above and you'll be amazed by how much more you can get done!

Honestly, if you're one of the many affiliates out there struggling to be productive, it's going to be really tough breaking old habits.

But the sooner you change those old habits and become a *Super Productive Affiliate*, the sooner your business will SKYROCKET and the more your quality of life will dramatically improve.