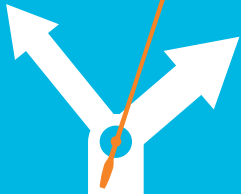




BUY  BACK

 YOUR TIME

W O R K B O O K

Conquer the biggest hurdle to scaling your company and growing rich: TIME

As a coach to elite performers, I have learned that how you use your time will make or break your success. The secret? It's not about grinding harder or finding more time to do work. It's about the systems and mindset shifts necessary to engage in the high-value work that brings you energy and fulfillment.

I'm Dan Martell and my mission is to teach you how to trade your money for time and buy back free space on your calendar. This is how you can experience more success than you ever thought possible while simultaneously reducing stress and maximizing happiness.

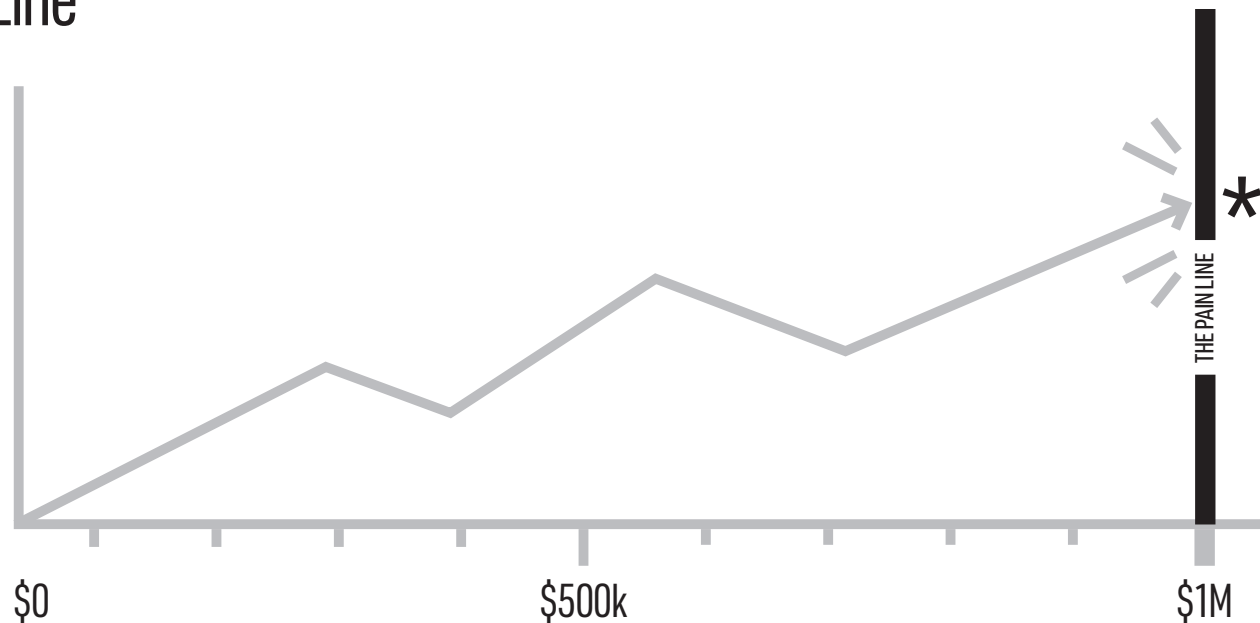
As a companion to my book, [Buy Back Your Time](#), this workbook will help you unlock ways to avoid burnout, enjoy more freedom and scale your business fast.

Here's to living bigger lives and building bigger businesses.

Let's do this!

A handwritten signature in black ink, appearing to be 'Dan Martell', written in a stylized, cursive-like font.

The Pain Line™



Usually at around \$1M revenue or 12 direct reports, entrepreneurs find themselves unconsciously or consciously making choices to bring their businesses back to a more manageable difficulty. These are the three most common outcomes:

SELL

The entrepreneur is experiencing so much pain they want out at all costs, and decide to sell.

SABOTAGE

The entrepreneur unconsciously makes decisions that sabotage their growth to avoid more pain.

STALL

The entrepreneur makes a conscious decision to NOT grow.



The 5 Time Assassins™



The Staller

You sabotage your own success by hesitating on big decisions.



