

The background of the slide is a collage. The top-left quadrant shows a stack of papers with a purple tint. The top-right quadrant shows a clock face with a purple tint. The bottom-left quadrant shows a stack of papers with a green tint. The bottom-right quadrant shows a clock face with a yellow and orange tint.

# **How To TAKE CHARGE Of Your Time & Your Photography Business**

The Proven System For Prioritizing & Getting  
Things Done In Your Photography Business  
(and your life) – FAST!

**With Todd Lewis & Charles Lewis & Thomas Morelli**

**How To TAKE CHARGE Of Your Time  
& Your Photography Business**

*TIME MANAGEMENT &  
GOAL SETTING*

**WELCOME TO THIS EVENT!**

**Charles & Todd Lewis with  
Charles Lewis  
Photography in Grand  
Rapids, Michigan**

**&**

**Tom Morelli with Thomas  
Morelli Photography in  
Brewer, Maine**



# How To TAKE CHARGE Of Your Time & Your Photography Business

*TIME MANAGEMENT &  
GOAL SETTING*

## Why Are You Here Today?

- You've felt frustrated that projects seem to pile up, and you can never get ahead.
- You don't have a solid sense of focus and direction on a minute-to-minute basis everyday.
- Your list of things-to-do just seems to get longer and longer, and you can't cross enough off that list.
- You have trouble getting and staying motivated and on task.
- You have a feeling that the things you're spending the most time working on are NOT the things you probably should be working on.
- You're looking for a **PROVEN** and **SIMPLE** time-management & goal-setting system to put into action **NOW**.
- You're feeling a bit unsure about what you truly want – the specifics – from your photography business.



## How To TAKE CHARGE Of Your Time & Your Photography Business

**YOU'RE NOT ALONE. SUCCESS PUTS  
UP A FIGHT, BUT IT WILL BE  
CONQUERED!**



Henry Ford  
Bill Gates  
Thomas Edison  
The Wright Brothers  
Abraham Lincoln  
Winston Churchill

Oprah Winfrey  
Jerry Seinfeld  
Elvis Presley  
The Beatles  
Michael Jordan  
Walt Disney

**I know of no single success in the world that came without  
persevering through great challenges to reach it.**

**However, the first thing that MUST be done is to take charge of  
THE WAY YOU GET THINGS DONE**



# How To TAKE CHARGE Of Your Time & Your Photography Business

**TIME MANAGEMENT &  
GOAL SETTING**

## What Will Be Covered in 2 SECTIONS Today:

### Time Management

1. The habits Of successful time-managers
2. The power of PTS TIME
3. How to avoid PROCRASTINATION
4. Tracking your time
5. Crafting powerful ACTION Things-To-Do lists
6. The 2 types of methods for getting things done FAST & on time

### Goal Setting

1. Goal setting MUSTS for success
2. How to craft your goals
3. The “BLUEPRINT / FOUNDATION” phase
4. The “CONSTRUCTION” phase
5. How to stay motivated, on task, and SUCCESSFUL!

**LIVE Q&A THROUGHOUT**



# How To TAKE CHARGE Of Your Time & Your Photography Business

*"A man who dares to  
waste one hour of life  
has not discovered the  
value of life."*  
Charles Darwin

## FACTS ABOUT TIME

- We all have the EXACT same number of hours each day
- There's no such thing as "finding more time to do something." It's about managing time properly
- The general public (and most business owners) GROSSLY undervalue what their time is worth
- 30 minutes of focused time-management & planning each day will GAIN you 2-4 hours of productivity



## How To TAKE CHARGE Of Your Time & Your Photography Business

*"Time as he grows old  
teaches many lessons."*  
Aeschylus

### The Habits Of Successful Time Managers:

- When In Doubt, Always ask yourself "What's the best use of my time RIGHT NOW".
- Eliminate (or minimize) any interruptions. Have a private workspace, with rules in place to keep people from bugging you.
- SHUT OFF EMAIL and social media!
- Go somewhere else to work – change of scenery – no interruptions.
- Read goals ALOUD each day – keeps you focused and motivated.
- Don't forget about "fun" things too – sometimes they have to be scheduled in.
- REWARD YOURSELF!



