More Time for You

A Powerful System to Organize Your Work and Get Things Done

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Proposal Contents

Concept Statement

One of the most pressing issues people face in their increasingly over-scheduled, fast-paced lives is feeling out of control. Many are looking for rescue from a life that has overwhelmed them. Successful books abound that promise to make their lives more fulfilling, less stressful, more organized. *More Time for You: A Powerful System to Organize Your Work and Get Things Done* does more than commiserate, it delivers a *system* that integrates today's devices, on-line tools, and social media environments, so people can adopt, one step at a time, tried and true practices for living the life they create and creating the life they want. Especially in today's economy with reduced resources, people are looking for ways to get more done in less time. With a combined 40-plus years of experience in coaching and productivity training for corporations, executives, and individuals, authors Alesia Latson and Rosemary Tator provide a wealth of stories and expert advice as they reveal their own path toward learning to live more productively using their four-week program. Recognizing that people haven't adapted well to the always-connected age, *More Time for You* helps us replace the outdated with new practices to increase productivity and focus on doing what is most important.

About the Book

Being more productive, effectively using today's tools to manage our lives, and knowing what is most important to do are not easy accomplishments. So the authors gently explore all of the excuses, the self-imposed barriers, and avoidance tactics people use today to escape from facing our outdated, inadequate productivity tactics, then offer concrete strategies for implementing a more deliberately led life. They provide a triage technique for continuing to practice, improve, and, for people who relapse into old habits, how to restart on a more productive path. Using real-life stories and examples to illustrate and emphasize their points, the authors write in a down-to-earth conversational style. While geared toward people who juggle the demands of work, home, and social lives, anyone, from beginner to seasoned practitioner, who is operating in a state of feeling overwhelmed will benefit from the productivity improvement techniques.

Part One starts with three real-life stories most readers will identify with, each one painting a very different picture of what it means to live in this busy world: a working mother, a well-supported executive with teenage sons, and an overloaded insurance company executive. The authors examine the many different ways people mistakenly try to

cope using yesterday's failing tactics such as multitasking and procrastination. They expose the many avoidance tactics that keep people from doing what really matters using noble distractions, letting emergencies crowd the important, and drowning in clutter to sabotage their desires to accomplish what they want out of life. Part One sets the stage for accepting a new approach, a system for gaining control, focus, and ending the state of being overwhelmed.

In Part Two, the authors provide a methodology including five steps to help identify what is most important to accomplish across life's domains and to create a plan for ingraining and keeping the goals in the forefront. Goals are translated into accomplishments so people can visualize a life where their goals are realized. The model makes it easier to make choices about what to do and how to schedule time on a daily basis.

Part Three introduces the author's triage approach to making decision quickly. In the first week, the authors show how to relieve the stress of trying to remember everything; in the second, how to use a capture tool to put information into an electronic calendar; and in the third, how to more fully use calendar technology to serve up (how your butler can serve up) appointments and reminders. The fourth week is devoted entirely to their triage approach to relieve the burden of e-mail. They present each process step-by-step with screen shots to illustrate and easy-to-follow explanatory text for even the most technologically challenged at using Microsoft Outlook, the most commonly used calendar and e-mail program. While the process is based in Outlook it is easily adapted to other technologies on the market. With businesses taking a close look at how to integrate social media into their mix of communication tools, the authors have a chapter devoted to understanding the uses, best practices, and productivity pitfalls for Twitter, Facebook, and LinkedIn.

While Part Three presents the fundamentals of the system, in their experience, the authors know the reality of hectic and unpredictable lives. Anticipating people will need ways to regain control over their calendars or e-mail, they provide a number of insightful options to help those who struggle. A chapter that should be, but isn't called, "Falling off the Wagon" helps people who have not had the coaching or reinforcement needed to stay with the program to reignite their commitment.

Chapters clearly and succinctly present the lessons as tips, steps, and strategies interspersed with poignant and illustrative real-life stories to gently lead readers through adoption and implementation of the authors' productivity processes, to make choices consistent with their goals for a more effective use of time.

The manuscript is around 60,000 words with approximately 31 figures and 18 tables and charts. With the exception of a new chapter on social media, the manuscript is complete. Even so, the overall length is flexible. The figures are print ready.

Unique Characteristics

Following are the primary characteristics, which together set this book apart from other books on productivity:

- Written in a personal shared experience style that invites readers to understand the failures of past techniques and experience the promise of designing a life that fulfills what is most important.

- Reveals the authors' triage system for achieving goals, reducing stress, and living a more efficient, effective life.

- Uses today's tools to provide the how-to with simple steps and detailed illustrations.

- Provides strategies and support for getting back into control, back into the system, to compensate for unforeseen disruptions.

