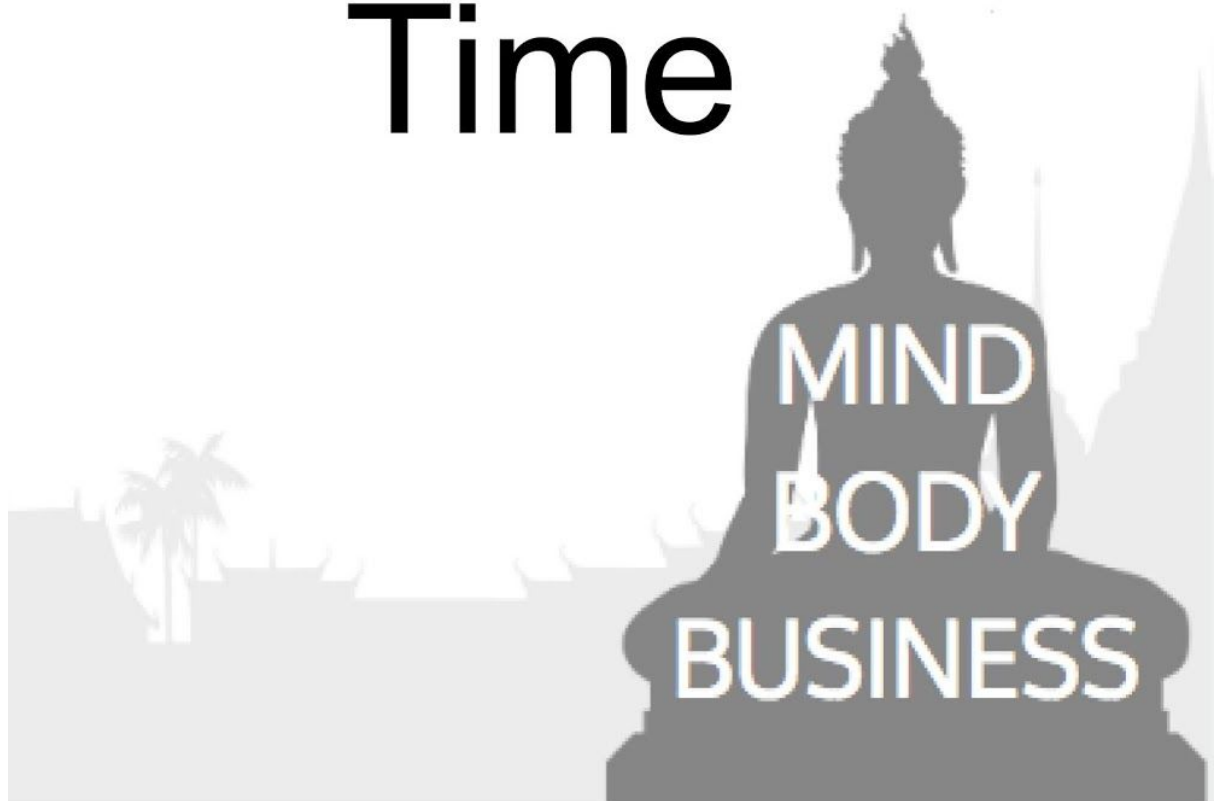




# Align Your Time



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## Table of Contents

Introduction	4
Identify What You Actually Want	5
Determine Where You Are Now	7
Reality Check	11
Create New Goals Based on Reality	14
Create Your Perfect Calendar	16

## Introduction

Every person I know, and especially every business owner that I know all want one thing: to achieve Work-Life Balance. They are tired, stressed out, burnt out, and dream of one day having their lives under control. Their daydream is having extended amounts of “work-free” time. They dream to spend more time with their families, partners, or just having some (God-Forbid!) Me Time.

Sound Familiar?

Well, tired, rundown, stressed out business people, this post is for you!

I know you don't have much time, even to read this, so I will keep this Short & Sweet. I have spent the last 12 years working with business owners just like you, that somehow let their lives get out of control. And, they all have one thing in common:

**They Want Their Life Back!**

In my profession, I have found ten ways of turning my client's lives around and getting their life back on track.

