

THE
**PURPOSEFUL
PLANNING
METHOD**



**HOW TO PLAN YOUR DAY, BEAT PROCRASTINATION,
AND REGAIN CONTROL OF YOUR TIME**

MATTHEW EAST

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WWW.MATT-EAST.COM

matt@matt-east.com

This book is dedicated to anyone who believes in their dreams and has the guts to take action toward achieving them.

Thank you to

My clients, it's an honor to be a part of your journey.

And to

My wife, Rachel, who encouraged me to write this book. I'm grateful for you in every way possible.

| CONTENTS |

INTRODUCTION	1
CHAPTER ONE	9
<i>Why You Should Read This Book.....</i>	<i>9</i>
CHAPTER TWO	13
<i>What is The Purposeful Planning Method?</i>	<i>13</i>
CHAPTER THREE	21
<i>Why Does This Method Work So Effectively?.....</i>	<i>21</i>
CHAPTER FOUR	31
<i>The Fluid Layer</i>	<i>31</i>
CHAPTER FIVE	51
<i>The Habit Layer.....</i>	<i>51</i>
CHAPTER SIX	79
<i>The 10-Day Purposeful Planning Challenge</i>	<i>79</i>
CHAPTER SEVEN	93
<i>Common Questions.....</i>	<i>93</i>
CHAPTER EIGHT	99
<i>Motivation to Begin.....</i>	<i>99</i>
Works Cited	101

| INTRODUCTION |

You likely saw the title of this book and thought to yourself, “What exactly is The Purposeful Planning Method? And can it help me?”

The Purposeful Planning Method is the most effective approach for planning and prioritizing your time. And I’m positive it can help you. Unlike other time management books offering anecdotal tips, tricks, and suggestions, this book provides a specific methodology for approaching your day more effectively. It will help you:

- 1.** Take more action toward your goals
- 2.** Create better habits
- 3.** Pursue your passions
- 4.** Enrich your relationships
- 5.** Regain control of your time
- 6.** Enjoy your leisure time more
- 7.** Beat procrastination

It can even help you live a more meaningful and happy life by ensuring you approach each day with clarity and focus. Regardless of what you’re attempting to achieve, this method can help.

This method will help you accomplish your day-to-day responsibilities while simultaneously growing and improving any area of life you choose—including your career or business, health and fitness, meditative and spiritual practice, and even your relationships with your friends, family, and spouse or significant other. Not only can it help you achieve anything, it’s most effective when used across multiple disciplines in your life.

2 | THE PURPOSEFUL PLANNING METHOD

When I stumbled onto this method, I was working for a high-growth tech company. I was paid well, but I knew I could accomplish so much more with my life. It was difficult waking up every morning, knowing I would spend my entire day working on unfulfilling projects that left me uninspired and stressed out. I wanted to own my own business. The worst part, after spending all day working, I was often too tired when returning home to do the things I wanted to do. I was miserable, and it was taking a toll on me.

In my gut, I knew this wasn't how I wanted to be spending each day. I wanted to thrive in every area of my life. I craved to fill my days with:

- ▶ Impactful work I loved, while working on my own business
- ▶ Ample amounts of exercise and movement
- ▶ Abundant time for meditative thought, reflection, and leisure
- ▶ Meaningful interactions with family
- ▶ Inspiring conversations with mentors and friends
- ▶ Exploring and learning new concepts, information, languages, and ideas
- ▶ Dedicated time each day for cultivating an incredible marriage

Unfortunately, after working all day at a job I didn't like, I had little time to focus on the things I wanted to do. I didn't know how to effectively plan my day to both accomplish what needed done at work and also find time for everything else

I wanted to be doing, like starting a business and exercising daily. On top of that, I was scared to leave the security of a well-paying job. If I started my own company and didn't succeed, I would feel like a failure. Especially if I couldn't provide as a husband. I was facing a ton of self-doubt about my ability to achieve my goals. I remember thinking to myself, *If I can't even plan my day, how can I ever run a business successfully?*

That's when I decided to learn everything I could about effectively planning my time, so I could start achieving my goals and eventually leave my job to begin a business of my own. To do this, I looked at research, read, and listened to audiobooks about time management, goal setting and achievement, habit development, workflow management, flow states, deep work, and productivity. I was determined to find a method for planning my day that would transform my life.

The problem was, I didn't find the books to be transformative. They buried insightful ideas and tips in nonactionable theories, unnecessary and inapplicable stories, and overly complicated practices. Uncovering them was a challenge.

That's when I had an epiphany. I realized in addition to reading these books, I needed to study how the most successful people planned and approached their day. I decided to read the writings, biographies, and autobiographies of the world's most successful people. I wanted to learn directly from the most accomplished leaders in the history of the world. I figured this would give me a massive advantage toward achieving my own goals and make me a master at planning my day.

4 | THE PURPOSEFUL PLANNING METHOD

However, there was a problem. This was time consuming; these autobiographies and biographies often took up to 25 hours to listen or read. Including the other books I studied, I spent well over 7,500 hours reading. My progress was slow.

Nonetheless, I began to see patterns emerge around how these high achievers approached planning their day. I started to have mini breakthroughs. And I tied these concepts back to the books and research I initially studied.

Then I distilled what I was learning into an approach for planning my day. I initially used it while still working at the tech company. My life began to transform. I began enjoying my work while simultaneously achieving goals in all aspects of my life.

This planning method, founded on how the world's most successful people plan their time, was working for me. It provided ample time for me to accomplish my work and also spend time on the things I wanted to do most. I had clarity, focus, and purpose each day. I began to feel like I had a superpower. It led to starting my business on the side, allowing me to leave my job. I've now consulted, collaborated, and coached hundreds of clients who have successfully used this method for planning their day. In this book, I've created what I was initially looking for: an actionable process for planning my day built on simple, time-tested principles anyone can use.

You do not need a particular IQ, education level, or any unique personality traits to use this method. Any person, in any industry can adopt this approach at any point in their life. Better yet, outside of the expense for this book, The Purposeful Planning Method costs nothing to use.

In the upcoming chapters, you'll learn exactly how to plan and prioritize, so you can spend more time and energy on the projects, activities, and relationships that are most important and meaningful to you.

HOW TO READ THIS BOOK

I've intentionally kept this book as concise as possible, hoping the brevity encourages more readers to finish it and adopt this method. However, I still include many client examples for you to reference. In addition to examples, I'll share the following about The Purposeful Planning Method:

- ▶ What it is and why you should invest your time reading this book
- ▶ Why this method works so effectively
- ▶ How to plan your morning, day, and evening using it
- ▶ How to get started with the 10-Day Purposeful Planning Challenge
- ▶ Common questions and objections about the method

Because the chapters build on one another, I encourage you to read or listen the first time through from beginning to end. When reading or listening to nonfiction books, it's tempting to jump ahead to the parts most applicable to you. But for this book to be as useful as possible, I recommend completing it before adopting any of the techniques. The 10-Day Purposeful Planning Challenge later in the book

6 | THE PURPOSEFUL PLANNING METHOD

will help you begin using this method successfully. Your likelihood of adopting this method will increase if you first read the entire book and have a clear understanding of the techniques before beginning to use them. So, for now, absorb the concepts without worrying about how you will implement any of these ideas.

The audiobook version of this book includes an accompanying PDF, so listeners can view examples of the planning techniques I share. These examples should help to conceptualize how *The Purposeful Planning Method Works*. Each example is from a past client who has successfully adopted this approach.

You can also find these examples on my website at www.matt-east.com/book.

SOME ENCOURAGEMENT BEFORE WE BEGIN

Clients often share with me how they struggle with planning. They'll say, "Matt, planning just doesn't come naturally to me." I understand if you feel the same way. I felt the same way before developing this approach. After all, in school, we aren't taught how to plan and prioritize our time effectively, even though it's the most critical skill we could develop. Then we enter the workforce, where working long hours at a frenzied pace becomes the standard. This seems like it would be the perfect time for someone to teach us how to plan our time but, of course, at this point, we're expected to already know how to plan effectively (even though nobody has taught us).

I frequently collaborate with PhD level clients. These are doctors with over twenty years of formal education. And

they've never been taught how to plan their time effectively. I'm sharing this to say, it's normal to feel like you aren't good at planning your day. How would you be effective at planning if nobody's taught you how to do it?

Not only are we not taught how to plan at school or work, most of us grew up in homes where planning wasn't the strong suit of our parents. It's likely they were also never taught this skill.

Is it possible you have it within you to be an effective planner, but nobody has taught you how to do it? If so, it means this book can change your life, because regardless of your ambitions, learning to plan effectively and prioritizing your time can help you achieve your goals. My promise to you is that if you read this book and adopt this method. It will help you plan and operate each day at the highest level possible across all areas of life.

As you use this method, I would love to hear about the success you create in your own life. You can share your stories by emailing me at matt@matt-east.com. It may take a few days, but I promise to respond to your message.

I firmly believe you can achieve anything you want with your life. And I hope the information in this book offers a plan for acting on your loftiest goals and dreams. You can do it. If nobody's ever told you, "Your dreams are possible," they have now. Anything is possible with the correct amount of planning and, most importantly, the right amount of action. I 100 percent believe in you. Now, let's dig in.

Why You Should Read This Book

“Here is a test to find whether your mission on earth is finished: If you are alive, it isn’t.”

—RICHARD BACH

Chances are we’ve never met. But because you picked out this book, I can almost guarantee you are self-driven, aspirational, and looking to achieve goals across many areas of your life.

You may also be frustrated and feel like you should be achieving more each day. If that’s the case, I applaud you for recognizing the opportunity for self-improvement and taking action by reading this book. *The Purposeful Planning Method* will be perfect for you.

I’m an avid reader and listener of nonfiction books. I particularly love the classics. I always find it incredible how simple their core message is, especially considering the complex topics they cover. You can summarize most of these classics in a single sentence. For example, *How to Win Friends and Influence People* by Dale Carnegie has sold over fifteen million copies. The one-sentence summary: Stop talking about

yourself; instead be genuinely interested in other people by listening and asking thoughtful questions. That's good advice.

The Total Money Makeover by Dave Ramsey has sold over 5 million copies and continues to sell over 400,000 copies a year. Summarized in a sentence: The best way to build wealth is to get out of debt and invest your money. Again, solid advice.

Neither of these concepts is revolutionary or sophisticated. On the contrary, they're simple. Their simplicity and common-sense approach are two reasons their message resonates with so many people. Similarly, this book's message is simple and easily summarized. Here it is: planning and prioritizing helps you spend more time on the projects, activities, and relationships that are most important and meaningful to you.

Of course, that's something you likely already knew. So, why continue reading this? Although the concept of planning your time is simple with obvious benefits, actually doing it isn't. Just like getting out of debt and investing your money makes sense financially but can be very difficult to do. Just like asking great questions instead of talking about ourselves is excellent advice but challenging to do.

The point is, this book isn't designed to convince you how important it is to plan your day. You already know planning is critical to your success or you wouldn't have chosen to read a book titled, *The Purposeful Planning Method*. This book is vital to your success because it provides a methodology to ensure you successfully plan and approach each day with clarity, purpose, and focus.

IMAGINE HOW IT WOULD FEEL TO BEGIN EACH MORNING:

- ▶ With a clear plan for achieving your most important priorities.
- ▶ With a sense of calm, knowing you have time to do everything meaningful to you.

HOW WOULD IT FEEL:

- ▶ To develop habits and routines that support your dreams?
- ▶ To have plenty of time to pursue your passions?
- ▶ To have plenty of time to nurture the critical relationships in your life?
- ▶ If you felt zero guilt when relaxing and enjoying leisure activities?
- ▶ If you never had to worry about procrastinating?

WHAT IF YOU:

- ▶ Had ample time to reach your peak level of health and fitness?
- ▶ Could spend as much time as you wanted each day on your meditative and spiritual practice?
- ▶ Always felt present when spending time with your family and friends?
- ▶ Had plenty of time to enrich your marriage each day?
- ▶ Were achieving your goals in all areas of your life?

12 | THE PURPOSEFUL PLANNING METHOD

Most people who read this book are thriving in one area of their life. The problem is that most are falling short of their potential in other areas. For example, you may be excelling in your career, but your health and fitness has suffered. Or maybe it's the opposite; you're thriving with your health and fitness, but your career isn't as successful as you know it could be.

The Purposeful Planning Method will provide a way to thrive in every area, including:

- ▶ Career and Business
- ▶ Relationships
- ▶ Family
- ▶ Social
- ▶ Finances
- ▶ Spiritual
- ▶ Health and Fitness

CHAPTER RECAP

This book provides a methodology to ensure you successfully plan and approach each day with clarity, purpose, and focus. It will teach you exactly how to plan and prioritize so you can spend more time on the things that are most important and meaningful to you.