- Written by tech-savvy business partners with over 40 years of combined productivity expertise with experience in speaking, coaching, and training for corporations, executives, and individuals.

About the Authors

Alesia Latson, as principal of the Latson Leadership Group, inspires executives at all levels to expand their management and leadership effectiveness.

As a young, rising executive, Alesia began studying time management, taking every productivity course available, reading every book she found on the subject, thirsting for a way to be more productive and manage her life to accomplish her goals. Embracing the practices she learned and receiving multiple certifications, she began leading workshops over three years ago and integrated the productivity strategies into her own speaking and consulting business.

Alesia Latson is recognized for her exceptional skills as a facilitator and personal coach. For nearly 20 years she has studied and practiced the art and science of leadership and organizational development. Her experience spans a variety of industries, including financial services, healthcare, and the government. A partial client list includes [*specific names redacted* but include prominent Fortune 100 companies across a breadth of industries such as financial, hospitality, electronics, healthcare, and pharmaceutical].

Ms. Latson received a master's degree in training and development from Lesley University and a bachelor's degree in psychology from the University of Illinois. She is a frequent guest speaker at Babson Executive Education and the University of Michigan Executive Education and is a former adjunct faculty member of Lesley University and Bentley College. She is a certified professional as a Mission Control productivity workshop leader as well as in Myers Briggs Type Indicator, BarOn Emotional Intelligence, California Psychological Inventory (CPI-260), Thomas Kilman Conflict Inventory – TKI, Conflict Dynamics Profile, Hogan Personality Inventory, FIRO-B, Strong Interest Inventory.

Rosemary Meehan Tator, principal partner of **2beffective™ LLC**, provides her clients with the keys to increasing their effectiveness while reducing their stress. As a management consultant, serial entrepreneur, coach, and motivational speaker for more than 25 years, she provides leadership development programs as well as productivity, effectiveness, and sales training programs throughout the United States and Europe. Her clients include [*specific names redacted, but include telecommunications, software, and major financial services companies*]. She also speaks to nonprofit organizations such as Businesses for Social Responsibility, Women's Business Center, and Center for Women and Enterprise. Her unique approach very quickly moves individuals and groups to higher levels of performance; providing them with insights and the tools to recognize their unique talents and realize their full potential.

As an entrepreneur, she has launched a number of businesses including:

♦ **GreenPages, Inc**., a corporate computer value-added reseller; as Co-Founder and Vice President of Sales & Marketing, she was responsible for building the team that grew the company at greater than 100 percent per year for 5 years in a row, to $100 million in sales and reaching number 36 on the Inc. 500 list.

♦ **Avalon Solutions, Inc**. a computer solutions provider, as President and CEO, she grew the company to over $8 million in sales in two years, reaching number 62 on the Dun & Bradstreet *Entrepreneur Magazine* Hot 100 Companies list.

As a Licensed Partner for Mission Control Productivity™, she leads this award-winning productivity program for the public and in organizations throughout the United States and Europe. Rosemary is a certified professional in many disciplines including: the Birkman Assessment Method, Spiral Dynamics, Adizes Institute Management & Leadership, Miller Heisman's Strategic Selling, as well as certifying other leaders for Mission Control.

About the Market

Emerging leaders, managers, business owners, and employees are continually looking for a competitive edge, for ways to increase their personal and group productivity. Productivity skills become even more important in a down economy, when those employees who remain after layoffs are asked to do more with fewer resources and find themselves competing for fewer and fewer positions. Others are looking for the time to fit what is important in their lives into their hectic schedules. Many want to ensure their quest to succeed at work doesn't supplant their personal goals. Everyone wants to accomplish more of what they intend to, have fewer distractions and greater focus on what is important while reducing stress. People continually seek ways to get more done in the time they have.

This innovative approach provides a concrete, implementable system that adapts easily to different behavioral styles and life/work situations. Each individual designs the system to fit their needs, goals, and commitments. This book will appeal to companies who can offer this system, which provides a skill that improves corporate performance while employees and managers learn a skill that reduces stress and makes them more successful in all realms of their lives.

Promotion

Both authors are experienced business owners, marketers, and speakers, who will partner with the publisher and take entrepreneurial responsibility for promoting their book.

Media

Because of the popularity and controversy of their topics coupled with the bullet point suggestions they have for mistakes to avoid and practices to adopt, they will be welcome guests on popular radio and TV talk shows. Here are but a few of the topics they can use to promote their book:

- Why life balance is not only unattainable but undesirable and what you should do instead.

- How to increase your capacity without losing sleep.

- Why the best time management can't make you more productive and what you can do about it.

Their presentation style will leave listeners and viewers wanting to know more and seeking their Web site with additional information that will promote the book. Leaving promotional copies with radio station hosts as a dial-in give-away will extend the promotion of the book. As will links to media Web sites highlighting their appearances.

