





Hi Lady!

Congratulations on being an action taker and wanting to take your business to the next level!

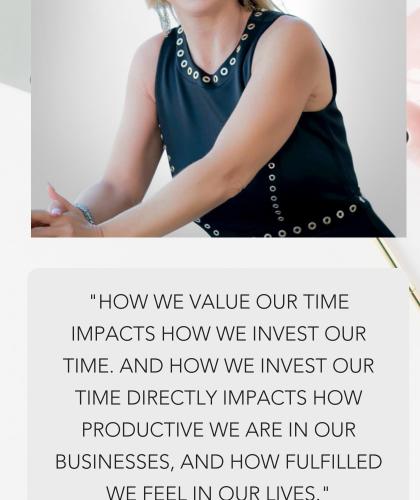
I think it's totally amazing that you want to grow your business, make an abundant income and impact more lives while being more strategic and having the freedom to do what you love.

That's exactly what the What's My Time Worth download will help you achieve, and I'm so excited to share with you!

In this download, I'll help you discover...

- What your time is worth
- The top items to add to your "not-to-do list"
- The top "needle movers" in your business
- How you can free up more of your time and be more effective

I trust that this will be a total game-changer for you. Enjoy!



- Tina Hyland



GET CLEAR ON YOUR WHY

1. What is your annual income goal?

3. What would you use that money for?

2. Why is that amount important to you?

4. What would be different for you if you were making that amount of money each year?



CALCULATE YOUR HOURLY RATE

1. How many hours do you work per week?

2. How many weeks do you work per year?

3. Multiply the two to calculate the TOTAL number of hours you work per year:

4. Divide your annual income goal by the total number of hours you work per year.

MY TIME IS WORTH...

60 MIN	Annual Income Goal # of Hours / Year	Hourly Rate:
30 MIN	Hourly Rate 2	Half-Hour Rate:
15 MIN	Half-Hour Rate2	Quarter-Hour Rate:
1 MIN	Hourly Rate 60	Minute Rate:



CREATE YOUR "NOT-TO-DO LIST"

Great job! Now that you know the value of your time, it's important to dive deeper and create a list of tasks that are worth LESS than your hourly rate. I call this a not-to-do list. A "not-to-do List" is essentially a list of things that you spend your time on that you really shouldn't.

In order to create this list, you want to ask yourself: What are the things I do on a regular basis that are a waste of my time, or that don't give me the biggest ROI (return on my investment)?

For example:

- Am I scrolling mindlessly on social media throughout the day trying to stay on top of my competitor's latest posts?
- Am I spending hours trying to create the perfect social media post?
- Am I constantly responding to messages in a never-ending chase to get to the magical and mysterious "zero inbox"
- Am I binging on tutorial YouTube videos for hours on end to try to learn how to grow my business (instead of ACTUALLY growing my business)"?
- Am I running errands, doing the laundry, cleaning my house or doing other at-home tasks that take up a ton of my time but don't actually make me feel fulfilled or move the needle in my business?

Be aware: The smallest things can seem irrelevant, but compounded over time, they can have a significant impact on your productivity and fulfillment (or lack thereof). The tasks I do that are worth LESS than my hourly rate are:

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IDENTIFY YOUR NEEDLE MOVERS

Have you made your not-to-do list yet? If not, be sure to go back before moving on to this step!

Now that you know which tasks are worth LESS than your hourly rate, you can now discover which tasks are worth MORE than your hourly rate. I call these "needle movers." These are the tasks that are going to directly contribute to growing your income or your client base.

In order to discover the "needle movers" in your business, ask yourself the following questions about the activities you've chosen to invest your time in over the last 90-180 days:

- Which actions have created the greatest growth?
- Which actions have created the most money?
- Which actions have created the most happiness?
- Which actions have created the most freedom?
- Which actions have allowed you to hire the best employees or scale a certain department?
- Which actions have allowed you to get rid of complexity in your life?
- Which actions have bought you more time or made you more efficient?

The tasks I do that are worth LESS than my hourly rate are:

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CREATE THE NEW YOU

Answer the following questions as someone who makes \$____ per hour.

1. What projects will I spend my time on?

3. What will I no longer tolerate in my business?

2. What will I expect in my business?

4. Who will I be if I am totally committed to being the BEST at what I do?



CREATE THE NEW YOU

What will I DELEGATE?
(things that need to be done, but are less than your hourly rate OR that don't bring you joy)

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What will I DELETE? (things from my "Not-To-Do" List that DON'T need to be done)

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What will I AUTOMATE?

(things that need to be done but that can be set up to be done automatically)

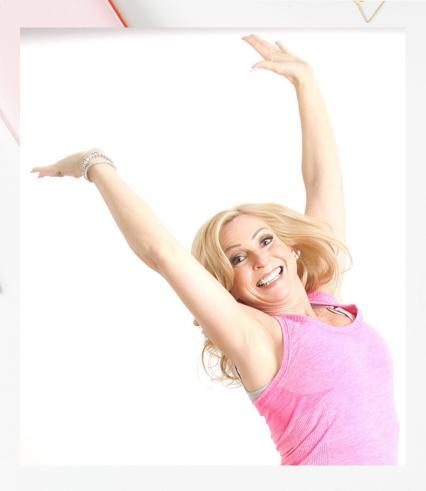
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The key is to now see everything through this filter and to observe how your decisions change! See how you think of yourself as an empowered business owner. See how you focus your time and energy on revenue generating tasks instead of wasting time on things that don't grow your income or business.



GREAT JUB!!

THANKS FOR PARTICIPATING!



Congratulations on completing the What's Your Time Worth download!

I'd love to hear your experience of how this helped you! Feel free to reach out to me directly via email Tina@TinaHyland.com to share, or to send me a direct message on any of my social platforms!

If you want support additional support, I invite you to Apply for a 1-1 Discovery Call with me where I'll help you:

- Get crystal clear on your vision for your business AND your life.
- Identify the specific obstacles that have gotten in your way of growing your business to the level you want it to be.AND...
- Discover the #1 block that has prevented you from breaking through these obstacles.

Great job!