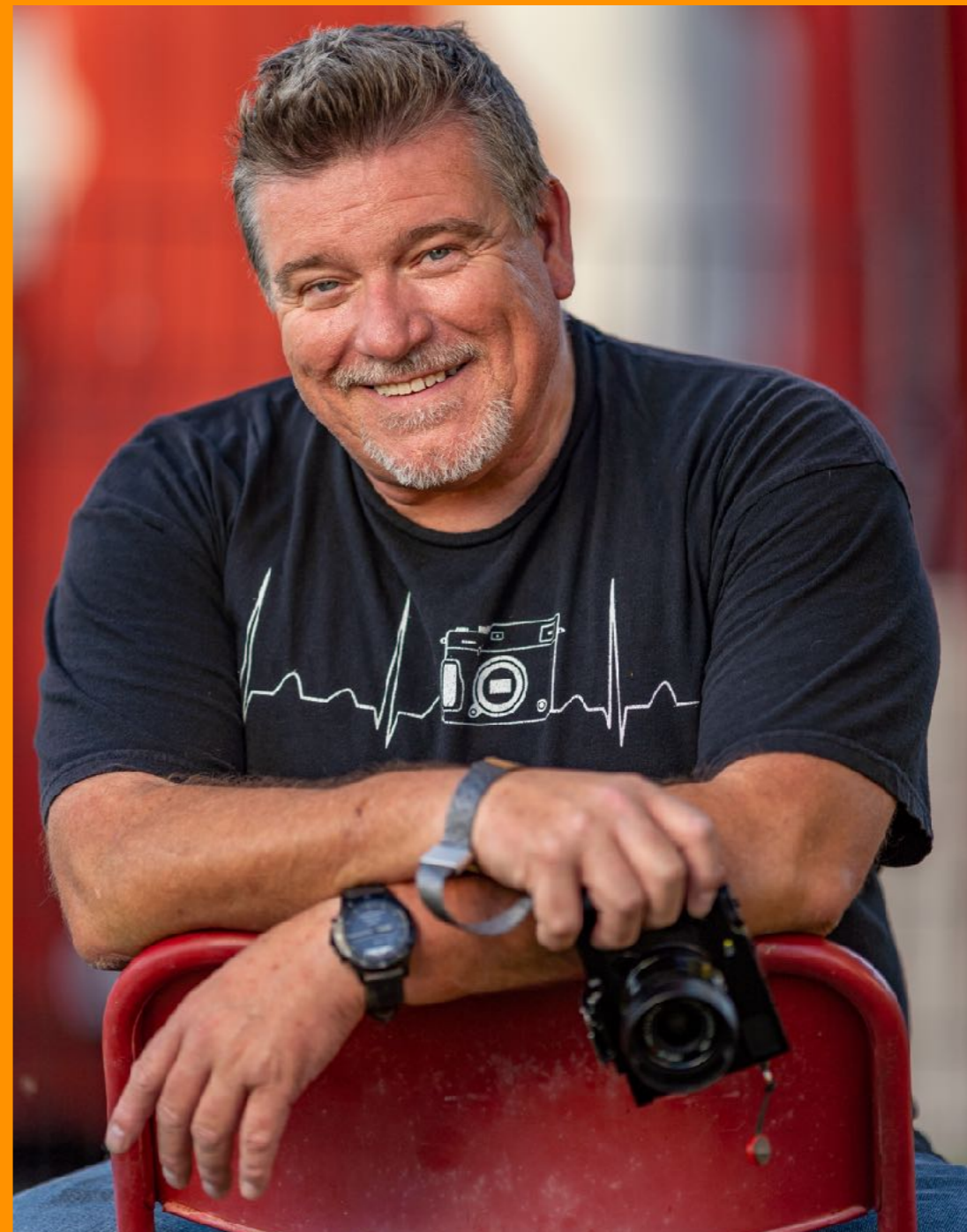


Metro PPA

FOCUS MANAGEMENT

GET YOUR LIFE BACK

MEET ROBERT TRAWICK



MEET ROBERT TRAWICK



"MOST OF US **SPEND** TOO MUCH
TIME ON WHAT IS URGENT,
AND NOT ENOUGH **TIME** ON
WHAT IS **IMPORTANT.**"

STEVEN COVEY

AMERICAN EDUCATOR, AUTHOR, BUSINESSMAN, AND KEYNOTE SPEAKER

DEFINE SUCCESS

WHAT IS YOUR IDEA OF
SUCCESS?