Book Launch

The authors will distribute and solicit blurbs for the book and reviews for Amazon.com and other online review sites and review blogs. They will use their prestigious client list as well other professionals in the field.

Here are a few preliminary blurbs they have already secured:

"These practices have been eagerly embraced by our busy corporate and field-based employees looking for new ways to be productive and focused in both their work and home lives." – Helen Zarba, Director, Education and Training, Bright Horizons Family Solutions LLC

"The down-to-earth examples inspired me to have a fresh look at my own productivity habits and were able to show me where I could still work on improvements. The way the book is set up makes it easy for you to pick up the ball any time and run." – Eb Schmidt, President, Productivity 2I LLC

"The principles and practices in *More Time for You* have enabled and inspired our global sales team to produce results far beyond expectations, and we look forward to even greater performance and productivity in the future." – Ray Hollinger, Director, Sales Development, IHS, Inc.

Speaking

Both authors are experienced speakers with a wide variety of organizations and venues. Promoting a book would give them additional opportunities to expand their speaking platform, which is already strong. The majority of their speaking engagements have been on topics relevant to *More Time for You* for business-focused people and organizations that include:

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- Corporate events including sales, customer, and annual meetings for companies such as [*specific company names redacted* but listed over 20 prominent companies representing a diversity of industries].

- Associations and institutes of higher learning such as the The Boston Foundation, The Broad Institute, Babson Executive Education, Newspaper Publishers Association of the UK, Graphic Arts Technical Association, the Center for Women and Enterprise, Women's Business Center, rotary clubs, and chambers of commerce. This is an area they will expand to include management and specific industry-centric conferences, which creates the opportunity for back-of-the-room sales.

Because of the ubiquitous need for productivity training and life management skills, the authors are welcome speakers at diverse corporate and industry specific association meetings. And with their extensive experience training, speaking, and coaching in corporate America, the authors know how to promote themselves and their book at events. Here is a list of the past and current year's engagements [*client company names redacted*].

Rosemary Tator – Engagements 2010				
Date	**Client**	**Event**	**Title**	**# of attendees**
Jan		Global Sales Meeting-EMEA	Sales Effectiveness	500
Jan		Global Sales Meeting-Americas	Sales Effectiveness	900
Jan		Global Sales Meeting-Asia	Sales Effectiveness	400
6/22-24		Annual Conference	More Time for You	2500
TBD		continue workshops & add webinars		75
TBD		Workshops and webinars	More Time for You	250
TBD		continue webinars to global sales team		800

TBD	█████	workshops & webinars for corporate		1200
TBD	█████	Speaking engagement	More Time for You	85
TBD	█████	Speaking engagement	More Time for You	120
TBD	█████	Speaking engagement	More Time for You	200
			Total	**7030**
	█████			
Total: Booked workshops, webinars, and speaking engagements for Tator: 2009-2010				**9134**

Training

While consulting, the authors have established close working relationships with senior-level executives. They are committed to using those contacts to identify opportunities for corporate sales. One of the most common complaints from employees about corporate training is the lack of follow up support for implementation. The book will be an easy way for participants in productivity training to refresh the practices and keep motivated.

Rosemary Tator has recently expanded her training offering from on-site and in-person training to international teleseminars and webinars (Web-based training that allows user to see what the presenter is showing, such as slides, computer screen, or white board, while listening via the Web or on the telephone). This means that rather than training 20 to 500 individuals at one time, she can reach thousands simultaneously. For a recent client [*name redacted*] she spoke to 400 employees in person, with 1200 on the Web listening and viewing simultaneously around the world. For another client, she produced an efficiency training video that has been posted online internally where it is access globally by many thousands of employees.

Both Rosemary and Alesia will continue to provide corporate training, consulting, and coaching, which opens the door for corporate sales. They will continue to offer their public course offerings throughout the year. Promotional opportunities include:

- Annual schedule of corporate training workshops as well as global teleseminars and Webinars. Clients include: [*names redacted*]

- Public two-day productivity workshops held quarterly to help primarily high potentials, business managers, and entrepreneurs learn productivity skills.

- Group teleconference coaching offered as follow-up support to individuals who cannot afford personal coaching or prefer group interaction over individual focus.

Internet

Rosemary Tator and Alesia Latson are developing a self-paced Webinar productivity training program based on the concepts in *More Time for You*, which will be complete before the time the book is launched. This program will be accessible to the public and will serve as an international, always-on, sales tool for the book. The authors will also:

- Initiate teleseminars and Webinars for the business public.

- Write short articles on productivity to post online and on e-zine Web sites with a link back to their Web sites and book promotion.

