

FOCUS ON ONE THING

*We
develop a passion
for Teaching!*



INFINITY PODCASTS 572

JIM ROHN here's the key on this
don't major in
minor things if you take up major
time
to do minor things I'm telling you
you'll be behind the curve
constantly
here's what we learned in sales
training
what's major time and what's minor
time
here's minor time thinking about
prospects here's minor time making
list of prospects
here's minor time keeping books
on prospects
here's minor time going to see the
prospect
here's minor time evaluating the
prospect after you've been there
that's all minor time here's major
time
in the presence of the prospect

that's
mine that's major time and if you
took a
look if you're in sales and you took
a look at a week you'd say my gosh
I'm spending 90% of my time on
the minor
stuff and so little time on the major
stuff in the presence of how many
hours
in the presence of in my day how
many
hours in the presence of during my
sales
week because the time that really
counts
is in the presence of majors and
minors here's another key time
management
essential don't mistake movement
for achievement it's easy to get
faked out
by being busy that comes home at

night
all exhausted falls in the chair and
says oh I've been going going
going here's the big question
doing what it's not the goal and go
and
going some people are going going
going and they're doing figure
eights their
progress is small so don't mistake
movement for achievement here's
another
one in sales we learned don't
mistake courtesy for consent
if somebody's Pleasant and they
nod you
say oh they're gonna buy know
they're
courteous you can't mistake
courtesy for consent
now here's the big one
concentration I
had to learn this all those years ago

I'm in the shower trying to
compose a
letter found it turns out to be a
strange letter so here's what I
learned
to do save them work did you get
to the
office save the work did you get to
the work don't try to get to the
office on
the way to work on the way to
work enjoy
the way and the shower enjoy the
shower
then go to work when you get to
work I found this to be helpful
concentration
here's another big one learn to say
no
I'm telling you in such a social
society
we have now it's so easy to try to
be a

nice person saying yes yes yes to
everything find yourself
overloaded now
you've got to call make that well
gosh
you know all the time it takes to
back
out of something that you should
said
yes to too quickly here's what
might be
better I don't think so but if that
changes I'll call you little things
you
can use not to commit over commit
yourself my friend Ron Reynolds
says
don't let your mouth overload your
back it's a good
now here's the big one on time
management when you work work
when you
play play don't mix the two don't

work
at play I used to take my family to
the
beach and I would bring my
briefcase I
learned not to do that or at the
beach
I'm saying I should be at the office
I should be at the office now my
family's
upset because I'm at the beach and
I'm
thinking office office office now
when
I'm at the office I'm thinking what I
kind of get my family to the beach
the
beach the beach so things are not
going
too well at the office cuz I'm
thinking
Beach and things are not going too
well

at the beach cuz I'm thinkin office
here's what I learned to do at the
beach

be at the beach at the office be at
the office when you work work
when you play

play don't mix the two don't work
at play now here's one of the most
important ones don't play at work
work

is too serious you don't want the
reputation of being the office joker
it's not a good yes there's time for
some pleasant stories yes there's
time

for a little humor yes best if it's a
happy office of course but I'm
telling

you got to be serious about work
cuz

you're parting with a piece of your
life

for the work you do your work

costs you
a piece of your life here's what it's
called serious business not grim
not
unhappy but serious
don't play it work the only person I
don't think we use anymore horse
around
at the office play around play jokes
play tricks no place not at the
workplace at the beach yes at the
bar
yes somewhere else not work you
got to treat work with all due
conservative
passion because it's leading you to
your future
here's another key phrase all work
is
good you may not like your job but
if it's the stepping stones to get you
to
where you want to go you've got

to appreciate your job you don't
have to
have a passion for your job here's
the
ultimate passion a passion for
incredible success in every
department
of my life that's the passion but
don't
look down down on some menial
job you
have to do to finally get you to
where
you want to go no job is menial
menial
no job is not no every job is noble
training life for pay making the
contribution to society
next analyze how you are and if
you have
some weaknesses if you can't
doesn't
seem like you can change here's

the key
get it covered I used to keep
promising
myself I'd keep the books keep the
books
keep the books finally I gave that
up
and back then it only took me an
extra
50 60 bucks a month for some
accountant
to keep the books as a no I'm
gonna save
the 50 bucks you can't believe what
I started losing in productivities
because
I tried to save the 50 bucks so the
key is a lot of times you can stay
like you
are but just make sure you get it
covered
next beware of the telephone and
all

other systems of communication
especially the telephone at home
and
systems of communication at home
and
here's one of the best lines I've got
for you for the weekend
let all communication systems
serve you
but don't let them intrude when it
comes
time to have dinner with your
family you
shut off all systems unless the ones
that can take messages silently
don't let the phone ring
don't let anybody intrude come
through
the front door or the back door nor
through the telephone or any other
device so you can't reach John and
his
family when he's having dinner the