WHAT ARE YOU WILLING
TO DO FOR IT?



EXAMPLES

LEAH BROWN

- WIFE / MOTHER OF 2
- FULLTIME JOB AT PAYCOM
- 2 HOURS EACH DAY
- 2 WEEKENDS OF MONTH
- 8-10 CLIENTS/MONTH AT \$1.2K MINIMUM
- WWW.EESOMEBOUDOIR.COM



Sarasota, FL | info@eesomeboudoir.com | New Booking Autumn & Winter 2020



Eesome Intimate

Let's Get Naked!

EXAMPLES

ELI INFANTE

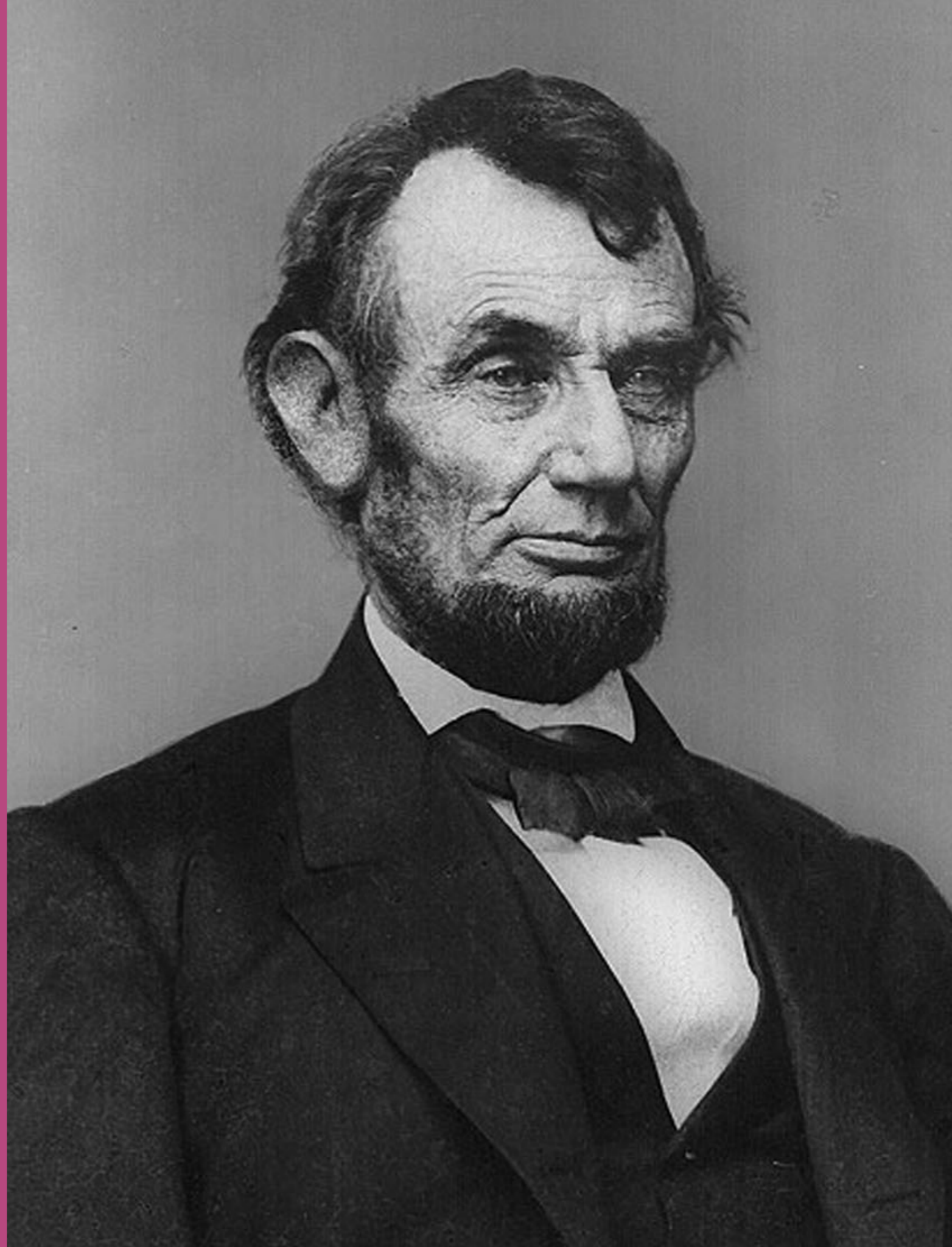
- FULLTIME HS TEACHER
- WORKS AFTER WORK AND WEEKENDS
- WORKSHOPS IN SUMMER
- 256K INSTAGRAM FOLLOWERS
- BASE COST IS \$350 FOR 5 IMAGES
- WWW.ELIINFANTE.COM