- Provide a Web-based social networking environment for people to share their accomplishments, take surveys to compare their results with others experiencing the program, and other means to drive traffic to the Web and promote the book.

- Update and maintain current author Web sites to promote the book and book events.

- Create a Facebook business Web page for comments and information on their book.

- Because of the theatrical nature of their workshops and examples they will create edgy, short YouTube videos about the do's and don'ts of productivity practices.

- As they conduct productivity workshops through teleseminars, they will create podcasts of the teleseminars and post to their Web site to further promote the book.

Author mailing database

 ◆ Both authors have a database of names from past workshops and customer events they will use to publicize their book (approximately 1,000).

 ◆ They will also contact colleagues who have much larger newsletter lists to send out reviews of the book with a link back to their Web sites and book promotion.

Summary of the Competition

There are successful books on time management, others on getting organized, or establishing life priorities. Most of the books provide isolated strategies or focus on one aspect of becoming more productive. Most of these tactics aren't complete enough in a standalone book so people fail, but because of the urgency of the problem continue to seek new approaches. *More Time for You* is the only book that provides both the understanding behind why we are overwhelmed and a complete step-by-step system to identify what a person wants to accomplish, to adopt realistic practices for managing time and e-mail, and to create the capacity to do what matters most.

Most books preach about living an organized life without the benefit of the entertaining yet informative real-life stories and examples found in *More Time for You*. These books read more like textbooks while others overly simplify productivity concepts without the core instruction needed to adopt the practices. *More Time for You* is intelligently written yet in a very personal style so it appeals to the beginner and seasoned professional alike and provides both the why and how-to instruction. There is a balance in language from entertaining to instructive that keeps readers engaged.

More Time for You is the only book that acknowledges that we live in the electronic/mobile, always on age and uses computer screen shots that lead the reader step-by-step through setting up a calendar time-management and reminder system as well as an efficient way to handle e-mail. Other books that offer prescriptive techniques focus on individual tactics while *More Time for You* provides a system people can integrate into all aspects of their lives. None of the other books include the tools and worksheets that guide people through doing the work to implement the strategies.

Most books written on the subject are geared toward the business environment yet would be equally applicable to personal and business life as is *More Time for You*. None are

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written that specifically enable people to integrate all aspects of their lives inclusively in the way *More Time for You* does.

Detailed Analysis of Competing Books

Following is a book-by-book analysis of the competing books that compares their similarities and differences to *More Time for You.*

Making It All Work: Winning at the Game of Work and Business Life

By David Allen; Viking; Hardcover; December 30, 2008; 256 pages; Amazon.com Sales Rank: #11,179

Making It All Work provides a framework for looking at everything going on in our lives to make sure that we are doing what is most important at all times. The book discusses the two concepts of control and perspective so readers can aspire to be in the high-control, high-perspective state of self-management. Much of this book refers to the author's workshop and a previous book, *Getting Things Done.*

Both *Making It All Work* and *More Time for You* propose readers start by capturing everything going on in their lives that needs attention. Both books discuss having a clear understanding of what is important from the tactical day-to-day doing as well as for long-term aspirations. *Making It All Work* is long on describing the approach and short on providing the hands-on, how-to found in *More Time for You.* Even though it is a shorter book, *More Time for You* shows how to implement a systematic approach using today's technology, such as steps to triage incoming e-mail, shortcuts for preparing for meetings, and how to effectively manage an electronic calendar. *More Time for You* also provides specific exercises, a series of steps to take, and encouragement for those who get off track to reignite their productivity practices.

While both books include insightful stories, even the instructional portions of *More Time for You* are written in a down-to-earth, inviting, personal style rather than the often stilted tone found in *Making It All Work.*

CrazyBusy: Overstretched, Overbooked, and About to Snap! Strategies for Coping in a World Gone ADD

By Edward M. Hallowell, M.D.; Ballantine Books; March 28, 2006; 256 pages; Amazon.com Sales Rank: #27,940.

CrazyBusy addresses the phenomenon of culturally-induced ADD and shares strategies based on understanding dyslexia and ADD for managing time in a busy world. The book shows the reader how to overcome the problems of being too busy and how to turn the crazy-busy world to the reader's advantage.

Both *More Time for You* and *CrazyBusy* use real-life stories to illustrate their lessons in time management. Both address readers as smart individuals who are only a few techniques away from handling modern life. Both books are intelligently written and utilize current research to help readers make sense of the hectic world around them.

While *CrazyBusy* focuses on the *why-to* of time management, extolling the virtues of productivity and effectiveness, only *More Time for You* gives readers practical, *how-to* instructions for becoming productive and effective. Furthermore, the few exercises included in *CrazyBusy* are infused with the same ADD mentality that the author warns against his book: they are fast, cursory, and have no lasting impact on readers' ability to effectively manage their time. The exercises provided in *More Time for You*, by contrast, are methodical, well thought out, and are designed to help readers not only focus their attention, but also to structure the life they want to live. *CrazyBusy* gives readers a glimpse of what an effective life could be; *More Time for You* gives readers the tools to create that life and live into it every day.