What is The Purposeful Planning Method?

“It is not in the stars to hold our destiny but in ourselves.”

— WILLIAM SHAKESPEARE

The Purposeful Planning Method is a specific approach for planning your time. It ensures two things:

- 1.** You plan and take action on your most important priorities and tasks each day.
- 2.** Each morning and evening is structured to be as productive and meaningful as possible.

The foundation of The Purposeful Planning Method is developing a clear vision for what you want to achieve each day—and then scheduling time to do it. I’ll use the word “foundation” throughout this book. So, let’s clarify its meaning.

foundation: the load-bearing part of a building, typically below ground level

A building’s foundation performs several functions. The three most important:

14 | THE PURPOSEFUL PLANNING METHOD

1. It bears the load and distributes the weight of the building.
2. It anchors it against natural forces such as wind and rain.
3. It protects it from ground moisture.

Engineering the foundation properly during the initial construction ensures the stability and functionality for the building's entire life span. Similar to how a properly engineered foundation ensures a building's success, The Purposeful Planning Method will create a foundation for your day. This foundation will help:

- ▶ Bear the load of your professional and personal daily responsibilities
- ▶ Anchor you to your most important long-term goals
- ▶ Protect your time against unnecessary tasks, so you can pursue what's most important to you

The Purposeful Planning Method uses two layers for scheduling your time: the “Fluid Layer” and the “Habit Layer.”

The Fluid Layer helps you plan and take action on your most important priorities and tasks. The definition of fluid is “able to flow smoothly.” This layer is aptly named because it ensures transitioning effortlessly throughout your day from one activity to the next. The Fluid Layer changes daily based on your priorities for the day. Priorities are simply areas of your life that are important and meaningful to you. Priorities are usually projects you're focusing on at work or home, activities you want to do, or relationships you want to nurture. You achieve

your priorities by completing tasks associated with them. For example, one of my priorities may be to “prepare for a client meeting tomorrow.” A task associated with it could be to review notes from previous conversations with the client.

After we learn how to prioritize our time using the Fluid Layer, we’ll discover how The Habit Layer ensures each day is structured to be as productive and meaningful as possible. You’ll embrace your best habits and create new routines using your Habit Layer. It ensures you spend each morning and evening intentionally. We’ll learn much more about creating your Fluid and Habit Layers in the upcoming chapters.

At this point, people often ask, “Are there any shortcuts I can use? Creating two layers when planning my day seems complicated.”

I understand this may seem overwhelming, especially if you:

- ▶ Struggled with planning in the past
- ▶ Believe you lack the time necessary for planning your day
- ▶ Worry this may be too complicated or advanced
- ▶ Doubt it will work with your complex schedule
- ▶ Have concerns that it will reduce your amount of free time

Don’t worry. Anyone can successfully adopt this approach. Including people who:

- ▶ Have been unsuccessful in planning in the past
- ▶ Feel like they don’t have time for planning

- ▶ Initially believed it was too complex
- ▶ Have complicated and nontraditional work schedules
- ▶ Want flexibility and ample free time in their schedule

I teach this method because I know it can work for anyone. I wish there were a way for you to achieve your biggest goals effortlessly and with zero planning. But the truth is, it requires both planning and effort to operate at your peak level. However, please don't let that stop you from adopting this method. Using The Purposeful Planning Method will take less than seven minutes a day.

After starting to use this approach for planning, I felt like I could accomplish anything I wanted. In any area of my life. However, let me be clear. I'm not the most successful or even the most productive person in the world. So, why was I compelled to create and share this method and book? I'm forty years old, and just now beginning to tap into my full potential. When I finally adopted The Purposeful Planning Method, progress toward my goals accelerated at a rate that would have been impossible to imagine before using it. I began feeling like I had a superpower for planning and executing my day.

After testing and refining this approach on my own for about a year, I started introducing it to clients to help validate its effectiveness. I wanted to see if it could help other people as much as it did me. After seeing client after client transform their life by successfully using it, I felt a sense of obligation to write this book and share it with as many people as possible.

Only sharing this method with clients in one-on-one coaching sessions was limiting the number of people who could benefit from it. I firmly believe having as many people as possible who are spending their energy and time toward the projects, activities, and relationships most important to them only makes the world a better place. According to research by Psychology Today, “Progress on our goals leads to more positive emotions and more satisfaction with life. It increases our well-being. In turn, positive emotions contribute to our motivation to act.” [1]

Put simply, people progressing toward their goals are happier, more fulfilled, and more likely to continue striving toward their goals. Why would we not want as many people as possible progressing toward their ambitions? That’s why I want to share this information in a more scalable way than one-on-one coaching. Because I know it will help anyone who uses it to live a happier, more fulfilling life. As I watched so many people create success in their life with this approach, I began feeling a moral obligation to share this method with as many people as possible. (Quick side note: if you know someone who would benefit from the information in this book who can’t afford it, email me, and I’ll get them a copy.)

I mentioned previously, I’m not the most productive or successful person in the world. I’m still working toward achieving my goals every day. However, by using this method, I have been able to:

- ▶ Create a thriving coaching and consulting business, built around serving amazing and aspirational clients

18 | THE PURPOSEFUL PLANNING METHOD

- ▶ Cultivate an incredible relationship and marriage with my wife
- ▶ Discover new places and cultures while traveling extensively
- ▶ Create daily habits that support my body, mind, and well-being
- ▶ Easily find time for doing deep work and urgent work
- ▶ Host two popular podcasts
- ▶ Feel extremely present while spending leisure time with family and friends
- ▶ Approach my work with clarity and joy

The Purposeful Planning Method has been vital in helping me plan my time and pursue my goals. And I'm 100 percent confident it can help you plan your time more effectively and help you live each day with greater clarity and purpose. After all, the reason for planning and prioritizing your time is not to do more stuff each day just for the sake of doing more. It's the opposite. The purpose of planning is to identify what's most important and meaningful to you so you can use your time and energy effectively.

I've refined the Purposeful Planning Method while collaborating with high achievers from all over the world. It was developed through trial and error. And, although I believe The Purposeful Planning Method to be the most effective approach for planning your day, everything in this book is meant to be tested by you. I'm not promising each day of your

life will be perfect after adopting this approach. My promise is that if you adopt this method, it will help you plan and take action on your most important priorities each day. And your mornings and evenings will be structured to be as meaningful and productive as possible.

CHAPTER RECAP

The Purposeful Planning Method is a specific approach for scheduling your time. It ensures:

- 1.** You plan and take purposeful action on your most important priorities and tasks each day
- 2.** Each morning and evening is structured to be as productive and meaningful as possible

This method uses two layers for planning your time: The “Fluid Layer” and the “Habit Layer.” The purpose of planning these layers is to identify what’s most important to you so you can schedule how you want to use your time and energy each day.

Anyone can use this method, even people who have struggled with planning in the past.

Why Does This Method Work So Effectively?

“The greatest happiness is to transform one’s feelings into action.”

— MADAME DE STAEL

The Purposeful Planning Method relies on two time-tested and straightforward concepts to ensure you plan each day effectively:

- 1.** Prioritizing what you want to focus on each day is critical to your success.
- 2.** Embracing positive habits into your daily routine is the most effective way to ensure you achieve what you want.

Those two concepts are the backbone of everything we’ll discuss in this book. Let’s touch on why each is so important.

Prioritizing is critical to our success because it helps ensure we intentionally focus on our most important projects, activities, and relationships throughout the day. Having clarity about our priorities is one way to ensure we’re thoughtful and effective with our time. And, behavioral scientists suggest

our habits consume 40 percent of our day. This means being intentional about our habits can help ensure we use our time as purposefully, meaningfully, and productively as possible.

Of course, you didn't need to read this book to learn how prioritizing your time and creating good habits will help you be more productive. Although we know each of these is critical to our success, it can be a challenge to do them. And that's why this book is vital to your success. It provides a method to follow each morning to ensure you start each day with clear priorities and intentional habits.

I mentioned the intent of this book isn't to convince you how important it is to plan your day. After all, you already chose to read a book titled, *The Purposeful Planning Method*. This means you recognize planning is essential to your success. However, as you adopt this method, you may still interact with colleagues, friends, and family members who might try to minimize how necessary planning is. Be cautious about accepting advice from these people. If you encounter anyone who downplays the importance of planning, consider the level of success they have attained in their life before taking their advice. The truth is, planning and prioritizing is key for anyone who is looking to maximize their potential. I strongly encourage you to speak with as many successful people as you can to discover how they plan their time. Connecting with these high performers will only reinforce how critical planning and prioritizing is to your success.

Most people reading this book already understand how planning can help them be more productive at work. And it can definitely do that. But its benefits reach far beyond work.

Remember, the purpose of using this method is not to do more stuff just for the sake of doing more. It's the opposite. The aim is to help you identify what is most important to you each day so you can plan how you want to use your time.

Beyond work, use this method to:

- ▶ Reach your peak level of health and fitness
- ▶ Dedicate more time to your meditative or spiritual practice
- ▶ Get out of debt and create financial abundance in your life
- ▶ Spend more time and be more present with your family
- ▶ Nurture valuable relationships and friendships
- ▶ Relax and enjoy your leisure time more
- ▶ Have a thriving marriage

Or use it for any activity you choose. There are no limitations.

This method uses a proven scheduling technique called time blocking. Time blocking allows you to proactively assign blocks of time to complete tasks throughout the day.

The world's most successful people have practiced time blocking for centuries. Ben Franklin, an entrepreneur, author, and a signer of both the Declaration of Independence and The American Constitution, used a block schedule to structure his day. Franklin shared his block schedule in his autobiography, and shared, "*Every part of my business should have its allotted time.*" [1]

You can view Franklin's block schedule in Image 1. Audiobook listeners can find this in the accompanying PDF within the Audible app, or you can easily find these examples online on my website at www.matt-east.com/book.

THE MORNING. <i>Question.</i> What good shall I do this day?	5	Rise, wash, and address	
	6	<i>Powerful Goodness!</i> Contrive day's business, and take the	
	7	resolution of the day; prosecute the present study, and breakfast.	
	8		
	9		
	10	Work.	
	11		
	NOON.	12	Read, or overlook my
		1	accounts, and dine.
		2	
		3	Work.
4			
EVENING. <i>Question.</i> What good have I done to-day?	5		
	6	Put things in their places.	
	7	Supper. Music or diversion, or	
	8	conversation. Examination of	
	9	the day.	
	10		
	11		
	12		
	NIGHT.	1	Sleep.
		2	
3			
4			

Image 1

In addition to using the proven practice of time blocking, The Purposeful Planning Method leverages habit creation and routine development to perform at your peak. By embracing these techniques, you'll be using the same daily practices as the most successful people in the history of the world.

Examples include:

- ▶ Richard Branson, the founder of Virgin and a self-made billionaire, provides a great example of time blocking. Branson blocks time on his calendar to ensure he exercises daily. He says, "I play a very hard game of singles tennis every morning at 6." [2]
- ▶ The media icon and philanthropist Oprah follows the same daily routine upon waking. "First thing in the morning, I brush my teeth and take the dogs out." Then she completes "a series of spiritual exercises that I do every day. Then I meditate." [3]
- ▶ According to Walter Isaacson, author of the biography, *Steve Jobs*, "Steve had an evening routine where he would come home and sit at a nice long wooden table in the kitchen of his house in Palo Alto to eat dinner every night with his kids and his great wife." [4]
- ▶ In *The Open Road: The Global Journey of the Fourteenth Dalai Lama*, the author Pico Iyer shares, "[By] nine a.m. the Dalai Lama himself had already been up for more than five hours, awakening, as he always does, at three-thirty a.m., to spend his first four hours of the day meditating." [5]

Other successful people known for relying on their daily routines to create an extraordinary body of work include:

- ▶ Best-Selling Authors—Maya Angelou, Haruki Murakami, Kurt Vonnegut, Ernest Hemingway, E.B. White, and Stephen King are known for the commitment to their routines.

King famously writes every day of the year without exception beginning work between 8 a.m. and 8:30 am.

- ▶ Championship Athletes—Usain Bolt, Messi, Michael Jordan, Novak Djokovic, Carli Lloyd, and Tom Brady use game-day rituals and daily habits to perform at their peak.

In his book, Brady shares the following, “To create stronger, faster connections in our brains, we need to practice a habit, skill, or behavior again and again. The more we practice that habit, skill, or behavior, the more automatically our brains recognize it.”

- ▶ Beethoven, one of the greatest composers of all time, and Pablo Picasso, one of the most influential artists of the twentieth century, were both recognized for their commitment to process and routine to ensure their creativity.

Picasso said, “Our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act. There is no other route to success.”