EXAMPLES

MATHEW BRADY

- FATHER OF PHOTOJOURNALISM
- COVERED CIVIL WAR
- PHOTOGRAPHED 18 PRESIDENTS
- NATIONAL KNOWN NAME
- PORTRAIT USED ON \$5 AND 1¢
- DECLARED BANKRUPTCY
- DIED IN POVERTY



SUCCESS IS NOT LUCK. IT IS
PRACTICALITY AND A RESULT OF
PREPARATION, PASSION,
PERSISTENT, AND PERSEVERANCE.



MY WORDS IN 1991

CONVERSATION STARTERS

TIME IS A FRIEND OR AN ENEMY

EVERYONE GETS THE SAME 24 HOURS

21 DAYS TO CREATE A HABIT

3 DAYS TO FORGET A HABIT

SAY "NO" TO ONE THING IS SAYING "YES" TO ANOTHER

KNOWLEDGE IS NOT SKILL

UNDERSTAND TO BE FLEXIBLE

1% RULE

EXAMPLES OF POSSIBLE CHANGE

- NETFLIX / TV WATCHING
- SNOOZE BUTTON
- SODA POP



NETFLIX

- AMERICAN AVERAGE 4 HOURS A DAY
- 35-49 YEARS OLD GROUP
- OVER 5 MONTHS A YEAR
- 9.5 YEARS OVER 20 YEARS

