

## TIME – Your most valuable asset

Every month, this section of the newsletter will be focused on a “Universal Principle”. These principles apply to everyone in equal measure. Principles cannot be modified or changed to fit our personal needs, they can only be observed, studied and utilized. Gravity is a good example of a universal principle. While we might not be able to explain it, we all understand and respect it. It’s a law of nature.

The universal principle that we will be examining in this issue is TIME. The most valuable asset that you and I possess is TIME. It is a peculiar asset because it can’t be saved like gold or money or stocks and bonds. It can only be spent.

But another peculiar attribute is that we all get the same amount of it every week. Each week we all get 168 hours to spend.

I like to think of it as a check that we all get in the mail every week. There’s a big “168” on it. Mine and yours are the same as the richest man or woman in the world.

Successful people understand this principle and make an effort to budget a little time for their dream. You will learn how to do the same really soon. But first, you must appreciate that you have as much time as anyone else. Time is the great equalizer. It levels the playing field. While you may not have thought about it in the past, from here on, you will be thinking about it.

We all start out thinking “I don’t have any time for anything else” or “I’m too busy right now”. Your brain will serve up all sorts of reasons why you can’t find the time for anything new. That’s only because our brain has been conditioned to think like that. We will gradually change that.

You will find time to be happy. You will find time for the things that are most important to you. You currently find the time to eat and sleep, even on your busiest days. You find time to work and play. In fact, you have been finding the time to do all sorts of daily, weekly and monthly tasks that are essential to your life.

Every week you have seven days, each filled with 24 hours. The busiest people in the world are also some of the most successful and they don't get any more time than you do.

Try this exercise: The next time you are standing in front of your bathroom mirror, going through your morning ritual, I want you to imagine that there is a check lying next to the sink. There's a big "168" on it. Pick it up. Look at it. Ask yourself "How should I spend this gift?"

Don't worry about the right answer, just now. We'll get to that. Be thankful you've finally landed on the right question.