I particularly love this quote because there is a misconception that creative disciplines don't require structure and planning. However, in most instances, you'll find the world's greatest creators are reliant on habits and routines during their most prolific periods.

- ▶ Nelson Mandela, a beloved political leader and former President of South Africa, was well-known for his commitment to his daily workout throughout his life.

In his autobiography, Nelson says, "I attended the gym for one and a half hours each evening from Monday through Thursday. We did an hour of exercise, some combination of roadwork, skipping rope, calisthenics, or shadow boxing, followed by fifteen minutes of bodywork, some weightlifting, and then sparring."

These are just a few examples of extraordinary people who used routines and habits to achieve great things. The Purposeful Planning Method doesn't try to reinvent the wheel. It leverages the exact principles these leaders used to achieve incredible results. If there is a well-known person whose work you admire, I encourage you to learn more about their habits and daily routine. A simple Google search will do the trick.

I also asked clients for their feedback about why The Purposeful Planning Method works so effectively, and here is some of the feedback I received:

"I love planning this way because it ensures I'm proactive instead of reactive with my time. It ensures I take action on what's most important to me." —Elise

“I’ve noticed by having a clear plan of attack for my day, I feel less overwhelmed. I have a plan for my day, but I also have a plan for when unexpected things pop up throughout the day. I feel in complete control of my time.” —Mica

“Using this method has completely ended my tendency to procrastinate. Beginning my day with a plan and clarity about what I’m focusing on makes it so much easier to take action throughout the day.” —Tobias

“This approach has allowed me to do activities around my energy pattern. This helps me align my peak energy with my daily writing and allows me to write more each day.” —David

“Prioritizing leisure and time with my family has been a game-changer for me. I feel much more connected with my family, zero guilt when I’m relaxing, and I’m no longer burned out on my business.” —Andrea

In the following chapters, you will learn exactly how to use The Purposeful Planning Method. As you reflect on your schedule, I encourage you to approach it as a self-experiment. You will see positive results immediately after adopting this method; you can use the 10-Day Challenge later in this book as a guide to get started. Enjoy the daily planning process; designing how you will spend your time each day should be a rewarding and pleasant experience. Embrace it and remove any pressure you’ve put on yourself. We’re going to be striving for progress—not perfection—as we begin. Remember, there is zero downside to planning your time more effectively. But the benefits are endless, so stick with it. It will positively

impact every aspect of your life. And remember, anyone can successfully use this method.

CHAPTER RECAP

The Purposeful Planning Method relies on two time-tested and straightforward concepts to ensure you plan each day effectively:

- 1.** Prioritizing what you want to focus on each day is critical to your success.
- 2.** Embracing positive habits into your daily routine is the most effective way to ensure you achieve what you want.

Prioritizing is essential to our success because it ensures we intentionally focus on our most important projects, activities, and relationships throughout the day. Being intentional about our habits ensures we use our time as purposefully, meaningfully, and productively as possible.

The Purposeful Planning Method leverages the same principles used by the most accomplished and successful people to ever live.

The Fluid Layer

*“Tell me, what is it you plan to do with
your one wild and precious life?”*

— MARY OLIVER

As I mentioned earlier, The Purposeful Planning Method uses two layers for planning your day:

1. The Fluid Layer
2. The Habit Layer

The Fluid Layer ensures we plan and schedule time for our most important priorities and tasks each day. It helps us determine what to focus on before the day begins.

Remember the ideas in this book build on one another, so for now, just focus on the concepts without worrying about implementing them. We'll start by using the 10-Day Challenge later in the book.

I shared previously how your priorities are areas of your life that are important and meaningful to you. Priorities include projects you're focusing on at work or home, activities you want to do, or relationships you want to nurture. You achieve your priorities by completing actionable tasks associated with them.

In *Getting Things Done*, author David Allen shares how important it is for our tasks to be actionable. Actionable tasks are things we can do that will move us closer to achieving our priorities. Using actionable tasks to build your Fluid Layer helps your day flow smoothly from one activity to the next. For example, here are priorities and actionable tasks that could be associated with them.

Your priority may be to spend more time with your wife. The actionable task associated with it could be to make a reservation at your favorite restaurant for a date.

Or your priority may be to grow the revenue of your business. The actionable task could be to text or call ten prospective customers.

Maybe your priority is to stay in touch with your parents. The actionable task may be to call your mom or dad.

Creating your Fluid Layer includes three steps:

- 1.** Determine what your priorities are for the day.
- 2.** Identify the actionable tasks associated with accomplishing those priorities.
- 3.** Block the time on your calendar to do your actionable tasks.

To build your Fluid Layer, you start by identifying your top three priorities for the day. Here are eleven guiding questions to help identify your priorities:

- 1.** If I could only achieve one thing today, what would it be?

- 2.** What's the second most important thing I need to accomplish?
- 3.** What's the third most important?
- 4.** What else needs to be done?
- 5.** What could I complete today that would make me happy when reflecting on my day?
- 6.** What can I do that will move me closer to achieving my goals?
- 7.** Are there projects or tasks that others own but I should follow up on?
- 8.** What key relationships in my life need my energy today?
- 9.** What can I do to remove stress from my life?
- 10.** What tasks can I delegate to someone else today?
- 11.** Is there a task I'm avoiding that I should complete today?

After determining your priorities, you'll identify the actionable task or tasks associated with each one and assign a time on your calendar for completing it.

A few important things to keep in mind when creating your Fluid Layer:

- 1.** Tasks often take longer than we estimate, so you'll want to block plenty of time to complete each task. I often find tasks take twice as long as I expect. Psychologists call this phenomenon The planning fallacy, and it explains how people

tend to significantly underestimate how much time is required to complete a task. [6]

- 2.** Build in open time blocks for unexpected tasks to arise throughout the day.
- 3.** Most people tend to overestimate the number of tasks they can achieve in a single day. Don't get discouraged. Planning your day is a skill, and you will continue to improve with practice.
- 4.** Align your daily priorities with your broader career, business, and life goals whenever possible. This ensures your daily actions are moving you closer to your goals.
- 5.** The top priority for the day will not always be the first task you schedule. For example, your top priority may be attending a one-on-one meeting with your boss at 4 p.m., but since it's late in the day, it may be one of the last things you do.
- 6.** Always start with blocking time for your top three priorities. After adding these, add any additional priorities you want.

I asked one of my clients, Eli Chastain, how prioritizing has helped him. He shared with me, "At this point, I can't imagine a morning without time to prioritize and plan what I intend to make of my day. This simple act, every morning—before kids, before fitness, before emails, and before work—has helped me find meaning in the simplest acts. Finishing a huge project has the same accomplished feeling for me as

taking my daughter to a movie, all because I decided that morning that each experience was important and worthy of my attention. This brings richness and meaning to everything I do, big and small. It all matters.”

Let’s explore three Fluid Layer examples. Each is from a client I collaborated with. The examples first show their top three priorities for the day. Then the actionable tasks associated with those priorities, and last, the blocked time on their calendar.

The examples use Google Calendar, which is free with any Gmail account. However, you can use any electronic calendar or pen and paper for creating your Fluid Layer.

FLUID LAYER EXAMPLE 1: CORPORATE PROFESSIONAL

This example is from a marketing director who works from home for a Fortune 500 company. Her top three priorities for the day:

- 1.** Finish creating copy for a product launch
- 2.** Attend a product marketing meeting
- 3.** Attend a one-on-one meeting with Michelle

To accomplish her top three priorities, she blocks time from 8 a.m. to 9:30 a.m. to finish writing copy for the product launch. From 10:30 a.m. to 11:30 a.m., she blocks time to attend the product marketing meeting, and from 3:30 p.m. to 4 p.m., she blocks time for her one-on-one meeting with Michelle.

You can view her schedule in Image 2.

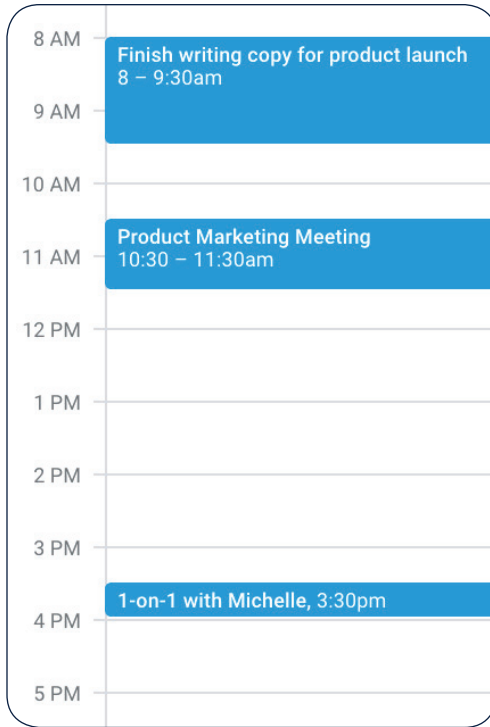


Image 2

In addition to her top three priorities, she also wants to:

- ▶ Run
- ▶ Eat a quick lunch
- ▶ Respond to emails throughout the day
- ▶ Prep for her one-on-one meeting with Michelle
- ▶ Keep time blocks open for unexpected tasks and items that arise during the day

To schedule time for each of these, she blocks the following time:

Email from 9:30 a.m. to 10 a.m., run and shower from 12 noon to 1:30 p.m., lunch at from 1:30-2:00, respond to email from 2 p.m. to 2:30 p.m., prep for her one-on-one with Michelle at 3 p.m., and respond to more email from 4:30 p.m. to 5 p.m.

She also left four, thirty-minute blocks open for unexpected tasks or to use for last-minute requests or meetings.

I love this example because she does a great job of proactively blocking time to process her email and for unexpected items to arise during the day. You can view her schedule in Image 3.

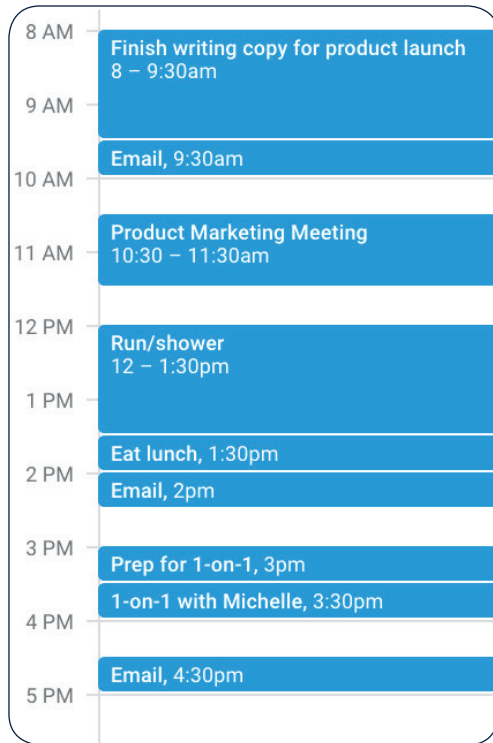


Image 3

FLUID LAYER EXAMPLE 2: CEO

Below are the three top priorities for a CEO of a sixty-person tech company:

1. Meet one-on-one with the director of operations
2. Prepare for a meeting with a potential investor
3. Coach her daughter's soccer practice

To accomplish her top three priorities, she blocks 10 a.m. to 11 a.m. and 1 p.m. to 2:30 p.m. to prep for the investor meeting; from 3 p.m. to 3:30 p.m., she blocks time to meet with the director of operations; and from 4:30 p.m. to 6:15 p.m., she blocks time to travel to and coach soccer practice.

Notice she has multiple time blocks for a single priority: “Prep for investor meeting.” You can view her schedule in Image 4.

Also, she wants to:

- ▶ Check and send email
- ▶ Keep plenty of time open for unexpected tasks and items
- ▶ Review company financials
- ▶ Review the sales funnel
- ▶ Eat a quick lunch

To accomplish these priorities, she blocks time for email from 8:30 a.m. to 9:30 a.m. and from 4 p.m. to 4:30 p.m., lunch from 11:30 a.m. to 12 noon, from 12 noon to 12:30 p.m. to review company financials, and from 12:30 p.m. to 1 p.m. to review the sales funnel.