BASED ON 8 HOUR WORK DAY



SNOOZE

- **8 HOUR A DAY / 5 DAYS A WEEK**
- **SNOOZE IS 9 MINUTES**
- **4.5 DAYS A YEAR**
- **3 MONTHS OVER 20 YEARS**

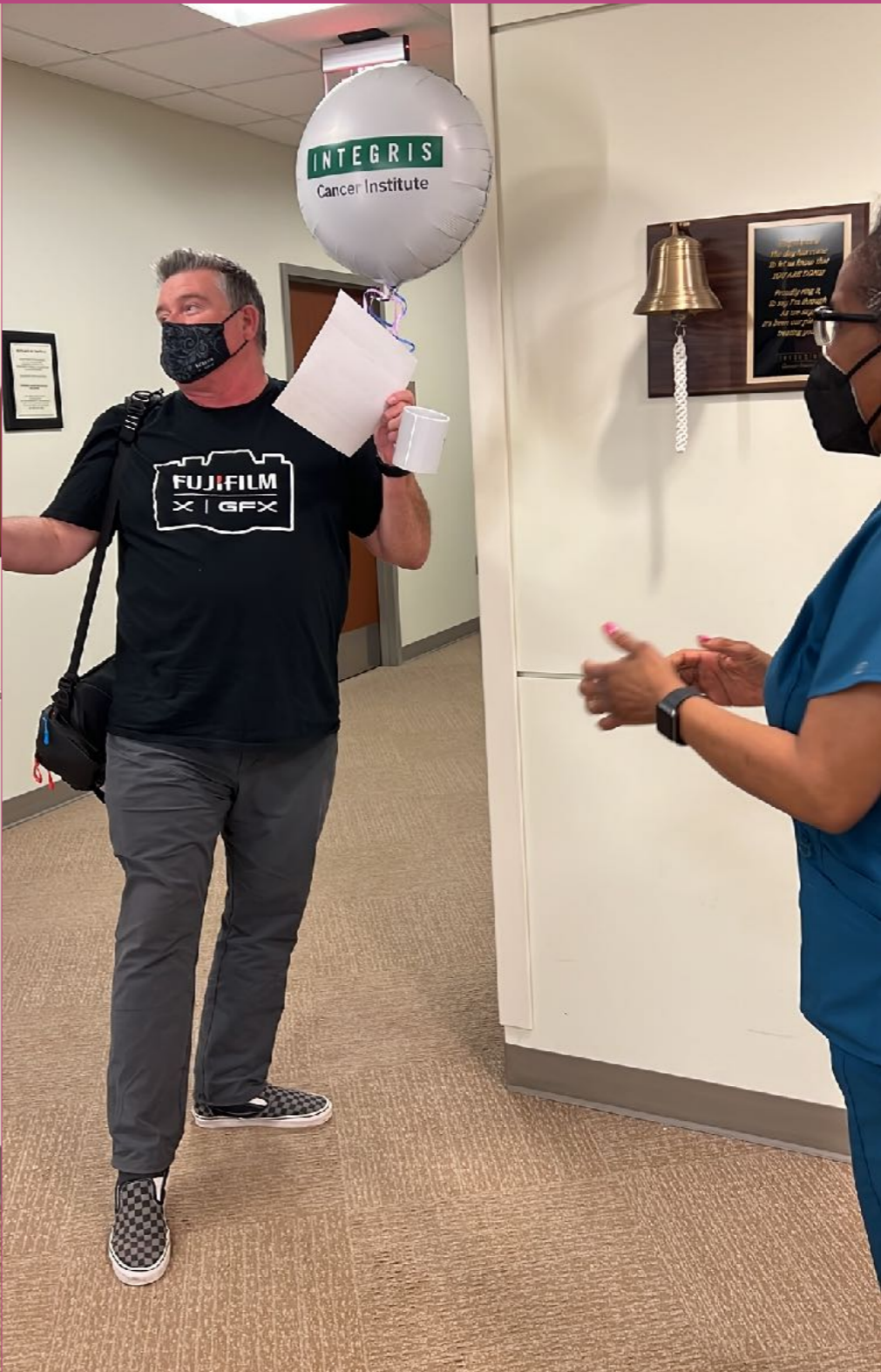
BASED ON 8 HOUR WORK DAY



SODA POP

- 12 OZ COKE HAS 38 GRAMS OF SUGAR
- ONE PER DAY / ONE YEAR - 28 LBS
- OVER 61K CALORIES
- 20 YEARS = 560 LBS OF SUGAR
- OVER 1.2M CALORIES





FIGHTING CANCER

THE SYSTEM

- PAPER OR ELECTRONIC
- KEEP IT SIMPLE
- BE WITH YOU ALWAYS
- TASK LIST AND CALENDAR
- CHECKED, USED DAILY & TRUSTED



THE WORKFLOW

- A TRUSTED PROCESS TO COLLECT
- FOCUS ON THE TASK AT HAND
 - IF YOU WORK, GIVE THEM YOUR TIME
- MINIMIZE DISTRACTIONS
 - PUT THE PHONE DOWN
 - TURN OFF NOTIFICATIONS
- PICK A TIME FOR EMAILS
- VOICEMAIL ALL CALLS