## How To TAKE CHARGE Of Your Time & Your Photography Business

*“Ordinary people think  
merely of spending time.  
Great people think of  
using it.”*  
Author Unknown

# The Power Of PTS Time

P.T.S. – “Planning, Thinking, &  
Studying”

20 Min. For Each section

First Hour Of The Day





# How To TAKE CHARGE Of Your Time & Your Photography Business

*“Ordinary people think  
merely of spending time.  
Great people think of  
using it.”*  
Author Unknown

## How To Avoid PROCRASTINATION

- Plan carefully
- Don't get derailed on things-to-do
- Don't allow interruptions
- Don't allow “rescheduling”
- Schedule things you want to do **LEAST** for first thing – get them out of the way
- Never allow anything to become a “FIRE”
- Think about the **BENEFITS** you will gain when this project is done
- **PHYSICALLY** cross things off list for sense of completion and accomplishment



# How To TAKE CHARGE Of Your Time & Your Photography Business

*“Ordinary people think  
merely of spending time.  
Great people think of  
using it.”*  
Author Unknown

## TRACK YOUR TIME

- Time sheets
- Software (MY HOURS)
- Log EVERYTHING, including interruptions
- Examine as part of PTS time, or last thing at end of day



# How To TAKE CHARGE Of Your Time & Your Photography Business

*“Ordinary people think  
merely of spending time.  
Great people think of  
using it.”*  
Author Unknown

## TRACK YOUR TIME

Let's do a very  
quick demo of MY  
HOURS



## How To TAKE CHARGE Of Your Time & Your Photography Business

*"He lives long that lives  
well; and time misspent  
is not lived but lost."*  
Thomas Fuller

# Your Things To Do List

- The FOUNDATION to your time!
- Hand-write or Software?
- Have with you all day in some form



# How To TAKE CHARGE Of Your Time & Your Photography Business

*"He lives long that lives well; and time misspent is not lived but lost."*  
Thomas Fuller

## The Two Basic Ways To Best Manage Your Time:

- 1. "Scratch & Go"
- 2. "Make A Date"



# How To TAKE CHARGE Of Your Time & Your Photography Business

*"He lives long that lives  
well; and time misspent  
is not lived but lost."*  
Thomas Fuller

## The "SCRATCH & GO" Method:



1. Build your "Master" things-to-do list
2. Pick the top 6 items to work on today
3. Prioritize in order of importance.
4. Work on #1 till done, then move to #2, etc....



# How To TAKE CHARGE Of Your Time & Your Photography Business

*"Money, I can only gain  
or lose. But time I can  
only lose. So, I must  
spend it carefully."*  
Author Unknown

## The "MAKE A DATE" Method:



1. Build your "Master" things-to-do list
2. Pick the items to work on today
3. Schedule each item AT SPECIFIC TIME
4. Stick to the schedule!

NOTE: This can be done DAILY or WEEKLY



## How To TAKE CHARGE Of Your Time & Your Photography Business

*"Money, I can only gain  
or lose. But time I can  
only lose. So, I must  
spend it carefully."  
Author Unknown*

## Whichever Method You Choose – STICK TO IT!

It falls upon YOU and only you to  
make sure that you stick to the  
system. It will work for you – just  
trust it, and DO IT!





## How To TAKE CHARGE Of Your Time & Your Photography Business

*“Money, I can only gain  
or lose. But time I can  
only lose. So, I must  
spend it carefully.”*  
Author Unknown

# Whichever Method You Choose – STICK TO IT!

Let's do a quick DEMO of  
“Remember The Milk” with  
“Google Calendar”



## How To TAKE CHARGE Of Your Time & Your Photography Business

# GOAL-SETTING – The “Backbone” To Success!

*“Money, I can only gain  
or lose. But time I can  
only lose. So, I must  
spend it carefully.”*  
Author Unknown

In 1979, new graduates from the Harvard’s MBA Program were interviewed, and they revealed that :

84% had no specific goals at all

13% had goals but they were not committed to paper

**3% had clear, written goals and plans to accomplish them**

In 1989, the graduates of that class were interviewed again, and here’s what was discovered:

The 13% of the class who had goals were earning, on average, **twice as much as the 84% who had no goals at all.**

But – **EVEN BETTER** – the 3% who had clear, written goals were earning, on average, **ten times as much as the other 97% put together!**



## How To TAKE CHARGE Of Your Time & Your Photography Business

**Without A Specific Goal, You  
Are Shooting Blind-Folded &  
Without A Target!**

*"A year from now you  
will wish you had started  
today."*

Karen Lamb



**If you don't have a specific "TARGET"  
in mind, you're basically saying  
that you don't care where your  
arrow lands!**