The Speed Demon

You make rapid decisions, such as hiring the quickest/easiest/cheapest option. Then you find yourself in the same position again.



The Supervisor

You fail to properly train, micromanaging others, failing to empower them to grow and learn.



The Saver

You have money in your bank account but don't understand the value in spending it on growth opportunities. You let it grow like a nest egg instead of investing it in your business.

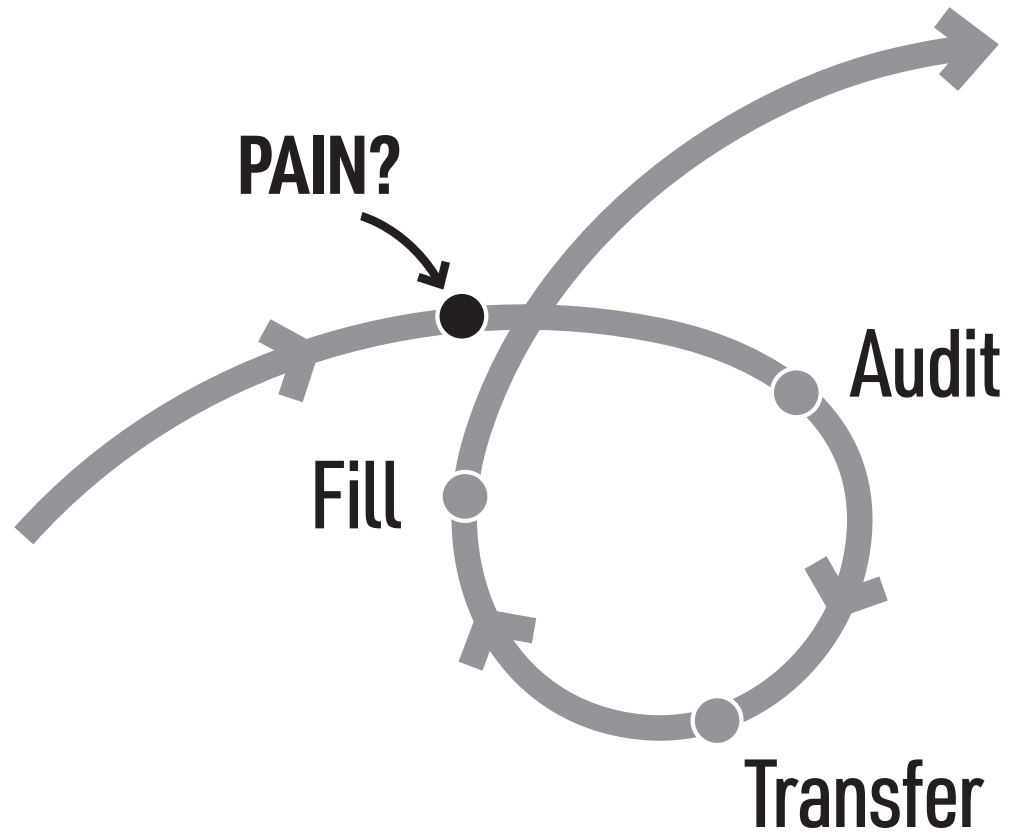


The Self-Medicator

You turn to food, alcohol, or other vices to reward yourself when you have success. Then you rush to the same destructive activities to escape failure or pain.



The Buyback Loop™



What are your 3 biggest
INSIGHTS from this section?

1

2

3

What **ACTIONS** can you
take right now?



The Buy Back Rate Formula™



INCOME

(Profit, Salary, Expenses)



**2,000
HOURS**

4

(4X ROI)

Calculate Your Buy Back Rate:

$$\underline{\hspace{2cm}} \div 2,000 \div 4 = \underline{\hspace{2cm}}$$

Examples:

$$(\$500,000 / 2000) / 4 = \mathbf{\$62.50}$$

$$(\$100,000 / 2000) / 4 = \mathbf{\$12.50}$$



What are your 3 biggest
INSIGHTS from this section?

1

2

3

What **ACTIONS** can you
take right now?