In this book, I am going to share five techniques for you to get started in changing the way you think (and behave) about your time. I also have a follow up course if you need additional tools, and I will give you the link at the end of the book.

**Now, Let's Get Started!!**

## Identify What You Actually Want

This might sound obvious, but I have nothing but blank stares when I ask people this question:

*WHAT DO YOU ACTUALLY WANT?*

Typical first answer after a long pause is this: More Money

Then, I ask, OK What Would More Money Do For You?

And then the real answers start to come out....

Well, I would have MORE TIME for:

- Having better relationships with my family
- Spending more time with my spouse
- Feeling more organized and focused
- Feeling more confident about my work
- Having more fun
- Taking better care of myself
- Eating better and working out
- Taking that holiday that I have always dreamed about

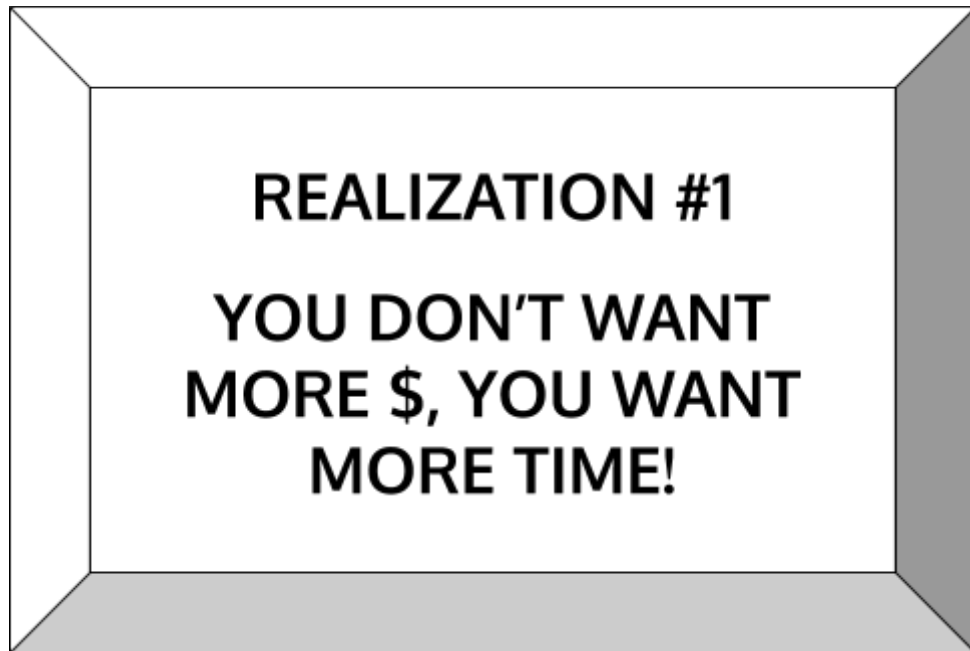
Please notice that very few of these actually involve having more money. In fact, only the last item on the list is one that means we need to go to the bank. ALL of the other items that we want, for the most part, are not dependant on having more cash!

In fact, when you think of your own ideas and goals, you might be surprised that it is not really more money that you want. It is that you want more time. And, you want more of your time during the day to FEEL GOOD.

Why?

Because you inherently know that if you spend more time in each day feeling better than you do right now, it will be Amazing!

Plus, added bonus, you can stop beating yourself up, feeling guilty, and feeling like a failure at things.



Great. Now you know this, take a second to jot your ideas down right now. What are your goals? What is it you actually want? Where is it that you would like to Spend More Time?

Make a list of 10 items, right now.

Next, we have....

## Determine Where You Are Now

We need to take a moment to assess your current reality. It is super important to be realistic about where we actually are, Right Now, so we can get clear about what we need to do next. However...

This is the step that most people don't want to do.

Why?

Because Self-Evaluation can be hard.

Let me give you an example.

Suppose Susan is a business owner and she wants to lose weight. She has focused on running her business and the pounds, well, they just came on. One of her goals was this:

Goal: Lose 20 Pounds

But, the cold, hard truth is this: Susan needs to lose 40 Pounds. The reason why she doesn't know this is because she has been avoiding the scale for about two years, and she *doesn't want to know what she actually weighs*.