President of the United States
couldn't
get through if you develop that
kind of
a reputation father mother when we
have
dinner when we're visiting and
have this
time with our family nothing
intrudes so
don't let these clever little devices
keep intruding you've got to have a
place that sink or sank it's it's
valuable you don't let anything in
for
that period of time okay isn't it
good
advice excellent advice here's the
next
one read all the books you know
I've
only got a few notes here on time
management but if you've got

some
particular challenges you run a big
organization a big corporation
you've
got some challenges there's plenty
of books now here's what's next
just be
more alert to the things that might
be stealing your time here's why
time is like capital you can't let
someone steal your seedcorn you
can't let someone
steal your capital and you can't let
someone steal your time
you must designate your time and
some of
the time that you designate you
must not
let anyone steal casual time you
might
let someone intrude and steal a
little
bit and take a little bit but not

serious time
next one of the great time
management
savers is to learn to ask questions
upfront
sometimes you talk to somebody
for an hour and then you ask
questions and find
out if you would have asked those
questions up front you could have
saved
yourself an hour asking questions
up front helps you to get to the
problem
now but if you just launch into
some
discourse you might waste 30
minutes of
waste an hour when here's what
you
should have been talking about
after
you've finished an hour you say

John
what's really the problem he said
well
it's something personal see that's
what
you should have been talking about
this
whole hour next learn to think on
paper
and we're gonna take a break some
ways
to think on paper one we've
covered one
solving problems take it out of
your
head and put it on paper another
one is
setting goals making these lists
we've
already started here's another good
way
to think on paper it's a projects
book

each person you're working with
and each
project you're working on get a
loose-leaf binder and a tab and
some
pieces of paper behind the tab and
do a
little continual summary of how it's
going between you and that person
and
between you and that project I call
it a projects book it is so useful to
me but what's going on between
you and this person
when you last got together what
did you
talk about and you got a few notes
there
here's what we talked about the last
time we got together now when
you get
together again you can review that
so you'll know better what to talk

about
when the president gets ready to
travel and he's gonna meet some
important
people guess what they bringing all
these briefing books all right the
last
time you were with Khrushchev
Kennedy is
informed here's what he said here's
what
you said Kennedy said no that's
valuable
I need to remember that if a person
is important it's worth a little
running account you might even
have a project
book for your children here's
what's
happening between me and my
child we've
talked about this and we've talked
about this

talk about this next add a timer
keeping
track of all of your appointments
you
know mine is all filled with you
know
when to catch an airplane and
when to do
a seminar when to sit down and
have a
conference all the rest next is a
game
plan you know if you've got a
house and
the you know insurance is gonna
come due
and some other things are gonna
come do
you just put it on a spreadsheet and
make sure it's taken care of
key phrase take things out of your
head
and put them on paper and the key

is to
just experiment with different ways
that helps you to do that now here's
the last
one thinking on paper and that's to
keep a journal one of the things I'm
known for around the world have
been now for
39 40 years is keeping a journal
now my
journal is not a you know it's not
necessarily a it's not like a diary it
might be part diary
you know I'm flying over Ireland
and
write down a few little things that
impressed me today I met this
person
what an extraordinary event today
the scent I conducted this seminar
in Rome thousand people stood
that was saying
for me I've got a little bit of a diary

in there but here's what primarily
your
general is for collecting good ideas
a journalist to collect good ideas on
your health and good ideas for
your business
and good ideas for your future
good
ideas for time management cuz I
used to
take notes on pieces of paper and
torn off corners and backs of old
envelopes
and restaurant placemats and I
threw all
this stuff in a drawer it did not
serve
me well I found ly learn to get a
bound copy right
and just keep a journal write five
was
here I had my journal I'd be taking
notes right these two days in my

journal
now if you're caught without your
journal you just take the notes
when you
get back home you've put those
notes in
your journal throw the paper away
because we don't usually go
through
paper to review but see my
journals now make up a
and part of my own library my
journals
all reserved privately for my
children and my grandchildren
can you imagine what I've
collected over
the years it's unbelievable
there are three treasures to leave
behind I think you've already got
those notes right here they are
number one your pictures don't
leave the event

unrecorded it takes only a fraction
of a
cent of a second to say here's who I
was
with when I travel the world right
we
take all these pictures and here's
one of the gifts people send me the
pictures
they took of me and then it's part
of the treasures I have on the farm
incredible a picture's worth a
thousand
words to describe the scene the
emotion
what happened say wow this was
an extraordinary day for me when I
met these people here's what they
told me happened to them when
they went to my
seminar 10 years ago Wow the
drama comes
back if you've taken the pictures

it's
one of the treasures to leave behind
when you go remember the old
photographs
that we have now you know 100
years ago
70 80 years ago just a few
photographs
what would it be like if you had
thousands of photographs of the
past of
your history your mother your
father my
grandparents so change all of that
now
for your children leave all your
photographs as a record here's
what's
next to leave behind and that's your
library the books that changed your
life
the books that change your health
the books that rescued you from

oblivion
the books that you passed on to
other
people they were so exciting for
you the
books that made you financially
independent the books that
developed
your leadership books that gave
you wisdom to ponder when things
were tough
the books that got you through the
winter the books that helped you to
plant in the spring and the harvest
in the fall what a treasure to leave
behind
if you do that here's what's for sure
your books will be
more valuable than your furniture

ENGLISH PODCASTS