

Congruence, Productivity and Fun.
Beyond Better Conference Call # 9

3/14/08

As recorded by Brennan Forsyth from a teleconference with Phil Kaplan

Incongruence- To not be in harmony with oneself or one's true motives.

Incongruence can lead to a lack of credibility with others. Whether it's a rock star or a personal trainer, if you're not congruent people will eventually see right through you. In other words, be a professional and practice what you preach!

Congruence, productivity and having fun. The more you have of these the more you will get out of life. And the more the overlap the better it will be.

By all means, have fun but watch out for Time Thieves! Things such as the internet and television or even people can be invaluable but allowing them to create procrastination or take time away from being congruent or productive can be a detriment.

You own your time, discipline yourself to avoid Time Thieves and use your time to be productive.

Sometimes losing is the way to win. Losing distractions or even in serious cases losing people who take away from your ability to be congruent, productive and to have fun can be a benefit. When anything becomes a drain, it's time to lose what is draining you.

Creative Tension plus a mastery of time= Exponential growth.

Mastery of your time=Enjoyment of your time.

Plan for tomorrow what will be fun, productive and what will be in line with your congruence. Never finish the day feeling like you want to go back and do it all over. Plan it out and see it through.

Keep fresh in your mind the gap between where you are and where you want to be. Is what you're doing reducing your creative tension and bringing you closer to your goal?

Over the next week try removing from your calendars and to-do lists the things that will not help to bring you closer to your goal. The chances are good that you'll have a lot of time to spare!

Be selfish. There's no crime in being selfish for yourself, your family and the people who rely on you.

Your website should not be separate from you or just another project, it's a part of your vision. The website should be the Reach leading to the Funnel.

What do you want people to feel when they initially view your website and what can you tell them about your unique service that will make them want to find out more? Consider what triggers it in you the next time you find yourself going deeper and deeper into a particular website and not wanting to leave until you find out more.

How will you help your clients without committing to an ongoing hourly time investment and how will this bring you residual income?