Also, Susan is AVOIDING buying new clothes because she doesn't want to know what size she is now.

However, the IDEA of losing weight is constantly on her mind. I mean, ALL THE TIME. She feels bad about it, she knows she isn't doing anything about it, and she feels guilty EVERY SINGLE DAY. For most of the day.

Therefore, she is spending most of her Time feeling bad. (And, very little of her time doing anything about it.)

In order to depersonalize this situation I am going to use a different metaphor:

We are going to pretend I own a Car Repair Business and You are coming in with your old, busted up car.

Here is our dialogue below:

---

ME "Hello. How can I help you today"

YOU: "I don't know."

ME: "Um... OK. Well, why are you here?"

YOU: "Well, I know something is wrong."

ME: "Can you please be more specific?"

YOU: "Yes, OK. It is my car. It isn't really working so good anymore."

ME: "OK. When is the last time you had it serviced?"

YOU: "I haven't."

ME: "OK, when is the last time you had an oil change?"

YOU: "Um... awhile ago?"



ME: "Can you be more specific."

YOU: "Well, it was some time ago"

ME: "Please, just give me a date for the form I am filling out."

YOU: "OK, well, it has probably been a couple of years. I've been really busy. I run my own business. My kids are always needing something. I just haven't had any time."

ME: "Right. We are going to start by assessing the vehicle, and also, we will need to do an oil change."

YOU: "How long will that take? I really have NO time. I mean, I can't just NOT have a car, I have to get back to work and my family needs me and..."

ME: "Would you like me to fix your car?"

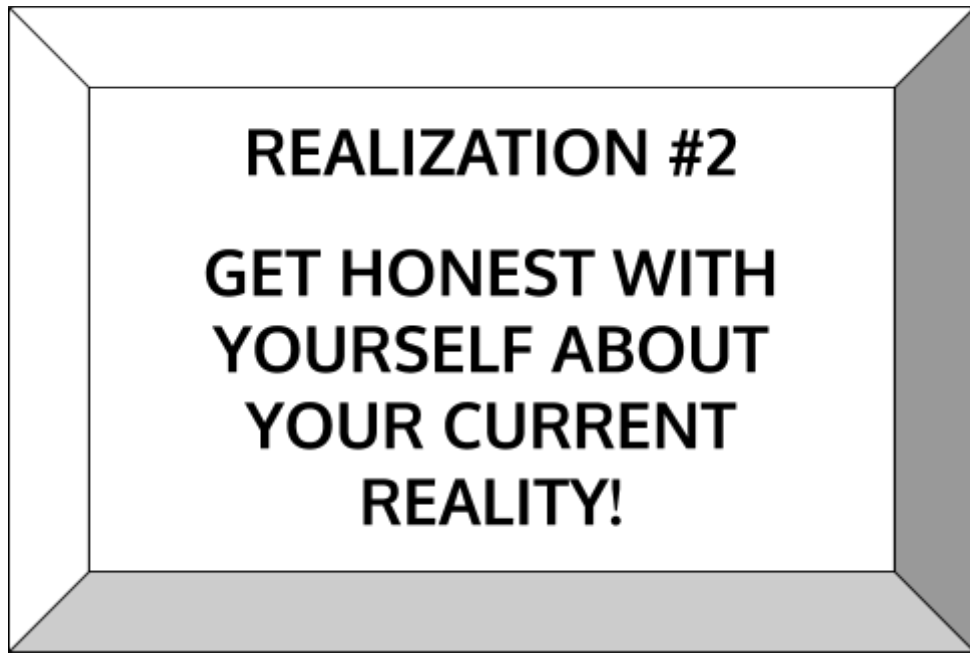
YOU: "Yes."

ME: "Then we are going to need some time to make a proper assessment. Then, I can tell you what is wrong. You can get a ride and I will call you once we know the full details of the situation. Then, we will make a quote, and begin the work. Is that OK?"

YOU, (*reluctantly*): "I guess so."

---

Let me break down this conversation and bring it back to You, and why this has everything to do with you. And your life. And how it got so out of control in the first place.