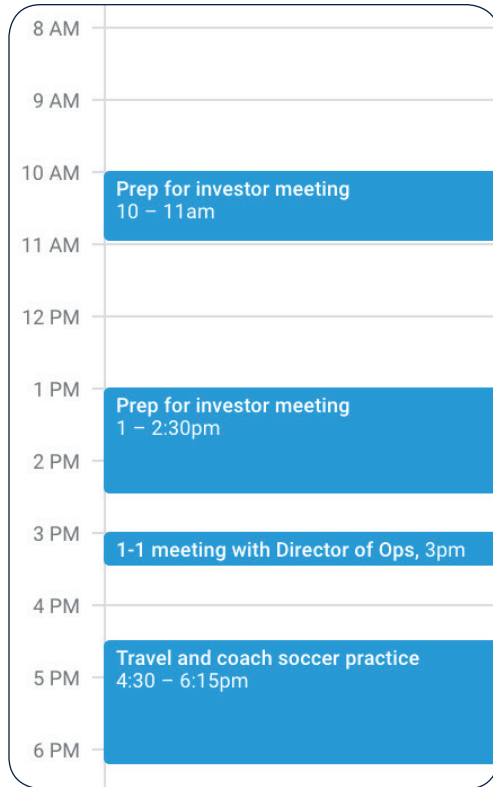


Image 4

She also left four, thirty-minute blocks for unexpected tasks or to use for last-minute requests or meetings.

I shared this example because I love how she prioritizes leaving work at 4:30 so she can coach her daughter's soccer team. You can view her schedule in Image 5.

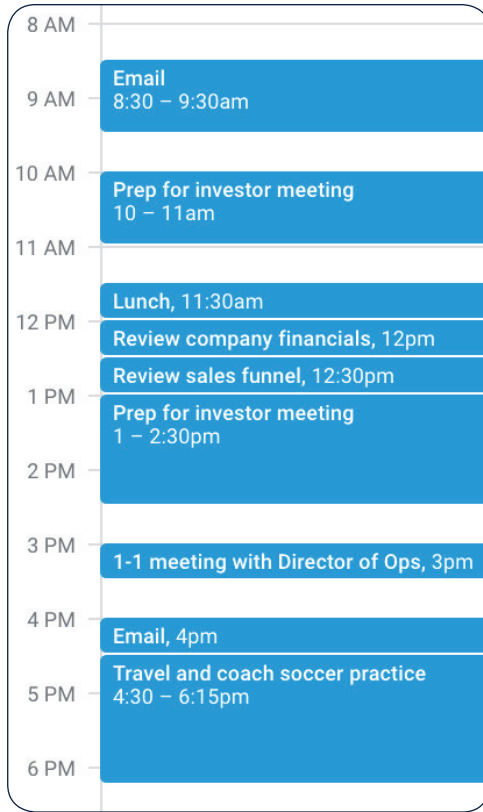


Image 5

FLUID LAYER EXAMPLE 3: AUTHOR

Below is an example of an author; her top three priorities are:

- ▶ Write 1,000 words
- ▶ Play tennis
- ▶ Take a long walk

To schedule time for her top three priorities, she blocked time to write from 5 a.m. to 9:30 a.m., play tennis from 10 a.m. to 11:30 a.m., and walk from 3 p.m. to 4:30 p.m.

You can view her schedule in Image 6.

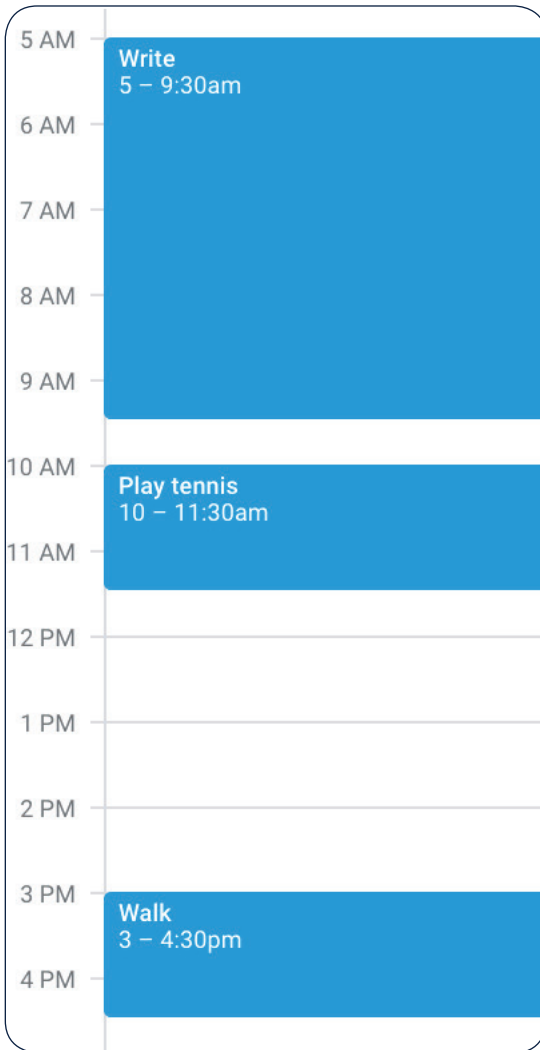


Image 6

Also, she wants to:

- ▶ Have a large block of free time
- ▶ Eat lunch at a café
- ▶ Review her writing for an hour in the evening

To accomplish each of these, she blocks time for lunch from 11:30 p.m. to 12:30 p.m., she left 12:30 p.m. to 3 p.m. open for free time, and she blocks an hour in the evening to review her writing starting at 5:30 p.m.

I chose this example because I love how this client built large blocks of free time and multiple exercise sessions into her day. You can view her schedule in Image 7.

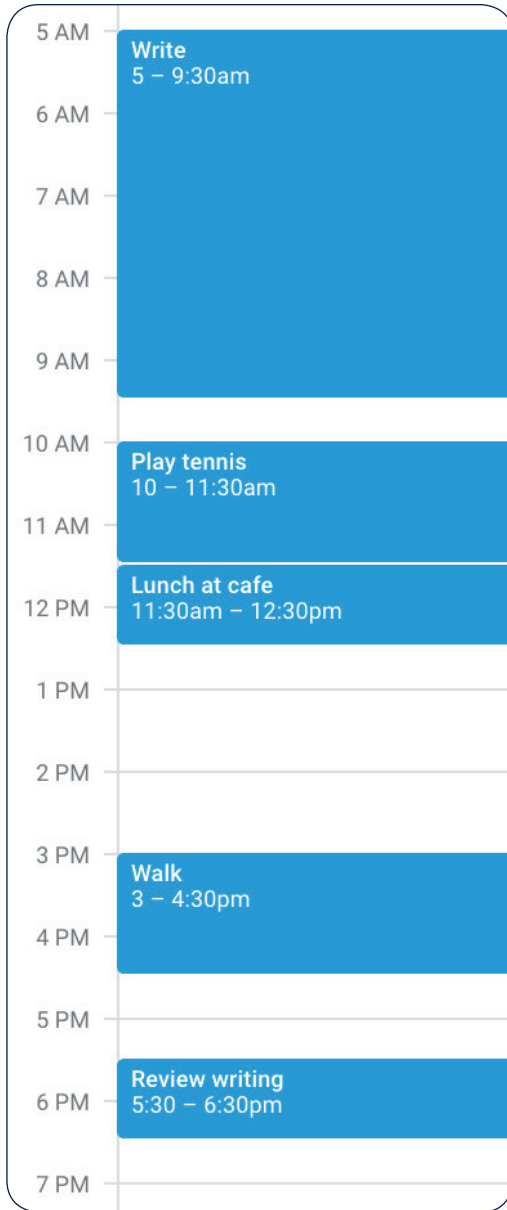


Image 7

In the three examples, note how each person:

- ▶ Determined what their top priorities were for the day
- ▶ Identified the actionable tasks associated with accomplishing their priorities
- ▶ Blocked the time on their calendar to do the actionable tasks

Sometimes clients feel creating a Fluid Layer isn't possible for them or it won't help in their specific situation. Let's address a few common concerns.

OBJECTION 1: IT TAKES TOO MUCH TIME AND EFFORT TO PLAN MY DAY.

This is a misconception. It takes about seven minutes on average for my clients. Consider the reward of approaching your day with a clear plan versus winging it. Planning your day is the most important thing you can do to ensure your success, and it takes less than seven minutes.

Each morning, I ask my clients to send me their top three priorities for their day. I then send back encouragement and often ask how the previous days' priorities went. It's an excellent system for accountability. The possibilities of what my clients prioritize are endless. Here are some recent examples:

- ▶ Turn off my phone for thirty minutes of uninterrupted play with my kids

- ▶ Take a meandering two-hour walk with my wife
- ▶ Meditate for five minutes
- ▶ Start writing the book I've been thinking about for the past ten years
- ▶ Learn to speak Spanish
- ▶ Read a good book while sipping on wine
- ▶ Attend yoga class
- ▶ Fly to India from New York

Consider what you could be prioritizing during your day. Prioritizing your time is impactful because it allows you to be intentional and proactive about what you want to do. It's a missed opportunity if you're not planning your day because you think it takes too long. It's one way to ensure you're spending time on activities you want to be doing. The truth is planning your day requires a minimal investment of time.

OBJECTION 2: MY WORK IS REPETITIVE AND DOESN'T REQUIRE PRIORITIZING MY TASKS.

People who have little flexibility or input about how they spend their time at work often believe prioritizing their time isn't necessary. Many positions within retail and logistics fall into this category since the workflow is primarily dictated by reacting to customer needs or reoccurring tasks.

However, remember, setting your priorities is about planning to do things that are important and meaningful to you. Even if your work is repetitive, you still have things that you want to accomplish or maintain while at work.

For example, you could focus on your health by prioritizing drinking plenty of water or eating a healthy lunch. Or you could prioritize your work performance. That's the beauty of prioritizing. What you choose to focus on is up to you. If you've never prioritized your time, establishing your priorities for the first time will be empowering because it encourages you to consider what's most important to you.

If you work eight hours a day and sleep eight hours a day, you still have eight hours to prioritize outside of work. That's a massive amount of time. Sometimes when I mention this, people argue that after commuting to work, they have far less than eight hours available. So, let's cut that eight hours in half. If you work twelve hours a day and sleep for eight hours, you still have four hours. That's a significant chunk of time, even if your work and commute take fourteen hours, and you sleep for eight hours, you still have two hours to plan and prioritize. If you're in this situation, isn't it crucial to be hyper-focused about how you spend your time during those two hours?

The truth is, planning your day is critical for your success, regardless of the type of work you do.

OBJECTION 3: MY SCHEDULE VARIES TOO MUCH FROM DAY TO DAY.

A varying schedule is not a reason to skip planning your day. If you don't plan, it's tempting to get distracted by nonimportant items, which quickly leads to unfocused work and using your time ineffectively. Not prioritizing increases the chance of getting sidetracked by unmeaningful things and leads to procrastination.

The truth is, if your schedule varies day to day, you must plan your time if you want to be as effective as possible. By successfully planning, you approach each day with clarity, purpose, and focus.

OBJECTION 4: I HAVE TOO MANY “URGENT” TASKS I NEED TO RESPOND TO THROUGHOUT THE DAY, SO I CAN’T PLAN MY TIME.

All of us need to adapt to requests and demands throughout the day. Nobody wants to tell their boss they can’t get that urgent fix out today because it’s not on their calendar. If it’s common for you to respond to urgent items throughout the day, build in plenty of time for responding to these requests. You can also reprioritize your time and calendar to focus on these urgent tasks as they arise throughout the day.

However, if you tend to have many dramatic events happen during a typical day, develop new processes to minimize the number of these events from disrupting your workflow. Responding to urgent tasks can lead to feeling anxious and stressed out. Beginning your day with a plan is the best way to bring focus and clarity to your work, and that’s the easiest way to combat feeling overwhelmed. The truth is, prioritizing your time will help you be more organized and focused, ultimately increasing your responsiveness and decreasing your stress level.

OBJECTION 5: I'M NOT GOOD AT ESTIMATING HOW LONG TASKS TAKE.

Most people tend to underestimate how much time is required to complete a task. This is normal. People tend to be optimistic about how much they can achieve in a specific timeframe. Remember this is so common, psychologists have a name for it, the planning fallacy.

It can be disheartening, frustrating, and stressful when tasks take too long. We can combat this by understanding it's common and blocking more time for our tasks.

The truth is, everyone feels this way, and it should not stop you from planning your day. You will learn to more accurately estimate how long tasks take as you continue to prioritize daily.

OBJECTION 6: I'M WORRIED I'LL LOSE SIGHT OF MY LONG-TERM GOALS BY FOCUSING SO MUCH ON MY PLAN FOR EACH DAY.

Your Fluid Layer should act as a lever for achieving your long-term goals. Your priorities should support and align with your long-term goals whenever possible. A personal example would be creating this book. One of my goals was to write a book. Instead of hoping that happened, I prioritized time to write each day. If I hadn't prioritized time to write, I would have never achieved my goal.

The truth is, prioritizing your time each day will help you achieve your long-term goals faster.

OBJECTION 7: I'M CONCERNED PRIORITIZING WILL REDUCE MY CREATIVITY.

