

WARNING : HERE'S WHAT EVERY BUSINESS OWNER
NEEDS TO ~~KNOW~~ DO ABOUT TIME MANAGEMENT

THE 400 HOUR WORKWEEK

TIME MANAGEMENT SECRETS FROM 8-FIGURE BUSINESS OWNERS

The Comprehensive Guide
Of All Business Owners'
Activities Ranked In
Order Of Importance

How To 10x Your Efficiency
RIGHT NOW Even If
You've Tried Everything
Else And Failed

DAVID VASILIJEVIC

THE 400-HOUR WORKWEEK
Time Management Secrets From 8-Figure Business Owners –
The Comprehensive Guide Of ALL Business Owners' Activities Ranked In Order Of
Importance

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Disclaimer

The advice provided in this book is general advice only. It has been prepared without taking into account your specific financial situation, geographical location or business goals. This book is designed to provide general information in regard to the subject matter covered. Before acting on this advice, you should consider the appropriateness of the advice, alongside a legal counsel and a financial advisor. This book is sold with the understanding that the author is not engaged in rendering legal, accounting, or other professional services. To the maximum extent permitted by law, the author and publisher disclaim all responsibility and liability to any person, arising directly or indirectly from any person taking or not taking action based on the information in this book. Product sold as is, with all faults, without warranties of any kind expressed or implied.

To my dad.

You're my role model and inspiration.

Over the years, many people have asked me who my mentor is, and I often find myself telling them that I don't have a mentor because I've never needed one.

I always had you.

*“If you want to achieve success, all you need to do
is model those who have already succeeded.”*

– Tony ROBBINS –

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TALK TO US

In this book, I share with you everything I know, from a time management perspective, about growing a business. I show you how I've grown my small companies into thriving 7- and 8-figure entities: by emulating other successful business owners.

If after reading this book you need more personal guidance, in order to grow your business from 6- to 7-figures or from 7- to 8-figures, then please reach out to us. I'd love to collaborate with you on a one-to-one basis. If that's something you'd be keen to take advantage of, I'd like to invite you to join me and my team for an informal chat. You can do so by following this link:

8FigureWorld.com/call

Always keep in mind that if you succeed, many other people succeed too. In our world, the small business world (up to 1,500 employees in some cases, as per the SBA), our successes and failures have a concrete impact not only on our own lives but also the lives of many others: our loved ones, our clients, our employees and their families, our suppliers, and so on. It's a virtuous cycle of abundance, and that's what gets me out of bed each morning.

PREFACE

This book will guide you all the way to your 8-figure goal. Less than half a percent of our fellow entrepreneurs currently manage to go all the way, because they quite simply don't *know* the way.

1 out of 200 isn't much, but no business owner assesses the odds when he starts his new venture, as no fireman does before running through a veil of flame.

My goal is to increase this number by giving you the shortest path. Beware though: it's short but steep.

This book's place is either on your desk or on your nightstand; keep it close so that you can regularly refer to it. Inside, you'll discover the simplest, fastest way to achieving your ultimate goal. Consider the road to growing an 8-figure business a maze—in which there are multiple turns at every junction. This book is your map for navigating your way through that maze.

AUTHOR'S NOTE

December, 1996.

I was at a conference which was being delivered by a business owner who was supposedly an expert in **time management** for, you guessed it, business owners. I raised my hand, stood up, and asked what I understood to be a simple question:

“What do I have to work on to grow my business?”

The guy gave me a straight answer without hesitation. It went something like this:

“You know, the most important thing when you're a business owner is to take action. Theory is good, but action is the name of the game. So I can't encourage you enough to blah blah ...”

I appreciated what he said (to some extent), but he didn't answer my question. I specifically came to this conference on the hunt for someone who could give me a clear answer. Not vague psychobabble. I'd launched my cleaning business three months before my nineteenth birthday, and my results had

been poor. My enthusiasm was suffering, and I needed urgent help. What I needed was answers.

I set out looking for someone who'd made it as a business owner, someone who'd be able to help me. Now, coming from an immigrant family in a lower middle-class neighborhood, I didn't know any successful entrepreneurs back then. To put myself in one of those inner circles, I had to pay for the privilege. Having paid to attend the event, I was determined to get an answer to my question. So I stood up again.