In my experience, working with business owners, the number one reason why they are feeling stuck is that they haven't yet been honest with themselves about the Real Reality.

Just like the first example with Susan, she didn't want to get on the scale or try on new clothes.

Similarly, with the example of the car repair, we often don't want to take responsibility for the reality of our situation. We want, instead, to avoid the reality altogether, so we can stay ignorant. We want to make up any excuse in the book, read more to find out why...

## Reality Check

Getting to the root of what you are avoiding will Help You immeasurably. Once you figure out this one little thing, you will be able to quickly get back on track, take back your time, and start seeing results. You will also (and, more importantly) start to FEEL BETTER.

But, in order to get there, let's take a look at what we are up against and psychoanalyze for a moment.



Avoidance: People avoid the truth because they don't want to admit anything is their own fault. Therefore, they tell themselves something isn't as bad as it really is. They make up excuses. They blame their actions on somebody else. They refuse to admit what the Real Reality to themselves, or anybody else. And then, when they are asked to confront the truth, or, fess up, they get upset.

Getting upset is a deflection tactic. In the above example, I, as the Repair Owner, just want to get information. I need this information in order to do my job. But, in this scenario, You, the busted car owner, are doing every trick imaginable to avoid the truth, or, the reality.

The reality is this:

You haven't taken care of the car, and it is a big problem. It will now take more time than you want, more money than you think you have. And, it is your fault.

Harsh? Do you think it is anyone else's fault that the car is busted? Nope. Not really.

But, when I turn this situation around and ask you something real about your real life, the answer might change. Now am 'gonna smack you with some truth.

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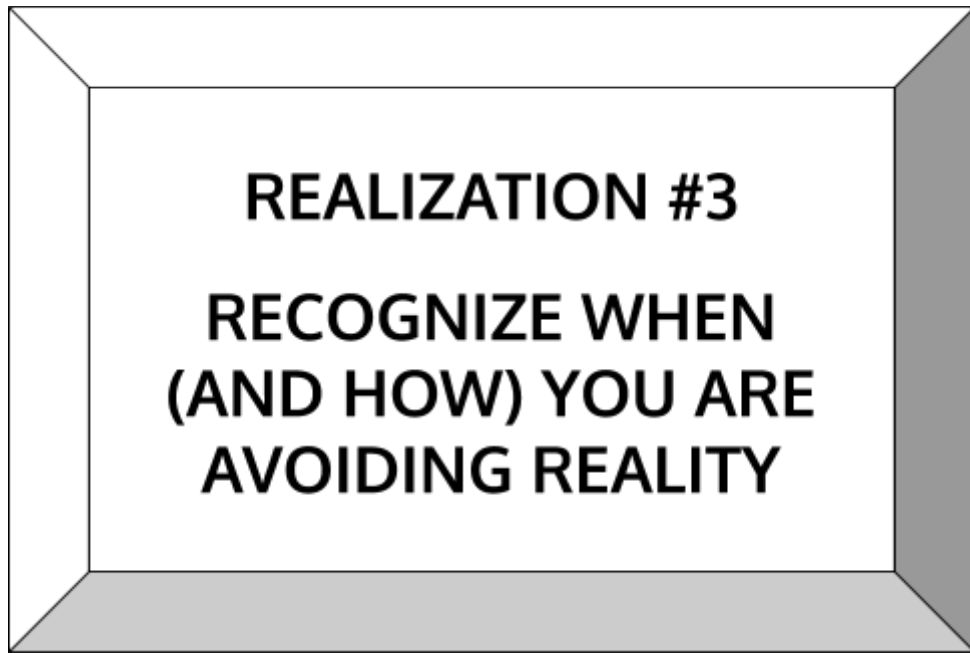
TRUTH SMACK:

WHERE YOU ARE NOW IS YOUR OWN DAMN FAULT.



---

It is not your neighbor's fault, your kid's fault, your husband's fault. Nope, it is yours. You did this to yourself, and you have been punishing yourself for it daily. You have either been avoiding the truth or not allowing yourself to confront the Real Reality because it has been too scary for you to accept.