Planning supports your creative endeavors by giving you consistency and structure to create your art. It's a misconception artistic disciplines don't require planning. The truth is, the most prolific creators understand how to use habits, routines, and planning to increase their creative output.

CHAPTER RECAP

The Fluid Layer helps us plan and schedule a time for our most important priorities and tasks each day. The purpose of the Fluid Layer is to ensure we're intentional with our time and energy. You can prioritize anything important and meaningful to you. Priorities often include projects you're focusing on at work or home, activities you want to do, or relationships you want to nurture. And sometimes, priorities are things that must be done. Like paying bills—these types of items aren't always fun, but they are important. You achieve your priorities by completing actionable tasks associated with them.

You'll learn how to create your Fluid Layer during the 10-Day Challenge. In the next chapter, we'll learn how to create your Habit Layer.

The Habit Layer

“A day dawns, quite like other days; in it, a single hour comes, quite like other hours; but in that day and in that hour, the chance of a lifetime faces us.”

— **MALTBIE DAVENPORT BABCOCK**

The Habit Layer is the second and final layer we’ll use to plan our day. It uses your habits and routines to ensure each morning and evening is proactively structured to be as productive and meaningful as possible. Unlike the Fluid Layer, which changes daily, the Habit Layer remains consistent from week to week.

While the Fluid Layer ensures you intentionally prioritize what’s most important to you, the Habit Layer ensures you plan your mornings and evenings successfully. According to Duke University research, habits account for approximately 40 percent of our daily behaviors. [7] The Habit Layer encourages you to be intentional and proactive with this significant portion of your day.

Remember, we’ll use the 10-Day Challenge to create your Habit Layer, so for now, focus on absorbing the ideas and concepts of this chapter without worrying about implementing them.

In addition to ensuring you're intentional with how you spend your morning and evenings, the Habit Layer will assist you in creating the habits you want.

One benefit of this layer is that it reduces the number of decisions you're required to make each day, which reduces the chance you'll be negatively affected by decision fatigue. Decision fatigue occurs when we have too many options to choose from; abundant options often lead to feeling overwhelmed, procrastination, and a decline in our decision making. By determining what to focus on, we increase the chance to do what we desire.

Here's a personal example of how it works. I use my Habit Layer to go to the gym every morning, by making this decision when initially creating my Habit Layer. I never have to spend energy thinking about it again. This allows me to avoid contemplating what I should do each morning. Going to the gym each morning has become a habit. I wake up, make coffee, feed the dogs, grab my gym bag, and head out. One reason I've been able to maintain this habit is that I love ending my workout with a relaxing sauna session. This visit to the sauna acts as a reward to encourage my daily habit loop.

Charles Duhigg shares how habit loops work in his book, *The Power of Habit*. The Habit Loop is a neurological loop that governs any habit. The loop consists of three elements: a cue, a routine, and a reward. Understanding these elements can help to change bad habits or form better ones.

THE CUE

The cue for a habit can be anything that triggers the habit. Cues generally fall under the following categories: a location, a time of day, other people, an emotional state, or an immediately preceding action.

THE ROUTINE

A habit's routine is the most obvious element. It's the behavior you wish to change or reinforce (such as going to the gym).

THE REWARD

The reward is the reason the brain decides the previous steps are worth remembering for the future. The reward provides positive reinforcement for the desired behavior, making it more likely you will produce the behavior again in the future. The reward can be anything, from something tangible (chocolate) or something intangible (a sauna session).

In addition, creating your Habit Layer:

- ▶ Helps create awareness of your daily habits and rituals
- ▶ Reduces procrastination by creating clarity about how you want to spend your time
- ▶ Ensures you're proactive about your morning and evening routines
- ▶ Helps you pursue your passions by proactively blocking time for the activities you want to do

- ▶ Enriches your relationships by planning time for nurturing them
- ▶ Enables you to enjoy your leisure time more

Clients regularly use the Habit Layer for the following activities:

- ▶ Running
- ▶ Walking
- ▶ Resistance training
- ▶ Drinking coffee or tea
- ▶ Practicing yoga
- ▶ Going to the gym
- ▶ Building a daily writing practice
- ▶ Meditating
- ▶ Planning and reflecting on the day
- ▶ Journaling
- ▶ Working on a side business
- ▶ Cooking breakfast or dinner
- ▶ Spending time with family and friends
- ▶ Going on date nights
- ▶ Reading

In addition to his morning tennis game, Richard Branson includes other exercises, breakfast, and family time during his morning routine. “I wake up early; around 5 am. I get out of bed and do some exercise – play a game of tennis, go for a walk or a run, jump on my bike, or if there’s enough wind, go for a kitesurf. Then I eat breakfast and spend time with my family. Exercise and family time put me in a great mind frame before getting down to business.” [8]

Habit expert and author James Clear shares the following tips to creating daily habits:

1. Start with an incredibly small habit.
2. Increase your habit in very small ways.
3. Break your big habits into small chunks.
4. When you slip, get back on track quickly.
5. Be patient. Stick to a pace you can sustain. [9]

Below are Habit Layer examples.

HABIT LAYER EXAMPLE 1: CORPORATE PROFESSIONAL

In the first Habit Layer example, we'll revisit the marketing director, who works from home for a Fortune 500 company. Each weekday morning, she wants to do yoga, meditate, plan her day, and shower. On the weekends, she wants to sleep in until 9 a.m.

In the evenings, she wants to spend two evenings each week with friends for dinner and the other three relaxing, preparing dinner, and reading. She wants to prepare for bed at 10 p.m. and be in bed by 10:30 p.m.

You can see how she blocked time for these in Image 8. Remember, you can easily find these images at www.matt-east/book.

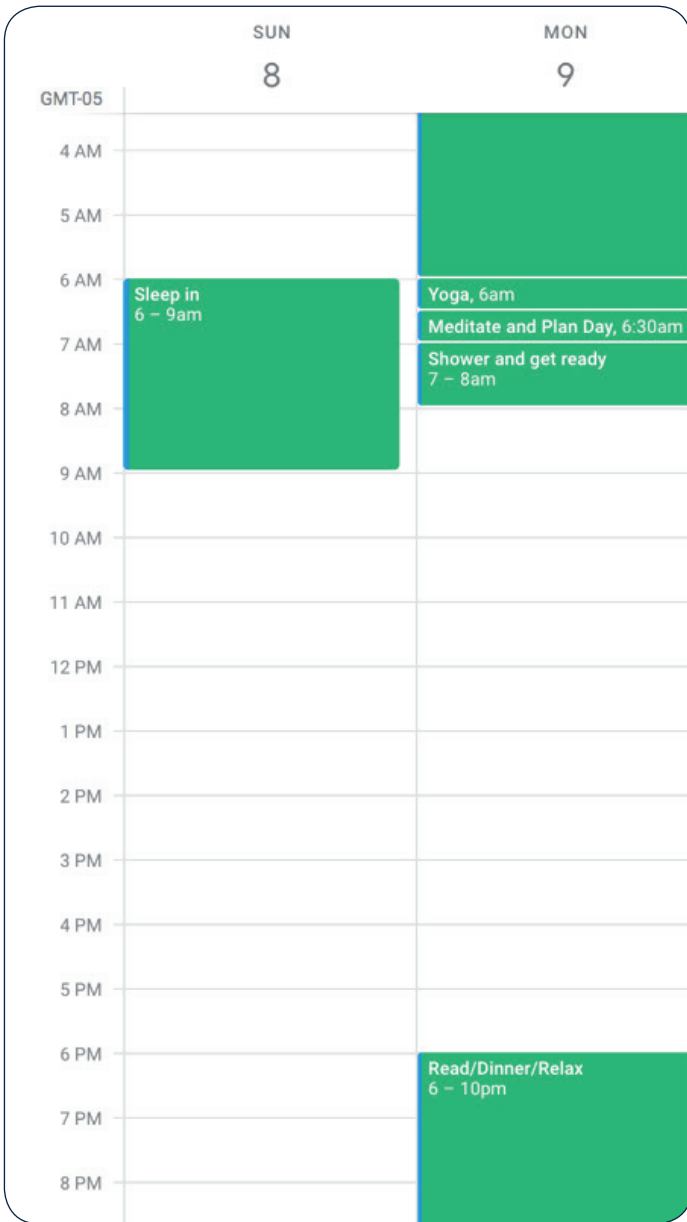


Image 8.1

TUE 10	WED 11
Yoga, 6am	Yoga, 6am
Meditate and Plan Day, 6:30am	Meditate and Plan Day, 6:30am
Shower and get ready 7 – 8am	Shower and get ready 7 – 8am
Dinner with friends 6 – 9:30pm	Read/Dinner/Relax 6 – 10pm

Image 8.2

THU 12	FRI 13	SAT 14
Yoga, 6am	Yoga, 6am	Sleep in 6 - 9am
Meditate and Plan Day, 6:30am	Meditate and Plan Day, 6:30am	
Shower and get ready 7 - 8am	Shower and get ready 7 - 8am	
Dinner with friends 6 - 9:30pm	Read/Dinner/Relax 6 - 10pm	

Image 8.3

In Image 9, you can view an example of a single day of her Habit Layer. Six a.m. to 6:30 a.m. is blocked for yoga, 6:30 a.m. to 7 a.m. is blocked to meditate and plan the day. Seven a.m. to 8 a.m. is blocked to shower and get ready. Six p.m. to

10 p.m. is blocked for dinner, reading, and relaxing. At 10:00 p.m., she begins to prep for bed. Ten-thirty p.m. to 6 a.m. is blocked for sleep.

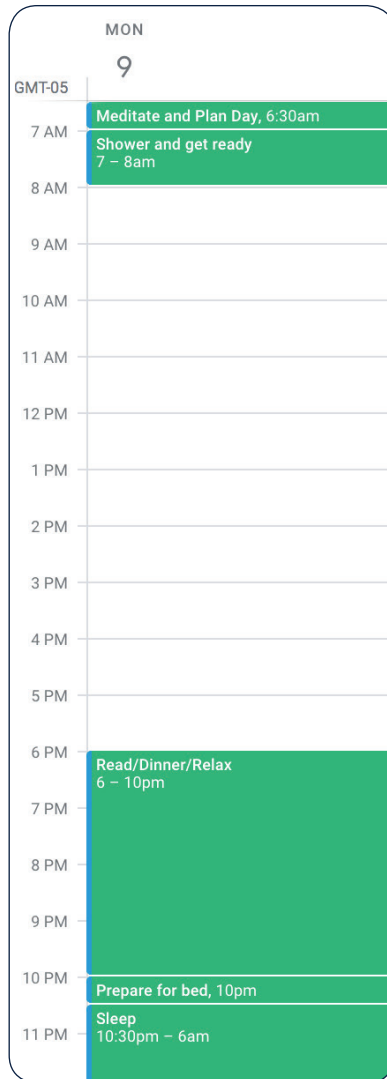


Image 9

In Image 10, you can see the final plan for her day with the Habit Layer (in green) and the Fluid Layer (in blue). This final schedule is: 6 a.m. to 6:30 a.m. yoga, 6:30 a.m. to 7 a.m. meditate and plan day, 7 a.m. to 8 a.m. shower and get ready, 8 a.m. to 9:30 a.m. finish writing copy for product launch, 9:30 a.m. to 10 a.m. email, 10 a.m. to 10:30 a.m. open, 10:30 a.m. to 11:30 a.m. product marketing meeting, 11:30 a.m. to 12 Noon open, 12 Noon to 1:30 p.m. run and shower, 1:30 p.m. to 2:00 p.m. eat lunch, 2 p.m. to 2:30 p.m. email, 2:30 p.m. to 3 p.m. open, 3 p.m. to 3:30 p.m. prep for one-on-one, 3:30 p.m. to 4 p.m. meet for one-on-one with Michelle, 4 p.m. to 4:30 p.m. open, 4:30 p.m. to 5 p.m. email, 5 p.m. to 6 p.m. open, 6 p.m. to 10 p.m. read, dinner, relax, 10 p.m. prep for bed, 10:30 p.m. sleep.

