



Gain Control of Your Day

Tools and Techniques for Personal Productivity



Gain Control of Your Day Introductory Podcast

Welcome, and you're listening to *Gain Control of Your Day*, the podcast about improving your personal productivity and where you learn how to accomplish more, in less time, with better quality and reduced stress.

Welcome. I'm your host, Fred Castañeda and this is Episode 1. It's an introductory podcast for this series.

Are you tired of attending different seminars or events of time management, personal productivity, where you spend lots and lots of dollars and somehow you feel at the end of the seminar, whether it's one day, half day, multiple days, that you get very little value for your money? Perhaps maybe you left with a very euphoric feeling with lots of energy. Yes, they presented lots of theory, they gave you lots of "should do's," but at the end of the day were they a little bit light, or quite a bit light, on the tools? And were they also light on practical, proven techniques that can help you get started right away?

Do you think that all you're being sold are books and CDs? Are they really just a publishing house? Are they in business just to sell books? You know that old maxim that they used in the university and the academic circles, "Either publish or perish." You can see this if they are pushing their books and emphasizing their CDs on you as the next step. And of course, once you buy one, there's another one, and another one, and another one, in a never-ending cycle of publication and publishing.

Now what is it that you really want? Do you want tools that you can use right away, immediately? Do you want to get proven techniques that you can put to use right away? Do you want to get the results immediately as you use these tools and techniques? Well let me ask you this simple question. How would you like to do more, that is, accomplish more, in less time, with better quality and reduced stress? Well, you can if you learn how to integrate your activities management with information management and priority management; and not just theory, but tools that can help you right away.

Well there's a course of information that addresses these pains that you have, while delivering the benefits for you, which is to be able to accomplish more, in less time, with better quality and reduced stress, especially in you're in the areas of being an entrepreneur or in the small business environment, or if you're in online marketing, or if

you're in small business, or even if you're in the public sector. If you feel overwhelmed by all the tasks that are coming to you, there's not enough time in the day, your stress levels are going up, well, perhaps maybe this course is for you.

You see, this course doesn't give you theory. It gives you a system that has tools and techniques that you can use immediately to start getting the returns and start getting the productivity that you want. This course has proven techniques. As a matter of fact, we'll give you the information in the course with the podcasts and further episodes that shows you how you can actually save time and recover multiple hours a week. Instead of down time, instead of wasted time, this is recovered time that you can use and put to any use you want, both for your personal life as well as your professional life, regardless of what your objectives are.

You see, there's a firm that has even measured the success of people who have gone through the training with these tools and techniques, and they found improvement in multiple key areas, especially in the areas of follow up and communication, reducing stress, and everything that you'll find out about in the upcoming episodes of this particular podcast.

In addition, we have testimonials and references from people who have taken the course. In fact, there's a couple that I just want to briefly mention. These are part of the free podcasts that you'll get on iTunes as well in future episodes.

In Episode 2 we interview an individual who used to be in corporate America. He used to be in corporate marketing and high-tech firms. He was also a contractor for one of the top Fortune 500 companies, and then he went and he applied his tools and techniques to get another job when he worked in small business and entrepreneurial America. And what's interesting is that this individual was very apprehensive and very skeptical about any kind of results he would get.

"Oh, another time management seminar. Another personal productivity seminar. What can I learn from this? I've taken them all." Well, for the multiple years he's had in corporate America, that was his thinking. But when you listen to the interview, you'll see how taking this course really helped him turn around his life and also give him the productivity gains that he needed right away.

We also have another interview with the owner of a small business firm, an entrepreneur who started a marketing consulting practice and has grown that business. And see how the course that we're about to describe for you actually helped that small business environment grow and get to the next level.

The course that we're talking about is the *Q4 Systems Personal Productivity Course*. It's been designed and taught for many years, started with the techniques in 1974. That's way before any of the people today who claim the right of being able to give you productivity and time management even started. The tools and the techniques have been proven since then and research firms have measured the productivity among professional Americans to see the rise in various aspects of personal productivity.

And they could be in the major areas, such as communications with others, that is, communication exchange; planning, you'll get a planning methodology whenever you want to have a meeting, or before you pick up that phone; also, keeping your commitments to others; following up on your to-dos, and follow up to ensure that commitments that are due to you from others are not compromised so that nothing slips through the cracks.

These are the types of topics that we'll cover, including documentation. How do you record the communications and agreements with other people that you deal with, either in email, or on the phone, or in meetings? And how do you do your planning, not just planning for today or planning for tomorrow, but planning for the week and for the month and the long term? And how do you deal with all these details, that is, how do you reduce the mental traffic and reduce the churn and the time wasters? And also, personal organization. How do you use a control center so that all the frustration and the details and the distracters are out of site, out of mind, but leave you in control? And how do you manage your priorities with the right choices?

Also, dealing with topics like procrastination, how do you deal with that? And also reducing clutter, not just on your desk and not just the paper clutter, but also the electronic clutter that we get caught up in? And how do you deal with interruptions, both electronic interruptions as well as physical interruptions?

These are the types of topics that we will deal with so that nothing will slip through the cracks and you will increase your productivity with the *Q4 Systems Personal Productivity* seminar.

We'll also give you an episode or two on personal productivity hints. In addition to this, there's a white paper that deals with topics of personal productivity hints that you can get on our website, GainControlOfYourDay.com. So go to the website, GainControlOfYourDay.com. There is a premium podcast with these benefits; it's all explained there. And you can go and quickly see if this course is for you.

In the meantime, we have this companion podcast that's on iTunes. It's free, and we invite you to listen and we invite you to think about putting these into practice. To enroll in the course, all you have to do is subscribe to the premium podcast. The details are in the website GainControlOfYourDay.com.

This is Fred Castañeda welcoming you to this particular series. And remember, personal productivity means you don't let anything slip through the cracks because you're going to be able to do more, achieve more, accomplish more, in less time, with better quality and with reduced stress.

So learn how you can gain control of your day, so that later you can gain control of your life.

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Until then, we'll see you next time. Thank you.