The Real Truth is the most important thing in the world because it means that you are actually able to know what you want, accept where you are, and take measurable steps towards change.

Find out how in the next chapter!

## Create New Goals Based on Reality

OK, we have now identified that you have been lying to yourself. Big Deal, Get Over It, it is Human Nature, We All Do It. Pep Talk Finished.

Now, it should be easier for you to Actually Identify the Reality of your situation and also for you to Get More Clear on what You Really Want. Once we can be honest with ourselves (Get On The Scale / Take The Car In For Service), we can make Appropriate Goals.

But first, let's do a quick review:

To achieve Work-Life Balance in my life, I need to Identify What I Want, Determine Where I (actually) Am Now And Recognize When I Am Avoiding Reality by...

- Avoidance - avoiding the truth
- Ignorance - ignoring the truth
- Blaming - it is someone else's fault

Only then, can we actually move on to the Important Stuff...

- Acceptance - accepting the truth
- Creating Real & Measurable Goals based on the truth

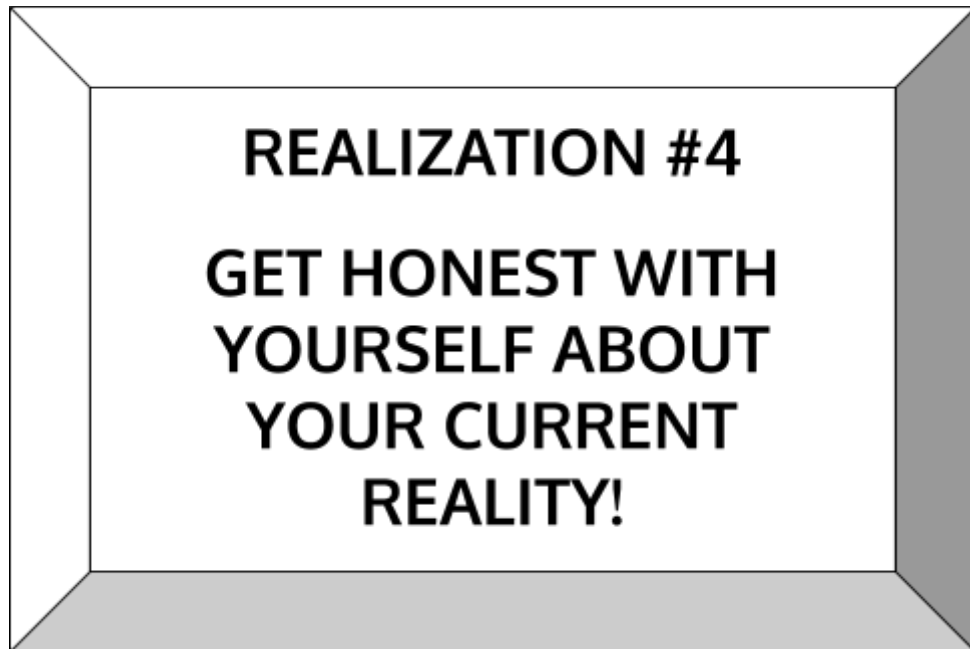
We no longer want to try to cover up some secret and feel bad about it every day. This could be with your finances, with your body, with some issue at work. We are all flawed. We all want these things to go away. We don't want to look at them, in hopes that they will go away.

Why?

Because our old logic was: If I Don't Really Know How Bad It Is, Then I Don't Have To Change.

(You can just keep lying to yourself and feeling guilty about it because that feels easier than accepting the Reality you are currently in and Dealing With The Truth.)

But that isn't You anymore.



Now, the New You are able to Take A Moment, give yourself a Truth Smack, and go back to your original goals and modify them. For example, Susan would get on the scale, and update her new goal to "Lose 40 Pounds".

Jot Down Your Real Goals of What You Really Want Based on The Reality of Where You Are Now.

Next step?

Making Time to Achieving Our New Goals.

## Create Your Perfect Calendar

Having new goals is great. But, in order to actually achieve them, you need to commit time in your calendar and stick with it! The very first step that I do with all of my clients is to ask them to imagine their ideal week.