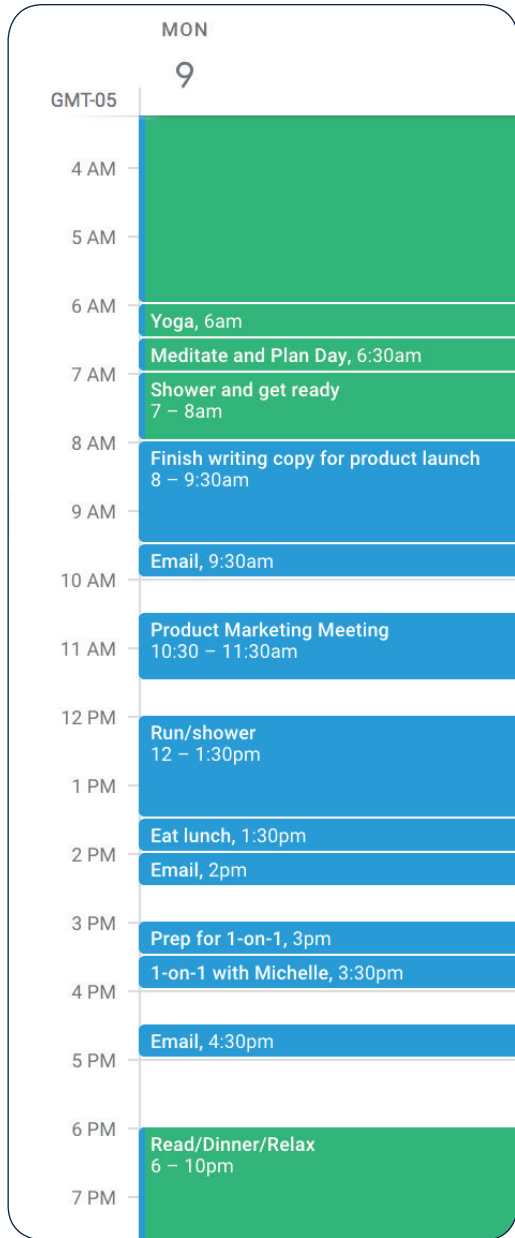


Image 10

Common questions about the Corporate Professionals schedule.

Tuesday and Thursday are blocked to eat dinner with friends. What if a friend wants to meet on a different day, like Wednesday?

That's no problem. If she wants to meet her friend, she can change one of her evenings out this week to be Wednesday. Or she could go out on Tuesday, Wednesday, and Thursday with friends. Making that adjustment is no problem. This isn't called the No Fun Planning Method. The goal is to be intentional with your time. But do it thoughtfully and update the changes within your calendar.

I follow my morning Habit Block almost 100 percent of the time since scheduling conflicts early in the morning are infrequent. But my evening Habit Block typically requires an adjustment about once a week because of dinner, work, or social events with friends. It's no big deal—simply make the adjustment on your calendar and you're all set. You're still acting intentionally and purposeful with how you're spending your time, which is the primary goal.

Should my Habit Layer remain the same each day? I notice this example isn't the same each day.

It's totally up to you. It's your Habit Layer. I want you to be intentional all seven days of the week, but some habits like helping the kids get ready for school are only five days a week. Some people like to have a consistent habit layer for weekdays and different habits on the weekends. For instance, many

of my clients want to use one or both weekend mornings to sleep longer. Many people like to keep their Habit Layer consistent for all seven days of the week. The goal is for you to be intentional and to build a Habit Layer that works well for you.

HABIT LAYER EXAMPLE 2: CEO

The CEO wants to use her Habit Layer to prepare breakfast and spend time with her daughter before she leaves for school. She also wants to have coffee with her husband after her daughter gets on the bus. In the evenings, she wants to walk for at least an hour and then relax with her family as her husband cooks dinner. On the weekends, she wants to walk for an hour before her husband and daughter wake up.

To do this, she blocks each weekday morning from 6:30 a.m. to 7:30 a.m. to make breakfast and drink coffee, she then blocks 7:30 a.m. to 8:15 a.m. to shower and get ready. On the weekends, she blocks 6:30 a.m. to 7:30 a.m. to walk. In the evenings during the week, she blocks 6:30 p.m. to 7:30 p.m. to walk, and she has 7:30 p.m. to 9:30 p.m. blocked for dinner and relaxing.

You can see how she blocked time for these in Image 11.

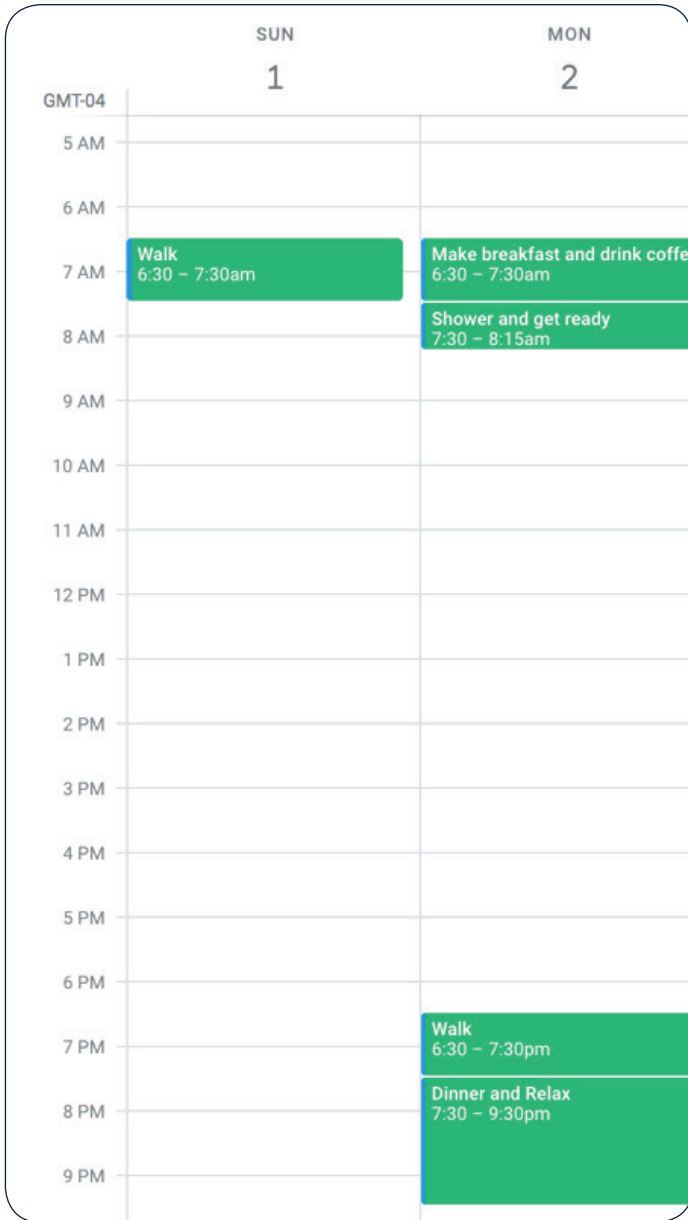


Image 11.1

TUE 3	WED 4
Make breakfast and drink coffee 6:30 – 7:30am	Make breakfast and drink coffee 6:30 – 7:30am
Shower and get ready 7:30 – 8:15am	Shower and get ready 7:30 – 8:15am
Walk 6:30 – 7:30pm	Walk 6:30 – 7:30pm
Dinner and Relax 7:30 – 9:30pm	Dinner and Relax 7:30 – 9:30pm

Image 11.2

THU 5	FRI 6	SAT 7
Make breakfast and drink coffee 6:30 – 7:30am	Make breakfast and drink coffee 6:30 – 7:30am	Walk 6:30 – 7:30am
Shower and get ready 7:30 – 8:15am	Shower and get ready 7:30 – 8:15am	
Walk 6:30 – 7:30pm	Walk 6:30 – 7:30pm	
Dinner and Relax 7:30 – 9:30pm	Dinner and Relax 7:30 – 9:30pm	

Image 11.3

In Image #12, you can see a single day of her habit layer. I included this because it's easier to view the details of her schedule in this image.

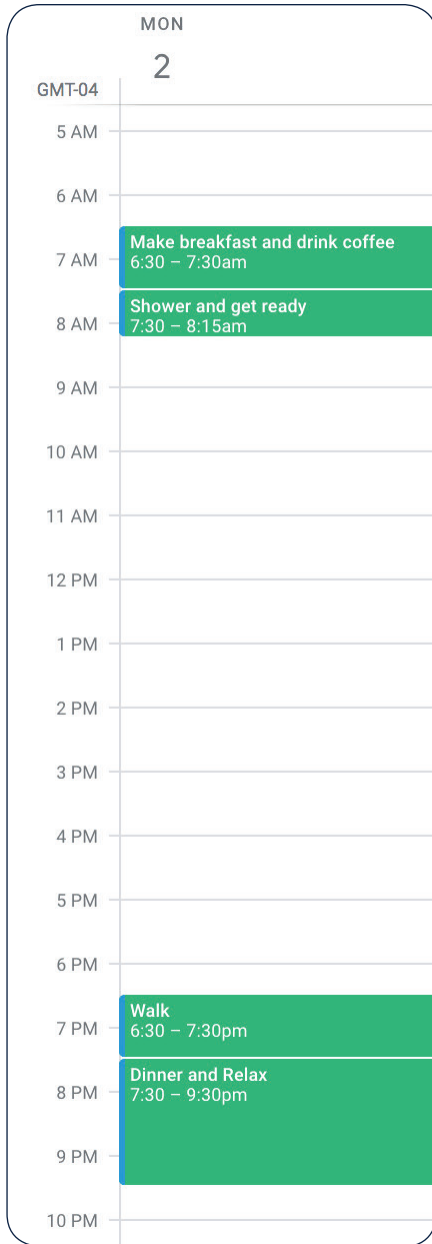


Image 12

Her final schedule with the Habit Layer (in green) and the Fluid Layer (in blue). From 6:30 a.m. to 7:30 a.m., she blocks time to make breakfast and drink coffee with her husband; from 7:30 a.m. to 8:15 a.m., she showers and gets ready. Eight-thirty a.m. to 9:30 a.m. is blocked for email, followed by an open 30-minute block of time; from 10 a.m. to 11 a.m. is blocked to prep for the investor meeting, followed by another 30-minute open block. At 11:30 a.m., she eats for 30 minutes; from 12 Noon to 12:30 p.m., she reviews the company financials, then reviews the sales funnel from 12:30 p.m. to 1 p.m. From 1 p.m. to 2:30 p.m., she blocks more time to prepare for the investor meeting. She then has 30 minutes open for responding to unexpected items; from

3 p.m. to 3:30 p.m., she meets with the director of operations, followed by another open block. She rechecks email from 4 p.m. to 4:30 p.m.; 4:30 p.m. to 6:15 p.m. is blocked for traveling to and coaching her daughter's soccer practice. She has another open block followed by her walk from 6:30 p.m. to 7:30 p.m., and her final block is from 7:30 p.m. to 9:30 p.m. for dinner and relaxing. You can view her schedule in Image 13.

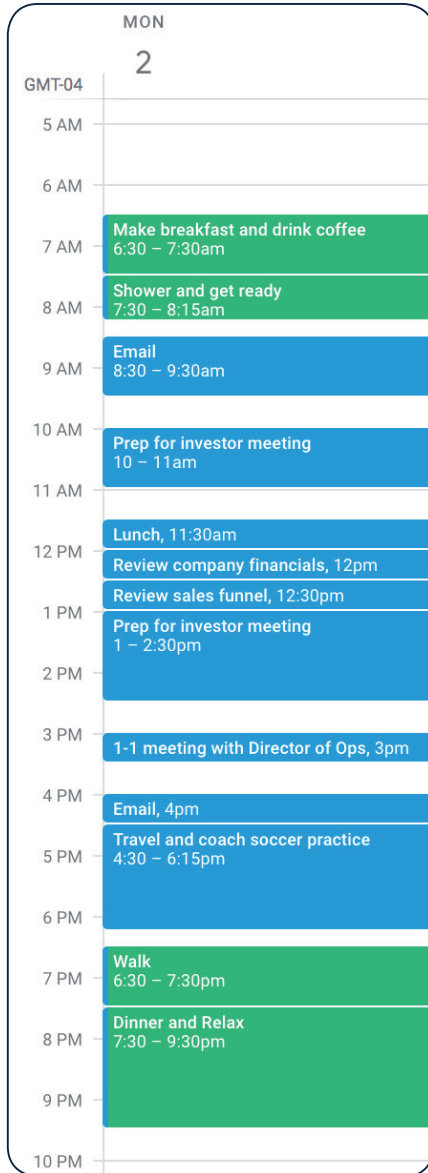


Image 13

Common Questions about the CEO's Habit Layer:

Dinner is planned each weeknight from 7:30 p.m. to 9:30 p.m. What if other dinner plans arise, such as meals with clients or with friends?

That's going to happen, no doubt about it. It's no big deal. When plans like that arise, and she wants or needs to attend, it's important to add the new plans to her calendar. Remember, the goal is to be intentional.

How does the Habit Layer change if the CEO needs to travel for work?

It's likely to change significantly, and that's no problem. I would encourage her to be deliberate by planning and prioritizing her time during the trip, but maintaining her exact Habit Layer isn't likely. I would encourage her to maintain parts of her schedule, if possible. For example, if it's still possible to walk for an hour a day, she should keep that in her schedule while traveling.