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10-10-10: A Life-Transforming Idea

By Suzy Welch; Scribner; Hardcover; April 14, 2009; 240 pages; Amazon.com Sales Rank: #978

10-10-10 outlines an approach to decision making. It refers to a way of considering the consequences of a decision and projecting the outcome into the near and distant future. The basic framework consists of three questions: What are the consequences of my decision in 10 minutes, in 10 months, and in 10 years? This life management tool is designed to propel you out of murky indecision, toward clarity, personal fulfillment, and living your life with authenticity.

Both *More Time for You* and *10-10-10* recount poignant stories from the authors' lives to make valuable learning points. Both offer a methodology for clarifying what is truly important in people's lives, and both techniques work for managing all aspects such as personal, family, and business. While the audience for *10-10-10* is all-encompassing and includes college students, busy mothers, and business executives, *More Time for You* focuses upon those who are juggling multiple realms of their lives and using business applications such as those to manage their calendars, filing, and e-mail.

More Time for You differs from *10-10-10* in that *More Time for You* offers a unique process for achieving greater effectiveness and productivity while *10-10-10* focuses on decision making. *More Time for You* includes a step-by-step process for determining what's important; and then offers a triage approach so decisions are made quickly and easily in the same manner the *10-10-10* approach aspires to. *10-10-10* offers anecdotes and examples for decision making but lacks a defined strategy for implementation and action planning.

Power of Less: The Fine Art of Limiting Yourself to the Essential...in Business and in Life

By Leo Babauta; Hyperion; Hardcover; December 30, 2008; 192 pages; Amazon.com Sales Rank: #794

Power of Less demonstrates how to streamline life by identifying the essential and eliminating the unnecessary—freeing you from everyday clutter and allowing you to focus on accomplishing the goals that can change your life for the better.

Both *More Time for You* and *Power of Less* address effectiveness and personal productivity. Both outline a process for making choices, goal setting, time management, and handling e-mail.

While *Power of Less* focuses on setting limits; *More Time for You* focuses on dealing with the unavoidable barrage created in this always-on society by mastering skills that increase capacity to do what matters most. *More Time for You* does more than offer simple solutions, it provides a comprehensive system that uses today's technology to manage the volume, pace, and complexity of life in the twenty-first century. It offers a straightforward methodology and step-by-step instructions for living a more purposeful and less stressful life.

Work Less, Do More: The 14-Day Productivity Makeover

By Jan Yager PhD.; Sterling; Paperback; September 2, 2008; 224 pages; Amazon.com Sales Rank: #215,178.

Work Less, Do More is a workbook designed to boost the reader's productivity and realize professional and personal goals. The workbook is filled with worksheets, quizzes, and tips ranging from managing e-mail to dealing with a disorganized boss to enjoying family time. The workbook is based on a productivity workshop created by the author.

Both *More Time for You* and *Work Less, Do More* address becoming more productive as it relates to planning, handling e-mail, and eliminating distractions. Both books offer anecdotes and pragmatic advice on how to be more productive. Both books use worksheets to support the reader's ability to apply the information.

Work Less, Do More crams many discrete to-do's within each assigned day rather than providing a coherent system for improving productivity. For example, on day eight the author provides tips on developing more effective telephone skills, suggests doing a technology inventory, and then discusses the merits of hiring technology coach. *More Time for You* outlines a more practical four-week process designed to change habits that will make the reader more effective and productive. *More Time for You* addresses one area at a time enabling the reader to incorporate the practices and build mastery as the weeks go by. Also, only *More Time for You* provides computer screen shots and detailed instruction for handling e-mail, the kind of handholding people need for implementing without hiring a coach.

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Chapter Outline

Part I: Rethinking Productivity

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- Phil's Story

- Eric's Story

- Unprecedented Times

- The Lost Art of Being Effective

- Learning to Choose

- Effectiveness Dramatically Increases Productivity

- Efficient Doesn't Mean Effective

- The Process of Life Is to Generate Things

- Productivity Requires Constant Practice

2. Three Coping Strategies That Don't Work

- 1. Procrastination

- 2. The Myth of Multitasking

- 3. Don't Blame Me, I'm Too Busy

3. The Art of Deception *[Note: This chapter was removed in the final book. Editor sagely suggested removing it to de-emphasize negativity and get to the heart of the book more quickly.]*

- Ten Reasons We Can't Get It All Done

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Acknowledgments

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About the Authors

Chapter Summaries

Part I: Rethinking Productivity

1. Getting out from Under

Meet Elizabeth, Phil, and Eric, three hard working professionals who, like most businesspeople today, are struggling to juggle their responsibilities to work, family, and community.