What does your imaginary week look like, if you were to have time to spend on each one of these new goals?

How are you spending each day, and how is it different than what you are doing now?

With this all in mind, what I want you to do now is take some time to fill out an Ideal Calendar of how you would love to spend your time. What I want to see is that you have dedicated time for each area of your new goals that you would like to achieve.

For example, from Susan's example, let's say she identified that the truth was that she really needed to lose 40 pounds.

She crossed out her old goal and wrote in the new goal: lose 40 pounds.

Now, her objectives of how she can achieve this is to spend More Time:

- At the gym
- Making her own food instead of eating fast food
- Cooking healthier, learning new recipes

Therefore, in her Ideal Calendar, Susan can put in times to do these items. Because each of these areas means that she needs to spend her time in a different way. So, each one of them needs to be allocated in chunks of time into her calendar.



She doesn't waste time thinking about all of her objections in life and make any more excuses, she just puts in the following to her calendar:

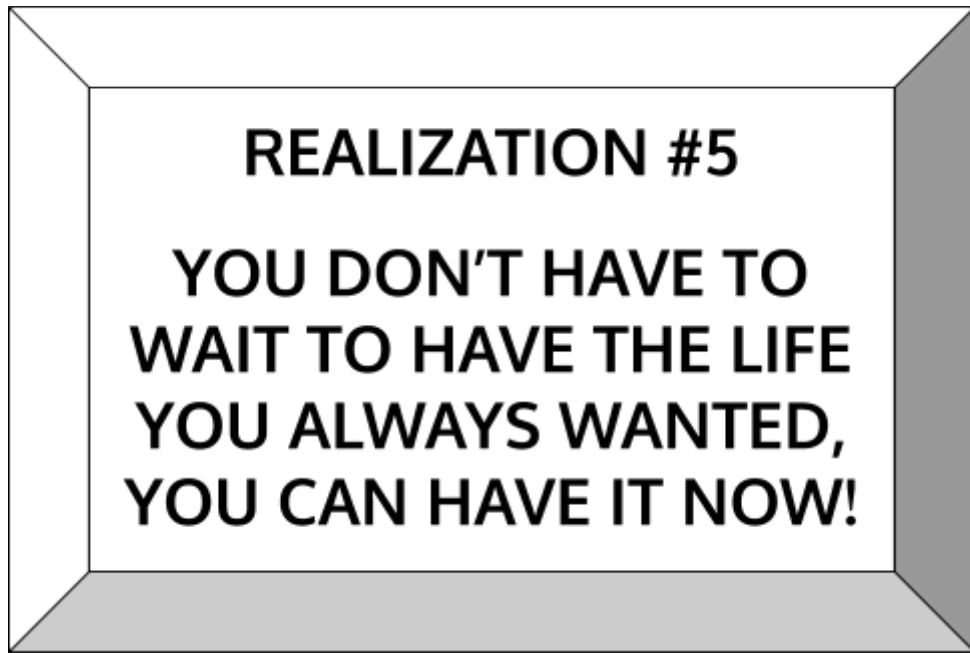
1. Three blocks of time for exercising
2. Two blocks of time for grocery shopping
3. Two blocks of time for healthy meal prep
4. A block of time for making a new healthy grocery list
5. A block of time for finding inspiring recipes
6. Seven blocks of time for cooking meals every night, and packing lunch for the next day

Now, when Susan follows these steps, two very important things happen.

- One, she can be assured that her Goal will become a Reality.
- Two, she can relax and stop beating herself up with the old avoidance game.

This means she can spend More Time feeling good! And, with each one of her new Goals and commitment in her calendar, she can obtain the Work-Life Balance that she wanted her entire life.

When I work with my clients on this, and we build out a calendar that includes all of the areas that are important to them - and they SEE IT, there, on paper, they realize something extraordinary...



Shocking, right?

Maybe you have been telling yourself a whole bunch of B.S. thinking you have to put off your happiness, well, guess what? You were wrong!

Once you put in the hard work of Deciding What You Want, Doing a Reality Check, Self-correcting, and Building Time in your Calendar for Each Goal...

PRESTO!

Your new life awaits!

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