HABIT LAYER EXAMPLE 3: AUTHOR

Let's build the Habit Layer for the author. She wants to wake up at 4:45 a.m., make coffee, and begin writing by 5:15 a.m. each morning. She hopes to follow the same morning and evening routine, seven days a week. In the evening she wants to cook, have a glass a wine, and always be in bed by 9 p.m.

To do this within her Habit Layer, she blocks time to wake up and drink coffee at 4:45 every morning. Each evening, she blocks time from 6:30 p.m. to 8 p.m. for cooking dinner, having a glass of wine, and relaxing. And she blocks time at 8:30 p.m. to prep for her 9 p.m. bedtime. View this schedule in Image 14.

	SUN 15	MON 16
GMT-04		
5 AM	Wake up / coffee, 4:45am	Wake up / coffee, 4:45am
6 AM		
7 AM		
8 AM		
9 AM		
10 AM		
11 AM		
12 PM		
1 PM		
2 PM		
3 PM		
4 PM		
5 PM		
6 PM		
7 PM	Cook dinner, wine, relax 6:30 – 8pm	Cook dinner, wine, relax 6:30 – 8pm
8 PM		
9 PM	Prep for bed time at 9, 8:30pm	Prep for bed time at 9, 8:30pm

Image 14.1

72 | THE PURPOSEFUL PLANNING METHOD

TUE 17	WED 18
Wake up / coffee, 4:45am	Wake up / coffee, 4:45am
Cook dinner, wine, relax 6:30 - 8pm	Cook dinner, wine, relax 6:30 - 8pm
Prep for bed time at 9, 8:30pm	Prep for bed time at 9, 8:30pm

Image 14.2

You can view the details of a single day in Image 15.

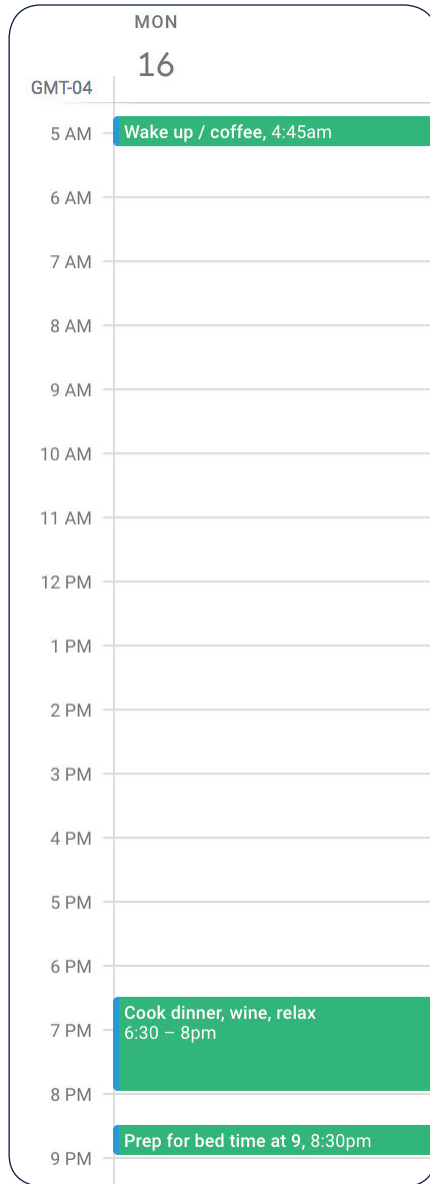


Image 15

The final plan for her day with the Habit Layer (in green) and the Fluid Layer (in blue). Four forty-five a.m. is blocked for waking up and drinking coffee. She then blocks time from 5:15 a.m. to 9:45 a.m. for writing. Next is an open block, followed by tennis from 10 a.m. to 11:30 a.m., 11:30 a.m. to 12:30 p.m. is blocked for lunch, 12:30 p.m. to 3:30 p.m. is open, 3 p.m. to 4 p.m. is blocked for walking, followed by another hour of open time before she reviews her writing from 5:30 p.m. to 6:30 p.m. At 6:30 p.m., she cooks, has a glass of wine, and at 8:30 p.m., she begins to prep for bed. You can view her schedule in Image 16.

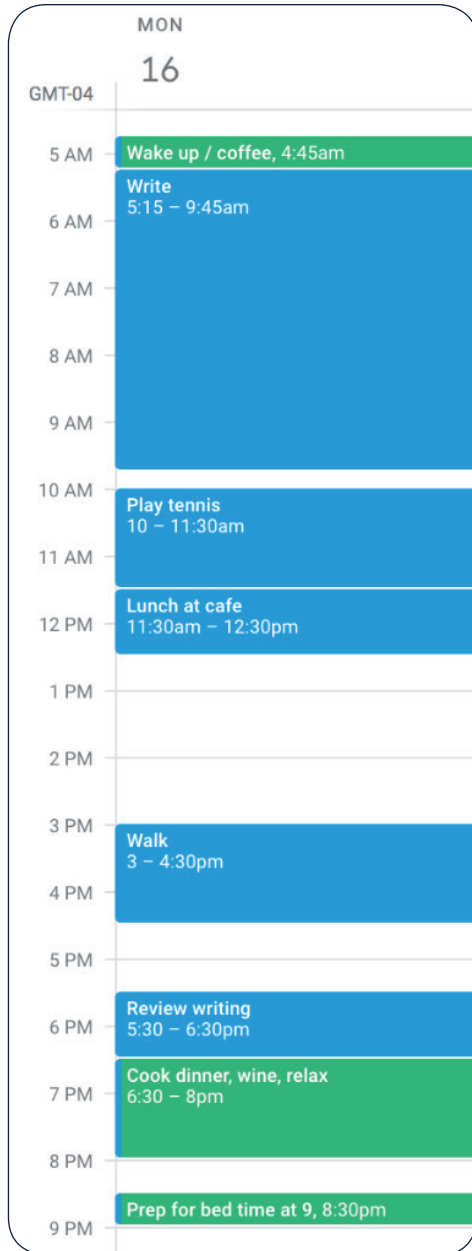


Image 16

A common questions about the author's Habit Layer:

Is the large gap of free time a concern?

No; one of the goals for the author was to have a large block of free time. Remember, the goal is to be intentional with how you spend your time, not to be as busy as possible.

A tip for building your Habit Layer:

If you're using an electronic calendar, such as Google Calendar, you can easily set the time blocks for your Habit Layer to be recurring, so it's not necessary to rebuild your Habit Layer each week. For example, if you want to build the habit of writing at 6:30 a.m. Monday through Friday, you can set your calendar event to repeat on the days you select.

CHAPTER RECAP

Your Habit Layer ensures you structure your mornings and evenings to be productive and meaningful. Unlike the Fluid Layer, which changes daily, the Habit Layer remains consistent week to week. The Habit Layer is your opportunity to proactively determine how you want to spend your mornings and evenings. You will create your Habit Layer in the next chapter.

The 10-Day Purposeful Planning Challenge

“Keep in mind that besides the eight hours of work, each day also has eight hours for fooling around, and then there’s also Sunday.”

— ALBERT EINSTEIN

So far, you’ve learned how The Purposeful Planning Method will help you plan and take action on your most important priorities each day. You know how it can help you live a more meaningful life by prioritizing time for your most important activities and relationships.

To start using The Purposeful Planning Method successfully, I’ve created a 10-Day Purposeful Planning Method Challenge. To sign up for a daily email guiding you through the 10-Day Challenge, visit www.matt-east.com/challenge. The Challenge creates momentum by helping you build progress for ten consecutive days. We start by identifying our top three priorities for the day. By the end of the Challenge, you will be using The Purposeful Planning Method for planning your day.

If you continue using The Purposeful Planning Method after the Challenge, no dream, goal, or pursuit is out of your grasp. Doing this morning ritual of planning will transform your life. It should only take about seven minutes per day.

Clients often refer to this morning ritual as “doing their layers.” It includes the following:

- 1.** Creating your Fluid Layer for your day
(this takes about five minutes)
- 2.** Reviewing your Habit Layer (this
takes about two minutes)

I see clients successfully transform their life using this method every day. You can do the same. Use it to regain control of your time, take more action toward your goals, pursue your passions, and enrich your relationships.

Before sharing the 10-Day Challenge, I have a secret to share with you. Many people wait to make changes in their life because they don't feel motivated enough to start. So, they plan to begin once they are motivated.

Here's the secret: The most successful people in the world understand motivation follows action. Not the other way around. There is a common misconception that it's necessary to feel motivated before taking action. Beware of this mindset. It's a dream killer. Waiting for motivation before you act is a recipe for never starting.

This secret can be a cruel life lesson if you never learn it. Think about how many people say they want to pursue one of their dreams (write a book, start a business, or find a new job), but they will start when they feel motivated.

Unfortunately, most people will never pursue their goals because the motivation won't come until they act.

It's critical not to wait until you feel motivated to begin the 10-Day Challenge. Trust your motivation to follow once you start.

Tips to keep in mind during the Challenge:

- ▶ Completing tasks take more time than expected. Give yourself plenty of time to complete the tasks associated with your priorities.
- ▶ Build in plenty of open time throughout your day so you can easily handle unexpected tasks and meetings as they arise.
- ▶ Enjoy the planning process. You're planning how you get to spend your time. Use your top three for as many purposeful and meaningful activities as possible.
- ▶ If something goes wrong with your planning during the Challenge, don't worry about it. Ask yourself, "What can I learn from this?" Apply the lesson and move on.

THE 10-DAY PURPOSEFUL PLANNING CHALLENGE

The first three days of the challenge focus on developing your Fluid Layer only. Each day, you'll identify your top three priorities, schedule them on your calendar by identifying the actionable task associated with each one, and complete each task.

DAY 1 CHALLENGE:

Remember: Priorities are areas of your life that are important and meaningful to you. Priorities are typically projects you're focusing on at work or home, activities you want to do, or relationships you want to nurture. You achieve your priorities by completing actionable tasks associated with them.

- 1.** Determine your top three priorities for today.
- 2.** Identify the actionable tasks associated with your priorities.
- 3.** Block the time on your calendar to do your actionable tasks.

Use these eleven guiding questions to help identify your priorities:

- 1.** If I could only achieve one thing today, what would it be?
- 2.** What's the second most important thing I need to accomplish?
- 3.** What's the third most important?
- 4.** What else needs to be done?
- 5.** What could I complete today that would make me happy when reflecting on my day?
- 6.** What can I do that will move me closer to achieving my goals?
- 7.** Are there projects or tasks that others own but I should follow up on?

8. What key relationships in my life need my energy today?
9. What can I do to remove stress from my life?
10. What tasks can I delegate to someone else today?
11. Is there a task I'm avoiding that I should complete today?

DAY 2 CHALLENGE:

How did Day 1 of the Challenge go? What did you learn?

1. Determine your top three priorities for today.
2. Identify the actionable tasks associated with your priorities.
3. Block the time on your calendar to do your actionable tasks.

DAY 3 CHALLENGE:

How did Day 2 of the Challenge go? What did you learn?
Are you giving yourself enough time to complete your tasks?

1. Determine your top three priorities for today.
2. Identify the actionable tasks associated with your priorities.
3. Block the time on your calendar to do your actionable tasks.

DAY 4 CHALLENGE:

How did Day 3 of the Challenge go? What did you learn? Are you giving yourself enough time to complete your tasks?

Complete your Fluid Layer using these six steps:

- 1.** Determine your top three priorities for today.
- 2.** Identify the actionable tasks associated with your priorities.
- 3.** Block the time on your calendar to do your actionable tasks.
- 4.** Determine any other priorities for the day.
- 5.** Identify the actionable tasks associated with these priorities.
- 6.** Block the time on your calendar to do these actionable tasks.

DAY 5 CHALLENGE:

How did Day 4 of the Challenge go? What did you learn? Are you giving yourself enough time to complete your tasks? Are you building in enough time between tasks for responding to unexpected items?

Complete your Fluid Layer using these six steps:

- 1.** Determine your top three priorities for today.
- 2.** Identify the actionable tasks associated with your priorities.

- 3.** Block the time on your calendar to do your actionable tasks.
- 4.** Determine any other priorities for the day.
- 5.** Identify the actionable tasks associated with these priorities.
- 6.** Block the time on your calendar to do these actionable tasks.

DAY 6 CHALLENGE:

Today we will begin to build your morning Habit Layer, in addition to your Fluid Layer.

How did Day 5 of the Challenge go? What did you learn? Are you giving yourself enough time to complete your tasks? Are you building in enough time between tasks for responding to unexpected items?