# How To TAKE CHARGE Of Your Time & Your Photography Business

*"A year from now you  
will wish you had started  
today."*  
Karen Lamb

## Goal Setting "MUSTS" For Success:

1. **Goals MUST be written down.**
2. **Be VERY specific in how you word your goals – must be measurable.**
3. **Goals MUST have a specific deadline.**
4. **Use Long-Term, Medium-Term, and Short-Term goals.**
5. **Realize that goal setting (and achieving them) is EXCITING!**



# How To TAKE CHARGE Of Your Time & Your Photography Business

## In Building Your Goals – You're Building The "HOME OF YOUR LIFE":

*"It's how we spend our  
time here and now, that  
really matters. If you are  
fed up with the way you  
have come to interact  
with time, change it."*  
Marcia Wieder



### The 3 Key Components Of A Strong Structure:

1. **Blueprint – (Long-Term Goals – 2 years or more)**
2. **Foundation – (Medium-Term Goals – 6 months to 2 years)**
3. **Construction – (Short-Term Goals – 6 months or less)**



# How To TAKE CHARGE Of Your Time & Your Photography Business

*"It's how we spend our time here and now, that really matters. If you are fed up with the way you have come to interact with time, change it."*  
Marcia Wieder

## How To Craft Your GOALS For Maximum Success:

**Schedule A "GOAL SETTING BLUEPRINT / FOUNDATION SESSION" With Yourself RIGHT NOW.**

**Set aside between 2 and 6 hours for this. DO NOT let yourself be interrupted, or reschedule this session. During this time, you will be creating your list of LONG & MEDIUM-TERM goals.**

**Once this GOAL SETTING MASTER SESSION is done, you will work on the SHORT-TERM goals to insure you reach the goals you just set.**



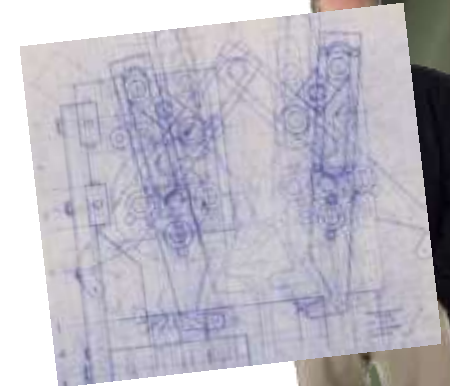
# How To TAKE CHARGE Of Your Time & Your Photography Business

*"It's how we spend our time here and now, that really matters. If you are fed up with the way you have come to interact with time, change it."*  
Marcia Wieder

## The "GOAL SETTING BLUEPRINT / FOUNDATION SESSION"

Here's How To Do It:

1. Start with building a list of your **LONG-TERM** goals (5 years or more). This will give you a sense of what's really important to you.
  - Be sure to put **SPECIFIC DEADLINES** on these goals!
  - Be sure to do for **ALL** areas of your life – your photo business, relationships, recreation, personal growth, etc.
2. Next, build your list of medium-term goals (1-5 years) the same way as above.
3. Use the **SUCCESS BLUEPRINT!**



## How To TAKE CHARGE Of Your Time & Your Photography Business

*"The bad news is time  
flies. The good news is  
you're the pilot."*  
Michael Altshuler

### **SHORT-TERM GOALS – The CONSTRUCTION Phase!**

Here's How To Do It:

1. Break each one of your **MEDIUM-TERM** goals down into the steps it will take to achieve it.
2. Schedule those items into your things-to-do list in the order they must be done.
3. Evaluate your progress each week to adjust as needed.





# How To TAKE CHARGE Of Your Time & Your Photography Business

*"The bad news is time  
flies. The good news is  
you're the pilot."*  
Michael Altshuler

## EVALUATION

**Make sure to evaluate your  
goals and progress to make  
sure you are moving  
forward, and make slight  
adjustments as necessary.**



## How To TAKE CHARGE Of Your Time & Your Photography Business

*"Time will always move forward. You can't stop it. It's up to you whether it moves forward WITH you, or without you."*  
Todd Lewis

Remember: You're forming new habits here. Be sure to give the system a chance! It really will work for you!





# **How To TAKE CHARGE Of Your Time & Your Photography Business**



The Proven System For Prioritizing & Getting  
Things Done In Your Photography Business  
(and your life) – FAST!

**With Todd Lewis & Charles Lewis & Thomas Morelli**