Elizabeth, a commercial real estate broker, has so many e-mails in her inbox that her coworkers have to leave notes on her chair to get her attention. Phil, a successful middle manager, has such a busy schedule that he is missing out on his sons' teenage years. And Eric, a senior vice president of sales for an insurance company, is trying so hard to get everything done that he responds to e-mails while driving on the highway.

Why are these professionals living in such a state of overwhelm? In this chapter, readers learn that we are experiencing new and unprecedented times, where the pace, magnitude, and complexity of our lives have increased beyond the point where we can manage it all.

The authors explain that productivity and time management alone are not enough for us to get our arms around everything we have to do and handle. Instead, we must also learn the lost art of being effective. Effectiveness involves choosing what we want to accomplish and designing our days, weeks, months, and life to fulfill on those goals. In the following chapters, readers learn the tools, practices, and strategies to live the effective life that they desire.

2. Three Coping Strategies That Don't Work

Many people in today's business environment think they have the strategies to help them gain control over the pace, magnitude, and complexity of the world they live in. In reality, these strategies are often coping mechanisms that lead to increased stress and diminished productivity. In this chapter, readers learn about the three most common coping strategies: procrastination, multitasking, and overwhelm. The authors explain why these strategies fail, and how by eliminating them, readers will experience greater satisfaction and effectiveness.

Using engaging stories and personal examples, the authors reveal the allure, the cost, and the impact of procrastination, and explain why it's better to pay now than pay

later with interest. They debunk the myth of multitasking, and show the dangers of dividing our attention. They shed light on the overwhelm epidemic, and explain why "I'm too busy" has become the favorite excuse of the 21st Century. By learning how to recognize and avoid these common coping strategies, readers can start to develop new practices that will allow them to be more productive and effective in life.

3. The Art of Deception

We've all heard the phrase, "There's an elephant in the room," meaning there is something large and obvious in front of us that we are trying to ignore. In this chapter, the authors reveal that the elephant has left the confines of the room, and now occupies the reader's entire life, keeping them from seeing the source of their overwhelm.

Readers discover that there are ten reasons they can't see the elephant in their life. 1) They resist the reality of their life. 2) They let the urgent crowd the important. 3) They don't always do what they say they will. 4) They divert themselves with honorable and noble distractions. 5) They drown in the details of their life. 6) They try to get it all done without choosing what is truly important. 7) They rush to complete things so they can cross them off their list. 8) They make themselves crazy trying to find balance in their life. 9) They put off their dreams. 10) They settle for other people's excuses.

Once readers learn to see the elephant in their life, they are ready to start implementing practices that will help them live the life they want.

4. Relativity of Time and Adapting Strategies

Many of the conflicts that arise in business are due to the fact that people experience time in different ways. In this chapter, the authors explore this phenomenon using the examples of Fred and Amy.

Fred is Mr. On-Time. He wakes up at the same time every morning; he jogs for exactly thirty minutes; he dresses in the clothes he selected the night before, eats a pre-prepared breakfast, and leaves for work at precisely 6:45. Amy is the exact opposite. She hits the snooze button three times before getting out of bed; she races through her morning, not taking the time to exercise or eat a good breakfast; she rushes out of the house at the last minute, but still manages to catch the 6:45 train.

The authors explain that neither of these time strategies is right or wrong; they both have their strengths and weaknesses. Punctual Fred would be an asset to any team, but would not make a good troubleshooter. On-the-fly Amy would pull an all-nighter to get a client's project done, but would not do well in a strictly controlled office environment. The

authors help readers identify their preferred way of perceiving time so they can make allowances and accommodations to enhance their effectiveness.

Part II: Knowing What You Want

5. Getting Clear about What Is Important

Meet Rob and Liz, two unlikely top producers in a high-tech sales company. Rob is a potter whose goal is to pay off his mortgage so he can devote himself to his pottery. Liz is an artist who wants to create a beautiful perennial garden in Portsmouth, New Hampshire. Neither Rob nor Liz fits the traditional profile of a sales representative, yet both are successful because they have a clear understanding of what is important to them, and what it takes to achieve their goals.

In Chapter 5, readers learn that creating their life begins with being clear about what is important to them. Once they know what is important, they can be effective at living the life they create. The authors lead readers through a series of exercises that help them shed light on what is important to them, giving them the tools they need to clarify their goals. Once readers are clear about what they want to accomplish in life, they can set themselves up to win.