"Thanks for your insight, but I've just started my business, and what I'd like to know is *what* are the most valuable activities that business owners should be focusing on?"

To which he responded:

"There are many valuable activities which business owners should be in the habit of carrying out, but one thing I can't emphasize enough is the motivation you have to have to handle them all, day after day, blah blah ..."

Again, unsatisfied with the answer, and sensing now an increased frustration being directed towards me from both the audience and the speaker, I prepared myself one more time. I was determined because I had nowhere else to go, nobody else to turn to.

"Sure, and I think I am very motivated, but my question is: *what* exactly do I have to spend my time on for my business to grow?"

"Well," he said, "the important activities depend on what you're trying to achieve, so I can't answer a question that broad."

AUTHOR'S NOTE

What I can tell you is that whatever activity you choose to work on, you'd better be committed to blah blah ...”

I gave up. My question must have been too simple and therefore too complicated to answer. To this day, when I talk about time management to people, we're almost never on the same page. As soon as I mention these words, people start talking about routines, habits, tricks, tips, and hacks. Don't get me wrong, I enjoy these topics, but they're not what constitutes time management.

Time management is *what* to spend time on.

Period.

Anything else is a secondary consideration. To highlight my point, go on Amazon and search for books about time management for business owners. Heck, go ahead and look for books about time management in general. What did you find? Books about how to stop procrastinating, how to be more productive, how not to work in reactive mode, how not to be lazy, and so on ...

If you find yourself stumbling across time management blogs or articles on social media, there's a fair chance it's the same regurgitated material, albeit furnished with a zany title: The Best Morning Routines; The Multibillionaire's Planner; Organize Your Desk Like Elon Musk; Multi-zillionaire's Top 20 Tips for Creating Time; How Finding my Inner Zen Gave me More Time; How Eating Avocados Helped me Work Smarter.

Okay, I might've exaggerated a little, but do you see the common denominator?

The kind of information saturating the digital domain is all concerned with the HOW, but it's rarely, if ever, about the WHAT.

Tricks and tips for productivity are out there in abundance, but you'll be hard-pressed to find a practical framework. You can read hundreds of these books and blogs, and you might find some of them to be beneficial, but you'll still only be equipped with the knowledge of HOW to do something, and you'll be left (as I was) with that same question unanswered: WHAT do I need to spend my time doing?

Let's put things into perspective. In business, sport, or any other walk of life, there are two conditions for achieving success:

1. Do the *right* things.
2. Do things *right*.

Most people skip the first condition and go straight to the second; and that's the crux of the problem when we talk about time management. Why would you try to be efficient in an activity that adds little to no value? It would be like trying to fix the plumbing of a sinking ship to prevent a leak. It's great if you somehow possess the skills to pull off such an audacious stunt, in spite of the occupational hazard, but what did it gain you? The ship is still SINKING!

We're accustomed to hearing, "You have to be efficient, to focus, to be productive." But efficient at doing WHAT? Focus on WHAT? Be productive at WHAT?

It's like all business owners are supposed to somehow instinctively know exactly what to spend their time on. It's as though the business fraternity has reached a consensus on the topic, and the case is closed. Well, not on my watch (pun fully intended!). The reality on the ground is that nobody knows what they should be doing; that's why everybody does different things.

What you'll discover in *The 400-Hour Workweek* will not only help you manage your time the right way but also enable you to put your business on the right track by working on the right things ... and the sooner, the better.

Let's get right to the point: Most people fly blind when they launch their companies. They have an idea or two, but they don't have a structure or proven method to build up their businesses. Whether bluffing or gambling, they stage a courageous stand until the harsh reality sinks in. This lack of frame is disastrous. I've been there. It's like having a destination, but no plan to get there. However, the shortest distance between two points is a straight line.

Imagine that, for the first time, you'll be traveling from point A to point B, and they're hundreds of miles apart. You'll be doing this at night, with no signs, no map, no GPS, and nobody to help. You could end up anywhere. You're much more likely to head in the wrong direction than the right one. Then, when (if ever!) you realize how far you've gone in the wrong direction, you find that the right path is automatically longer, as you have to turn back, at least to some extent.

That's why the sooner you adopt *The 400-Hour Workweek* principles and make them yours, the better—for yourself, your business, your employees, and your customers.

If you invest your time in the right activities from an early stage (5-figure or low 6-figure income with no

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