The 95/5 Rule™

List everything in the left column that needs to get done in a month period in your business (95%).
In the right column (5%), copy over the things that drive the business forward that only you can do.

| 95% | 5% |
|-----|----|
| | |



What are your 3 biggest
INSIGHTS from this section?

1

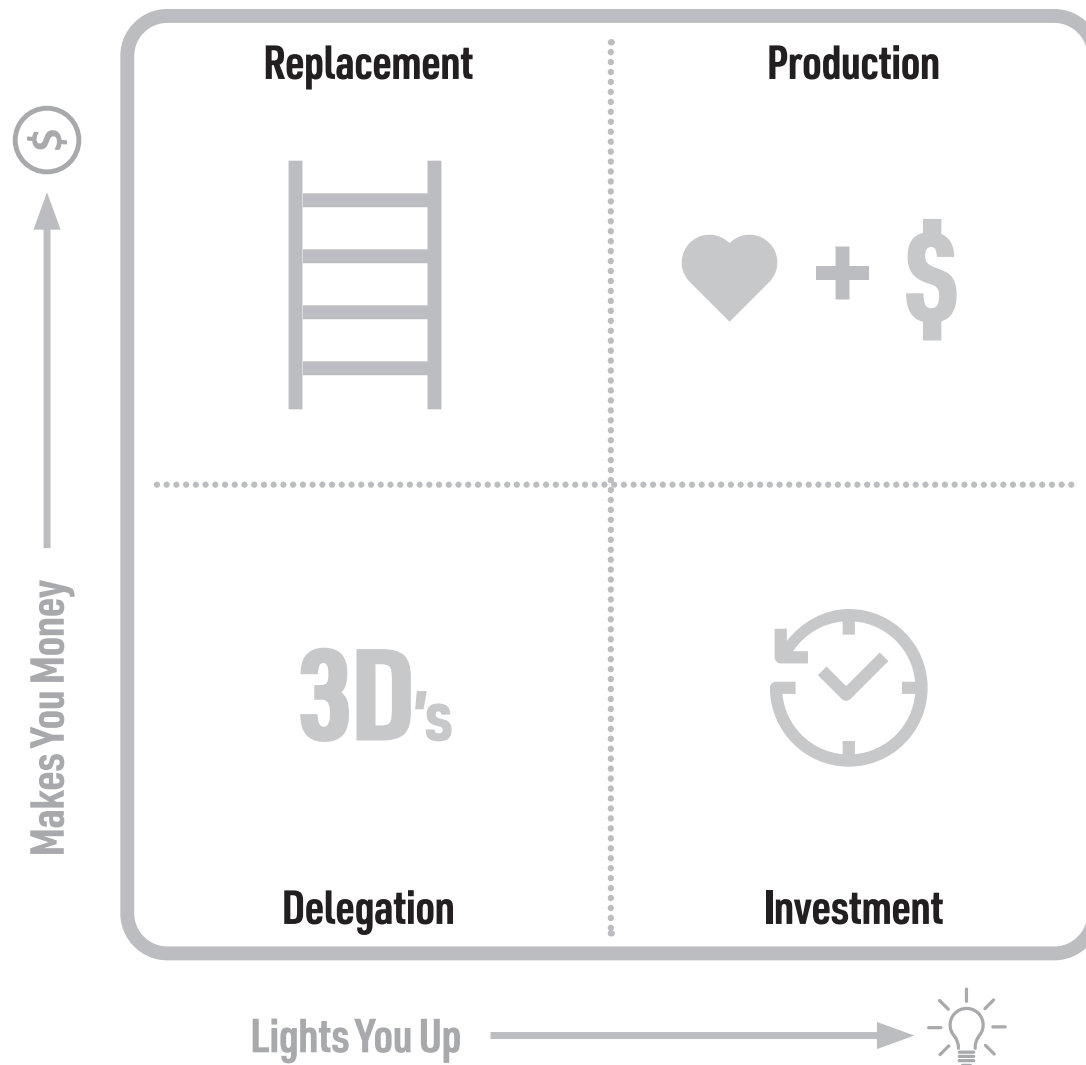
2

3

What **ACTIONS** can you
take right now?



The DRIP Quadrant™



What are your 3 biggest
INSIGHTS from this section?

1

2

3

What **ACTIONS** can you
take right now?