6. Creating Your Life

In Chapter 6, readers identify the realms of their life that are most important so they can create their Annual Accomplishments, the goals that they want to fulfill on during the next twelve months. The authors distinguish between New Year's resolutions and Annual Accomplishments, and reveal why three-fourths of all New Year's resolutions fail.

Unlike a resolution, which usually takes the form of a grim vow to fix a problem, an Accomplishment is an imaginative statement of success that lets readers experience what it will be like to achieve their goals. The authors explain how this visualization technique is similar to that used by elite athletes, helping readers get on top of their game one year ahead.

Readers learn in four steps how to map what is most important to them into the realms of their life, and then to create Accomplishments for each area of importance. The authors use the realm of finances to demonstrate this process, teaching readers how to create their Accomplishments, how to embellish them, and how to create a summary Accomplishment paragraph to live into throughout the year. At the end of the chapter, the authors include a list of sample Annual Accomplishments for reference and inspiration.

Part III: Designing Your Days and an E-Mail System that Works

7. Capturing Your Thoughts

We've all heard the saying, "Watch your pennies and the dollars will follow." In Part 3, readers learn to watch their minutes so that the life of their dreams will follow. In Chapter 7, the authors introduce readers to Week 1 of a three-week plan to design their days, months, and life.

In this chapter, the authors teach readers to use the capture tool, a recording device such as a notebook or a PDA that allows readers capture everything they have to do and handle throughout the day. By using the capture tool, readers will be assured of never forgetting an important thought or overlooking an appointment. The authors show readers how to transfer the information they have captured into their calendar so they can start each day with a clean slate and a fresh capture tool.

Readers also learn to how use the Hit List, a place to record important items that they aren't ready to enter into their calendar. The Hit List is arranged by the readers' Accomplishment categories so they can organize their endeavors based on the areas of their life that are important to them.

At the end of the chapter, the authors lead readers through a review of their first week of using these effectiveness tools. Now that they know how to catch their thoughts with the capture tool and record their dreams on the Hit List, readers are ready to start designing the days, weeks, and months of their life.

8. Designing Your Days

Wouldn't it be nice to have a butler? Someone to remind us of appointments, to make sure we're prepared, and to get us to our meetings on time? In Chapter 8, the authors show readers how their calendar can become their butler, automatically reminding them of what they have to do throughout the day.

The largest blocks of time in the reader's day aren't filled with the items they want to accomplish; they are occupied by the routines of their life – getting ready in the morning, driving to work, answering messages, and winding down in the evening. In this chapter, readers learn to schedule their daily, weekly, and yearly routines into their calendar so they can more accurately see how much time they have to do what they want to accomplish.

Once readers learn to use their calendar as a butler to serve up the events of their day, and learn to balance their daily routines with the items they want to accomplish, they are on their way to living a life of their creation.

9. Dreams Come True When You Plan Your Week

In Chapter 9, readers complete Week 3 of their three-week effectiveness training. Readers adopt a weekly review of their calendar and Hit List to evaluate the items they have and haven't completed, and to decide which tasks they still wish to achieve. They review their Yearly Accomplishments, and choose which areas of their life they want to fulfill on in the coming week. They begin to say "no" to distractions that take them off their life's course. By Week 3, readers understand that their life's direction is up to them to choose, day to day, month to month, year to year. They can achieve their dreams through the simple act of planning their week.

10. Managing E-Mail

The last chapter in Part 3 is dedicated to the subject of e-mail management. E-mail is today's preferred means of communication, and is also a major source of overwhelm. Learning how to manage e-mail is an essential part of living an effective life.

The authors reveal that there are four major problems that we have with handling e-mail. 1) Most e-mails are not targeted to us. 2) We have no structure to manage the volume of e-mail. 3) Like advertising, e-mail has a subliminal effect on us. 4) We are addicted to checking our e-mail.

In this chapter, readers learn an e-mail management structure that allows them to stay on top of their Inbox. By reading this chapter, readers will learn to maintain an empty Inbox by 1) scheduling specific times during the day to check and answer e-mail; 2) triaging e-mail based on level of importance; 3) sorting e-mail into folders; and 4) deleting unsubscribing from unwanted mailing lists.

By maintaining an empty Inbox, readers are able to curb their overwhelm and increase their productivity and effectiveness. By handling their e-mail, they will start developing the muscle it takes to handle the rest of their life.

11. The Social Media Revolution

Social media is rapidly gaining popularity because it allows people to connect in the on-line world to form both personal and business relationships. Using the specific examples of Twitter, Facebook, and LinkedIn, Chapter 11 talks about the coming shift in how people discover, read, and share news, information, and content. The authors describe each of the three types of social environments, the best uses for each, as well as when and how often to use them. The authors dispel the sense of urgency for those who feel they are behind the times and overwhelmed by the prospect of yet another form of information overload.

