

A man in a dark suit is seen from the back, looking out a window with horizontal blinds. The scene is dimly lit, with light coming through the blinds. The man's hand is on his hip.

*How to Save Time,  
**Work Faster and Build**  
**a Digital Empire** Around  
a Busy Work Schedule*

**INTERNET MARKETING**  
for Business People

# Limited Special Offer:

## Internet Marketing for Business People Video Course



## **Internet Marketing for Business People Cheat Sheet – Top Productivity Boosters and Hacks**

If you're an internet marketer who is pushed for time, then it's important that you make the very most of the time you do have. Part of this comes down to having the right strategy for building links and promoting yourself on social media. The other part comes from being focussed and highly productive when you *do* sit down and get to work. You need to be able to capitalize on that opportunity and plough through as much work as possible, rather than procrastinating or being distracted.

This cheat sheet is your guide to that and will help you to quickly and efficiently get more work done in less time with the right diet, lifestyle and productivity hacks.

### **Diet**

If you want to perform at your very best, then you need to fuel your body and your mind with the right nutrition. One way to do this is to look into using nutrients that can encourage optimal mental performance and concentration.

Some options include...

#### *Caffeine*

Whether you prefer coffee or tea, getting your fix of caffeine is one of the best ways to increase focus and alertness, while also combating fatigue and brain fog. A cup of Americano will get your day off to a strong start!

#### *L-Theanine*

The only problem with caffeine is that it can make you *too* wiry and jittery. That's why many people are now combining their morning coffee with an l-theanine supplement or getting their hit from green teas like yerba mate that include the combination naturally. L-theanine is a xanthine like caffeine but the difference is that it is relaxing rather than excitatory and will 'take the edge off' to improve your mood and prevent jitters or headaches.

### *Cocoa*

Believe it or not, chocolate is actually fantastic for your brain function! This is partly thanks to the serotonin release that comes from the sugar and which can really improve your mood – combining cocoa with coffee is another way to take the edge off and that's why mocha has been found to be one of the best productivity-boosting drinks in a recent study.

Another great benefit of cocoa is that it contains epicatechin – a substance known to dilate blood vessels and encourage healthy bloodflow to the brain.

### *Oats*

It's not all about fancy drinks that can boost your brain function though. Just as important is getting some good old-fashioned sustenance and few things are better for this than oats. Oats are perfect as a source of complex carbohydrates and that means they'll release their energy more slowly than 'simple carbs'. The result is that you have a steady supply of energy throughout the day, so your hunger doesn't start to hurt your performance. Fats are also great for this and that's a reason that avocado is such a popular choice for breakfast among many.

### **Lifestyle**

In terms of your lifestyle, there are a few things you can do to enhance your productive state and thereby work more efficiently when you need to...

### *Sleep*

Sleep is crucial if you want to perform optimally. Getting more sleep can be achieved by making sure your room is perfectly dark and quiet, by taking a time out from technology before bed and by trying to go to sleep at the same time every night to get into a 'rhythm'.

### *Separation*

What's incredibly important for any kind of professional, is learning to separate work and play. This means being able to 'switch off' at the end of a hard day of work and it means being able to ignore emails from influencers and from content creators once you've 'clocked off'. It might seem counterproductive, but you *need* that time off in order to perform your best the rest of the time.

## **Productivity Hacks**

Finally, try these 'hacks' to enhance your focus and workflow...

### *The Pomodoro Technique*

The Pomodoro Technique is a strategy for splitting your working day into periods of focus and short breaks of around ten minutes. You literally set a timer and work for that short stint, which helps you to focus harder knowing that a break is coming up.

### *Leave Something Unfinished*

This is another one that sounds unlikely, but leaving a job half-finished at the end of the day is actually a very good way to boost your productivity. That's because the human brain hates 'unfinished business' and that will make you feel uncomfortable until you jump back in and finish it off. This is a great way to get your day off to a good start.

### *Delay Emails*

Don't answer your emails until you have done something productive. Once you start answering emails you go into a 'reactive' state rather than a 'proactive' state and it all goes downhill from there!

### *Remember the Why*

Your brain decides what is important based on biological signals – in other words based on emotion and on your feelings. It's up to you to make sure that you provide yourself with an emotional incentive to do the work you're meant to be doing. Remind yourself *why* you need to complete the work and focus on that end goal and

how it will impact on you emotionally. If you can link this to the work you are doing, you'll find it's much easier to feel that sense of internal drive that keeps you working away.

### *Design a Productive Office*

Finally, design a productive office that makes you feel comfortable and that is conducive to work. This should include a comfortable seating arrangement, a wide screen for ample multitasking, a powerful computer and an environment that puts you in a good mood for working and that isn't too distracting.

Follow these tips and you'll find that you should work faster and more effectively each time you sit down to get something done. Remember though: being able to work efficiently comes with practice so don't go too hard on yourself if you can't do it right away. It will come with time!