Time & Energy Audit™

Log everything you do in 15 minute increments for 2 weeks. At the end of each day, add 1 - 4 dollar signs (\$) to represent the value of the task. Highlight each in **GREEN** (gave energy) or **RED** (took energy).

| Week 1 | | Week 2 | |
|--------|-------|--------|-------|
| TASK | VALUE | TASK | VALUE |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |



Time & Energy Audit™

Example

| Week 1 | | Week 2 | |
|------------------------------|----------|------------------------------|----------|
| TASK | VALUE | TASK | VALUE |
| Drive to the Office | \$ | Drive to the Office | \$ |
| Make Coffee | \$ | Make Coffee | \$ |
| Check Emails | \$ | Check Emails | \$ |
| Team Meeting (Daily Standup) | \$\$ | Team Meeting (Daily Standup) | \$\$ |
| Client Presentation | \$\$\$ | Team Off-site | \$\$\$ |
| Lunch (30 min) | \$ | Lunch Meeting with Client | \$\$ |
| Check Email | \$ | Check Email | \$ |
| Sales Call | \$\$\$\$ | Employee Review | \$\$ |
| Meet with Accountant | \$\$\$ | Business Strategy Session | \$\$\$\$ |
| Quarterly Budget Review | \$\$\$\$ | Meeting with local Vendor | \$ |
| Employee Coaching | \$\$\$ | Leadership Meeting | \$\$ |
| Check Email | \$ | Check Email | \$ |
| Drive to Gym | \$ | Drive to Gym | \$ |
| Drive home | \$ | Drive home | \$ |

 Gave Energy

 Took Energy



What are your 3 biggest
INSIGHTS from this section?

1

2

3

What **ACTIONS** can you
take right now?



The Replacement Ladder™

| Hire | Feeling | Ownership |
|-------------|----------------|----------------------|
| Leadership | Flow | Strategy & Outcomes |
| Sales | Freedom | Calls & Follow-up |
| Marketing | Friction | Campaigns & Traffic |
| Delivery | Stalled | Onboarding & Support |
| Admin | Stuck | Inbox & Calendar |



What are your 3 biggest
INSIGHTS from this section?

1

2

3

What **ACTIONS** can you
take right now?



Email GPS System™



Email

Plan
Your Day
First

Auto
Filter

Give
Assistant
Access



7 Folders

All Mail

- ! - Your Name:
- 1 - To Respond:
- 2 - Review:
- 3 - Responded:
- 4 - Waiting On:
- 5 - Receipts/Financials:
- 6 - Newsletters:



Responding

Inbox
Procedure

Communication
Guidelines

Hi (Name),

This is Lauren, Dan's assistant :)

I got to this email before he did and thought
you'd appreciate a speedy reply...



**POWER
MOVE**

TURN OFF ALL APPLICATION NOTIFICATIONS



What are your 3 biggest
INSIGHTS from this section?

1

2

3

What **ACTIONS** can you
take right now?



The Camcorder Shot List™

Define the tasks that take up your time, are low value and can be delegated to others.
Once identified, outline the major piece, then record them using the Camcorder Method™

| Task | Video Outline | Team Member |
|------|---------------|-------------|
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |



Recording Tools

| Name | URL | Why it's good |
|---------------------------------|---|---|
| Loom | http://www.loom.com | Allows you to record your computer's desktop, audio, video on both Mac & PC |
| CloudApp | https://www.getcloudapp.com | Allows you to record and share easily on Mac and PC |
| Zoom | https://zoom.us | Deliver training to remote teams, host meetings and record at the same time |
| iPhone Video (Mobile) | https://support.apple.com/en-us/HT207935 | Allows you to record anything, add audio notes and then save to Dropbox for processing |
| Voxer (Mobile) | https://www.voxer.com | Allows you to quickly record voice messages when disconnected (ie. on a flight) and send it to your team when back online |



What are your 3 biggest
INSIGHTS from this section?

1

2

3

What **ACTIONS** can you
take right now?