Then the authors show to effectively use these tools to increase productivity rather than being productivity zappers. Readers will learn best practices for maximizing the benefits derived from these tools, as well as minimizing the potential productivity pitfalls. By effectively using social media, readers can participate in these online communities, staying informed on issues that contribute to their professional development without being overwhelmed.

12. Re-Launching Your Created Life

Chapter 12 gives readers the tools they need to refocus when they get off track. The authors share their five-step process to help readers jumpstart their productivity, getting them back on the path of designing their days and creating their life.

When readers get stuck, they 1) observe themselves and their work habits, 2) identify how they are feeling, 3) perform a breathing exercise to revitalize themselves, 4) recognize all the choices that are available to them, and 5) make a two-minute choice to create momentum. Readers then get to decide whether or not they want to continue with their activity. This exercise puts readers back in choice, and lets them determine what is most important for them to do.

The authors provide readers with the tools to get back in the driver's seat of their life. In the first half of the chapter, they review the nine work habits that keep readers stuck, and show them how to develop new practices that will allow them to succeed.

The second half of the chapter is dedicated to strategies that will help readers win in life. In this section, the authors show readers how to harness the power of fear to keep them present and alive in each moment. The authors share tips from their clients to help readers overcome the state of, "I don't wanna."

13. Parting Words

In their parting words, the authors review the important points that readers should take away from reading this book. They advise readers to regularly review their Accomplishments, to be kind and gentle to themselves, to be aware and ready for change, and to be the star in their life.

Appendix

The appendix contains the weekly review exercises and other blank forms for creating accomplishments, keeping a hit list, and helpful exercises for determining what's important.

Acknowledgments

Acknowledgment of people who helped make the book possible are included.

Index

The book will be professionally indexed.

About the Authors

Sample Chapters

Chapter 5 (Chapter 4 in the final book version) Being Clear About What Is Important

We chose to include the chapter "Being Clear About What Is Important" to demonstrate the authors' premise for the book, that being clear on how you want to use your time is the only way to be sure you have enough time to do what you want. It also shows the tools they provide readers for getting at the heart of what is most important. The chapter also highlights their storytelling ability.

Chapter 10 Managing E-mail

The authors' system of email triage is one of the chief unique characteristics of the book and as it turns out one of the primary reasons the publishers were attracted to the book. The chapter also shows the extensive graphics the book requires so there will be no surprises when we submit the final manuscript and graphics.

Chapter 11 Relaunching Your Created Life

We chose to include the chapter, "Relaunching Your Created Life," because it represents another unique characteristic, the idea that we're not perfect and need methods to restart our productivity practices. This chapter highlights the authors' ability to provide

helpful tips succinctly and re-emphasize the tools and tactics in addition to inspiring

readers to stay on track and change their lives.

Cover Letter for Proposal

Here is the cover letter I, as their agent, used to introduce the proposal. We sent the proposals through email and used this text after a brief introductory statement to the effect: I've attached a copy of the proposal for More Time for You: A Powerful System to Organize Your Work and Get Things Done. Here is the proposal cover letter.

MORE TIME FOR YOU: A POWERFUL SYSTEM TO GET ORGANIZE YOUR WORK AND GET THINGS DONE
Alesia Latson and Rosemary Tator

Sure, a lot has been written on balancing busy work and personal lives, becoming more productive, managing time better, even how to do more of what's important. Yet even the best books on the topic are outrageously simplistic and do very little, if anything, to help people faced with today's challenges and the available tools. Whether it's a working parent trying to cope with a busy work schedule and the demands of a hectic household, a rising star executive with too little support and too many responsibilities, or anyone who has a never-ending mountain of to-dos wondering when to learn Twitter, all will find relief in the "get your arms around everything," approach in *More Time for You: A Powerful System to Organize Your Work and Get Things Done.*

International professional speakers, consultants, and trainers Alesia Latson and Rosemary Tator provide the first all-inclusive step-by-step strategy based upon their accumulated expertise training in large and small companies, in groups or individually, in person or through Internet Webinars. Unlike any other system theirs is a form of triage that not only leads to faster decision-making but also eliminates the nagging fear that something is about to fall between the cracks.

One of the most common complaints about company training is the lack of employee follow up. *More Time for You* provides excellent reinforcement for skills every worker needs to survive in this age of massive layoffs with increasing workloads and the pressure of getting it all done.

I am attaching the proposal for *More Time for You*, which contains a synopsis, competitive analysis, marketing plan, outline, chapter summaries, and sample chapters. You'll see in the About the Authors section that both Alesia and Rosemary have extensive experience training in both corporate and public settings and productivity is their area of expertise. They are creating an online Webinar based on this book which will provide an international platform to support sales.

I am excited to hear what you think and look forward your getting back to me.

Regards, Claudia