Complete your Fluid Layer using these six steps:

- 1.** Determine your top three priorities for today.
- 2.** Identify the actionable tasks associated with your priorities.
- 3.** Block the time on your calendar to do your actionable tasks.
- 4.** Determine any other priorities for the day.
- 5.** Identify the actionable tasks associated with these priorities.
- 6.** Block the time on your calendar to do these actionable tasks.

Begin Creating Your Habit Layer:

Add one item to your morning Habit Layer. Remember, this is something you should do consistently throughout the week. Tomorrow you will complete the Habit Layer activity you create today.

Common Habit Layer activities include:

- ▶ Run
- ▶ Walk
- ▶ Practice yoga
- ▶ Go to the gym
- ▶ Build a daily writing practice
- ▶ Meditate
- ▶ Plan and reflect on the day
- ▶ Journal
- ▶ Cook breakfast or dinner
- ▶ Spend time with family members
- ▶ Read
- ▶ Listen to podcasts

DAY 7 CHALLENGE:

Today we will begin to build your evening Habit Layer, in addition to your Fluid Layer.

How did Day 6 of the Challenge go? What did you learn? Are you giving yourself enough time to complete your tasks? Are you building in enough time between tasks for responding to unexpected items?

Complete your Fluid Layer using these six steps:

1. Determine your top three priorities for today.
2. Identify the actionable tasks associated with your priorities.
3. Block the time on your calendar to do your actionable tasks.
4. Determine any other priorities for the day.
5. Identify the actionable tasks associated with these priorities.
6. Block the time on your calendar to do these actionable tasks.

Continue Creating Your Habit Layer.

Add one item to your evening Habit Layer. Remember this is something you should do consistently throughout the week. Tomorrow you will complete the Habit Layer activity you create today.

DAY 8 CHALLENGE:

Today we will review and continue to build your morning and evening Habit Layer, in addition to your Fluid Layer.

How did Day 7 of the Challenge go? What did you learn? Are you giving yourself enough time to complete your tasks? Are you building in enough time between tasks for responding to unexpected items? Is there anything in one, two, or three weeks that you need to be planning or acting on today? Is there anything in one, two, or three months that you need to be planning or acting on today?

Complete your Fluid Layer using these six steps:

- 1.** Determine your top three priorities for today.
- 2.** Identify the actionable tasks associated with your priorities.
- 3.** Block the time on your calendar to do your actionable tasks.
- 4.** Determine any other priorities for the day.
- 5.** Identify the actionable tasks associated with these priorities.
- 6.** Block the time on your calendar to do these actionable tasks.

Habit Layer review:

- ▶ Are there any small adjustments or tweaks you need to make to your Habit Layer?
- ▶ Are there any Habits you want to add or delete?
- ▶ Are there any significant edits you need to make for future events such as travel, upcoming events, or anything else?

DAY 9 CHALLENGE:

Today we will review and continue to build your morning and evening Habit Layer, in addition to your Fluid Layer.

How did Day 8 of the Challenge go? What did you learn? Are you giving yourself enough time to complete

your tasks? Are you building in enough time between tasks for responding to unexpected items? Is there anything in one, two, or three weeks that you need to be planning or acting on today? Is there anything in one, two, or three months that you need to be planning or acting on today?

- 1.** Determine your top three priorities for today.
- 2.** Identify the actionable tasks associated with your priorities.
- 3.** Block the time on your calendar to do your actionable tasks.
- 4.** Determine any other priorities for the day.
- 5.** Identify the actionable tasks associated with these priorities.
- 6.** Block the time on your calendar to do these actionable tasks.

Habit Layer review:

- ▶ Are there any small adjustments or tweaks you need to make to your Habit Layer?
- ▶ Are there any Habits you want to add or delete?
- ▶ Are there any significant edits you need to make for future events such as travel, upcoming events, or anything else?

DAY 10 CHALLENGE:

Today we will review and continue to build your morning and evening Habit Layer, in addition to your Fluid Layer.

How did Day 9 of the Challenge go? What did you learn? Are you giving yourself enough time to complete your tasks? Are you building in enough time between tasks for responding to unexpected items? Is there anything in one, two, or three weeks that you need to be planning or acting on today? Is there anything in one, two, or three months that you need to be planning or acting on today?

- 1.** Determine your top three priorities for today.
- 2.** Identify the actionable tasks associated with your priorities.
- 3.** Block the time on your calendar to do your actionable tasks.
- 4.** Determine any other priorities for the day.
- 5.** Identify the actionable tasks associated with these priorities.
- 6.** Block the time on your calendar to do these actionable tasks.

Habit Layer review:

- ▶ Are there any small adjustments or tweaks you need to make to your Habit Layer?
- ▶ Are there any Habits you want to add or delete?

- ▶ Are there any significant edits you need to make for future events such as travel, upcoming events, or anything else?

If you complete the Challenge and continue using The Purposeful Planning Method each day, you are on your way to becoming one of the most productive people in the world. But most importantly, you are now someone who approaches their day with purpose and clarity. You can achieve anything you choose. If you completed this Challenge, please email me at matt@matt-east.com. I'd love to hear how you're using The Purposeful Planning Method to create success in your life.

Use the following framework to continue with the Method:

What did you learn yesterday? Are you giving yourself enough time to complete your tasks? Are you building in enough time between tasks for responding to unexpected items? Is there anything in one, two, or three weeks that you need to be planning or acting on today? Is there anything in one, two, or three months that you need to be planning or acting on today?

- 1.** Determine your top three priorities for today.
- 2.** Identify the actionable tasks associated with your priorities.
- 3.** Block the time on your calendar to do your actionable tasks.
- 4.** Determine any other priorities for the day.
- 5.** Identify the actionable tasks associated with these priorities.

- 6.** Block the time on your calendar to do these actionable tasks.

Habit Layer review:

- ▶ Are there any small adjustments or tweaks you need to make to your Habit Layer?
- ▶ Are there any Habits you want to add or delete?
- ▶ Are there any significant edits you need to make for future events such as travel, upcoming events, or anything else?

Common Questions

“Courage doesn’t always roar. Sometimes courage is the quiet voice at the end of the day saying, ‘I will try again tomorrow.’”

— MARY ANNE RADMACHER

Can I plan my day the evening before instead of in the morning?

Yes, you can. However, I highly recommend the morning because the rate of success is significantly higher. Trying to plan your day as a part of your evening routine doesn’t work as well for a couple of reasons. Most notably, you’re tired at the end of the day, which means you frequently end up not planning at all, or ineffectively. Also, evenings fill up with activities, so it’s more challenging to find a sacred five to ten-minute window for planning in the evenings.

I have worked with a few clients who use the last fifteen minutes of the day at their office to plan the next day. But clients who do their planning as an early morning practice have the highest rate of success.

Is it expensive to use this method?

No, outside of the cost of this book, it costs nothing to use daily.

Do I have to schedule my time on an electronic calendar?

No, use whatever type of calendar you want. I have clients who successfully use electronic calendars and clients who successfully use pen and paper.

The first few days of the 10-Day Challenge seem too easy. Can I skip ahead?

I strongly recommend against it. It's crucial to build momentum with some quick, easy wins. And the first few days of the challenge help you do that. Scheduling time for your top three priorities is a tremendous skill to build. And it's often more challenging than people expect.

Scheduling leisure time feels weird. Are you sure I schedule it?

Yes, I'm 100 percent sure. Please keep doing it; it will feel normal soon. It should help you feel more present during your leisure activities. You'll also find your leisure time to be less guilt-ridden.

I've worked with clients who found scheduling their leisure time to be a complete game-changer. One high-level executive began planning time every evening for reading on her back porch with a glass of wine. She told me that she had wanted to do that since buying her home nearly twenty years ago, but she had done it only a few times. However, after adding it to her Habit Layer a year ago, she hasn't missed a day unless she was out of town. By adding it to her calendar

seven days a week, she feels like it gives her permission to relax and enjoy the moment.

I use Getting Things Done (GTD) by David Allen. Can I also use The Purposeful Planning Method?

Yes, you can. GTD is a workflow management system, not a method for planning your day like The Purposeful Planning Method.

I use aspects of GTD every day. I recently interviewed David on one of my podcasts and was able to share with him how his advice about using your brain for thinking rather than remembering things has been life-changing for me. I make sure to get everything out of my head and down on paper or in Evernote, as he suggests. This single practice of not trying to retain information in my brain has been critical for me because I want to use my mind for thinking, not for trying to remember things.

Some of my priorities have a ton of actionable tasks associated with them. How should I handle that?

It's most effective to use actionable tasks on your calendar whenever possible. However, I understand that's not always practical. An example of this for me is producing a podcast—this requires about twenty-five very small actionable tasks in a thirty-minute time block. In this instance, I block my calendar for thirty minutes to “Produce a Podcast,” but I reference the actionable tasks on a saved note online. To reduce procrastination, it's critical to be very clear on the next actionable tasks and referencing them helps do this. Feel

free to do this outside of your calendar if a priority requires a substantial number of tasks in a small window of time.

I procrastinate, how will The Purposeful Planning Method help me?

It's important to forgive yourself for procrastinating in the past. I realize this advice may sound strange, but research from top psychologists indicate procrastinating is not a time management issue. It's typically a response driven by negative emotions or fear. Research suggests:

- ▶ Forgiving oneself for procrastinating on a given task is related to less procrastination on a similar task in the future.
- ▶ Self-forgiveness reduces procrastination by reducing negative emotions. [10]

If you've struggled with procrastinating, and that's led you to be frustrated or disappointed with your progress, those feelings are normal. You can't go back in time and change that now, but you can start fresh today. And that's going to be essential as you begin adopting this method. Take a few minutes to reflect on your past struggles with procrastination; then forgive yourself. Let's leave the past in the past and move forward with a clean slate. It's time to start fresh.

Having clarity about what and when you are going to take action on something will help end your procrastination.

Should I prioritize my time on the weekend?

Absolutely. Priorities are areas of your life that are important and meaningful to you, and hopefully, your weekends are full of activities you find important and meaningful. Just like during the week, prioritizing on the weekend will help you focus on the projects, activities, and relationships that are most important and meaningful to you.

I'm a working mom with four kids. My mornings and evenings are crazy; can I still use The Purposeful Planning Method?

Absolutely. This approach to planning is perfect for you. Busy working moms use this method successfully every day. It will work for anyone who adopts it.

I missed a day of the Challenge. What should I do?

No problem. Pick up on the day that you didn't complete. Keep your head up, and dig back in. You can do it!

What if an emergency occurs during my day?

A true, unexpected emergency would reprioritize what's most important to you. Give the emergency the proper energy and attention it deserves.

Can I hire you to help me get started with The Purposeful Planning Method?

Yes; I do coach people one-on-one. However, I don't always have open coaching spots available. You can learn more about my coaching and availability at Matt-East.com.

Motivation to Begin

“The most difficult thing is the decision to act, the rest is merely tenacity.”

— AMELIA EARHART

I mentioned during the Introduction, “I believe you can achieve anything you want.” I realize that’s a substantial claim—however, there’s a reason I made it. As humans, when we believe we can achieve something and our actions map to that belief, we can create any result we choose. This is how the most successful people live. They design a plan for what they want and take relentless action toward their goal.

Like everyone, the most successful people face challenges and must overcome obstacles throughout their day. The difference between the successful and the unsuccessful is they don’t let those challenges stop them from accomplishing their ambitions. They make adjustments and persist toward their goal. I can guarantee you’ll face challenges too, but if you persist, you’ll move closer to your goals each day.

You likely read this book to learn how to plan your day but also to achieve new outcomes in life. And after reading it, don’t shrink your ambitions. You now have a method for planning and achieving any result you desire. It’s time to take

action. Amelia Earhart said, “The most difficult thing is the decision to act. The rest is merely tenacity.”

According to the Roman playwright Virgil, “Fortune sides with him who dares.” Are you willing to dare by planning and executing at your highest level each day?

Leonardo da Vinci wrote, “I have been impressed with the urgency of doing. Knowing is not enough; we must apply. Being willing is not enough; we must do.” Having knowledge of The Purposeful Planning Method is not enough—to reap the benefits, you must adopt it into your daily routine. Taking action is required. After waking each morning, you must decide if you’ll plan your day and execute at the highest level possible or if you will drift through it aimlessly. That’s a decision you get to make, and it’s the first step to achieving anything you want with your life.

A FINAL NOTE FROM MATT

Thank you so much for reading this book. I hope you found it helpful and insightful. I can’t wait to hear about the success you create in your life using The Purposeful Planning Method! If you have a moment to leave an Amazon review, it would mean the world to me. Reviews make it easier for new readers to find this book. I will read all the reviews, so I look forward to seeing your feedback! Here’s to your success. Thanks again, and all my best!

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