Your Perfect Week™

Example

| | SUN | MON | TUE | WED | THU | FRI | SAT |
|------|------------------------|-------------|-----------------|-----------------|----------------|---------------|--------------------------------|
| 6am | | | | Focus Time | | | |
| 7am | | | | | | | |
| 8am | | | | Gym & Coffee | | | |
| 9am | | | Focus Time | | | Focus Time | |
| 10am | | | | | Coaching Calls | Team Meetings | |
| 11am | | | Team Meetings | | | | |
| 12pm | | | | | | | |
| 1pm | Personal / Family Time | | | | | | Hang out with Friends / Family |
| 2pm | | | | | | | |
| 3pm | | Sales Calls | Client Meetings | Client Meetings | Flex Time | Focus Time | |
| 4pm | | | | | | | |
| 5pm | | | | | Day Close | | |
| 6pm | | | | | | | |
| 7pm | | | Personal Time | | Date Night | Personal Time | |
| 8pm | | | | | | | |
| 9pm | | | | Wind Down | | | |
| 10pm | | | | Bedtime | | | |
| 11pm | | | | | | | |



Your Perfect Week™

List all the ingredients – things you would like to get done – that would make your week PERFECT, then slot them into your weekly schedule.

Ingredients

| |
|--|
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |

| | SUN | MON | TUE | WED | THU | FRI | SAT |
|------|-----|-----|-----|-----|-----|-----|-----|
| 6am | | | | | | | |
| 7am | | | | | | | |
| 8am | | | | | | | |
| 9am | | | | | | | |
| 10am | | | | | | | |
| 11am | | | | | | | |
| 12pm | | | | | | | |
| 1pm | | | | | | | |
| 2pm | | | | | | | |
| 3pm | | | | | | | |
| 4pm | | | | | | | |
| 5pm | | | | | | | |
| 6pm | | | | | | | |
| 7pm | | | | | | | |
| 8pm | | | | | | | |
| 9pm | | | | | | | |
| 10pm | | | | | | | |
| 11pm | | | | | | | |



What are your 3 biggest
INSIGHTS from this section?

1

2

3

What **ACTIONS** can you
take right now?



The 1-3-1 Rule™

Make it a rule that if anyone needs to come to you with a problem, they also must be prepared with 3 viable potential ideas for a solution and their top suggestion or recommendation.

1

Challenge

3

Viable
Options

1

Suggestion



What are your 3 biggest
INSIGHTS from this section?

1

2

3

What **ACTIONS** can you
take right now?



Transformation Leadership

| Transactional Management ❌ | Transformational Leadership ✅ |
|--|--|
| <ul style="list-style-type: none">1 Tell2 Check3 Next | <ul style="list-style-type: none">1 Outcome2 Measure3 Coach |

Does not scale.

Scales Infinitely!



What are your 3 biggest
INSIGHTS from this section?

1

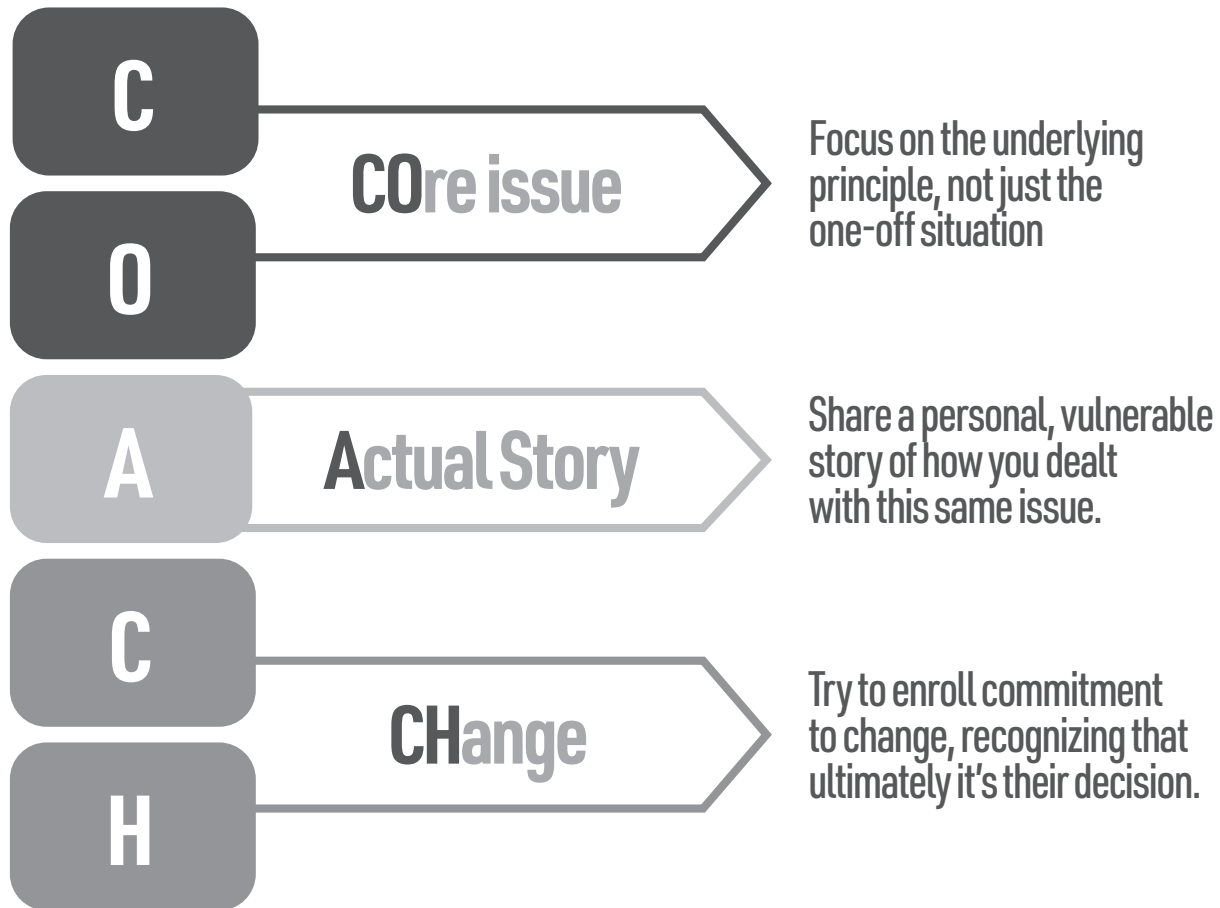
2

3

What **ACTIONS** can you
take right now?



The CO-A-CH Framework™



What are your 3 biggest
INSIGHTS from this section?

1

2

3

What **ACTIONS** can you
take right now?



The 10x Vision Map™

For each square make a list of 3-5 things that describe your ideal 10x future. Be specific

| | |
|---------------|---------------------|
| Team | One Business |
| Empire | Lifestyle |



What are your 3 biggest
INSIGHTS from this section?

1

2

3

What **ACTIONS** can you
take right now?



Growth Tactic Scorecard™

List 5 potential growth strategies and then score them on a scale of 1 - 10 based on Impact, Confidence and Ease, then total the scores to prioritize each strategy.

| List Five Potential Growth Tactics: | IMPACT | CONFIDENCE | EASE | TOTAL |
|-------------------------------------|--------|------------|------|-------|
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |
| 5 | | | | |



What are your 3 biggest
INSIGHTS from this section?

1

2

3

What **ACTIONS** can you
take right now?



The Preloaded Year™

2023

| | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | | | | | | | |
|-----------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | |
| | | | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | |
| March | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | | | | | | |
| | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | | | | |
| | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | |
| June | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | | | | | | | |
| | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | | | |
| August | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | |
| September | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | | | | | |
| | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | | | |
| | | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| December | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | | | | |
| | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | | | | | | | |



What are your 3 biggest
INSIGHTS from this section?

1

2

3

What **ACTIONS** can you
take right now?



What's Next?

If you're a founder looking to scale your business with systems, strategies, and tactics that'll take you to the next level... I can help.

Reach out to me at danmartell.com and we can set up a free consultation to help identify:

- Your current situation and goals in regards to your life and business
- Uncover the #1 thing holding you and your business back
- A prescription of right strategies to help you take advantage of your resources
- Develop a 3 Step Action Plan that will get you results ASAP

From there we can determine if you are a good fit for my Elite Entrepreneurs coaching program where we can dive in further to your goals and give you clear and actionable steps to help you build a bigger life and a bigger business.

BOOK A CALL NOW