COLLECT

PLAN

SCHEDULE

COMPLETE

REVIEW

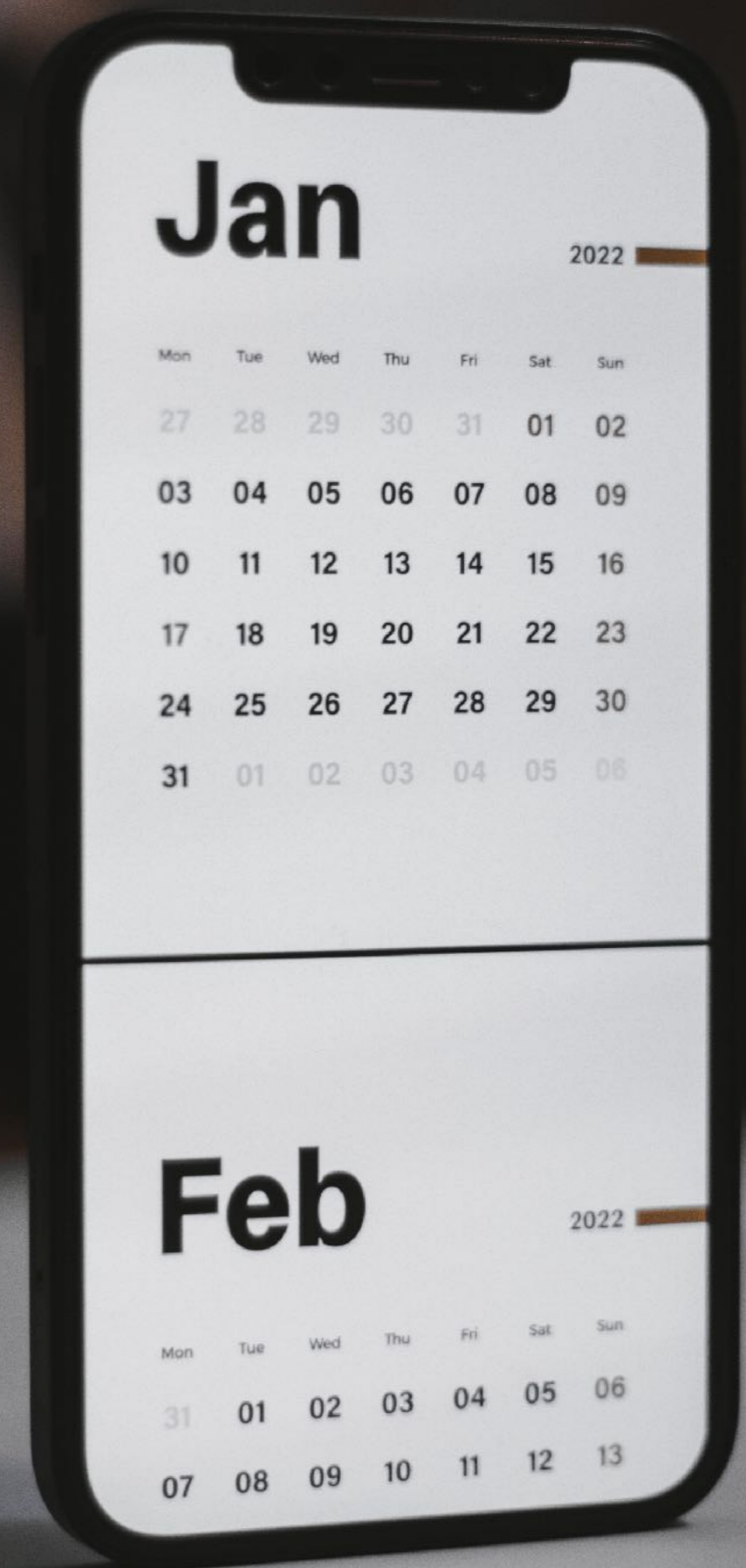
TASK LIST

- THINGS TO BE DONE
- HAVE AN INBOX
- CHECK DAILY TO PLAN
 - MAKE DAILY LIST
 - PRIORITY FOCUSED
 - ADD DATED ITEMS TO CALENDAR
- REVIEW / PLAN WEEKLY
- ADD EVERYTHING!



CALENDAR

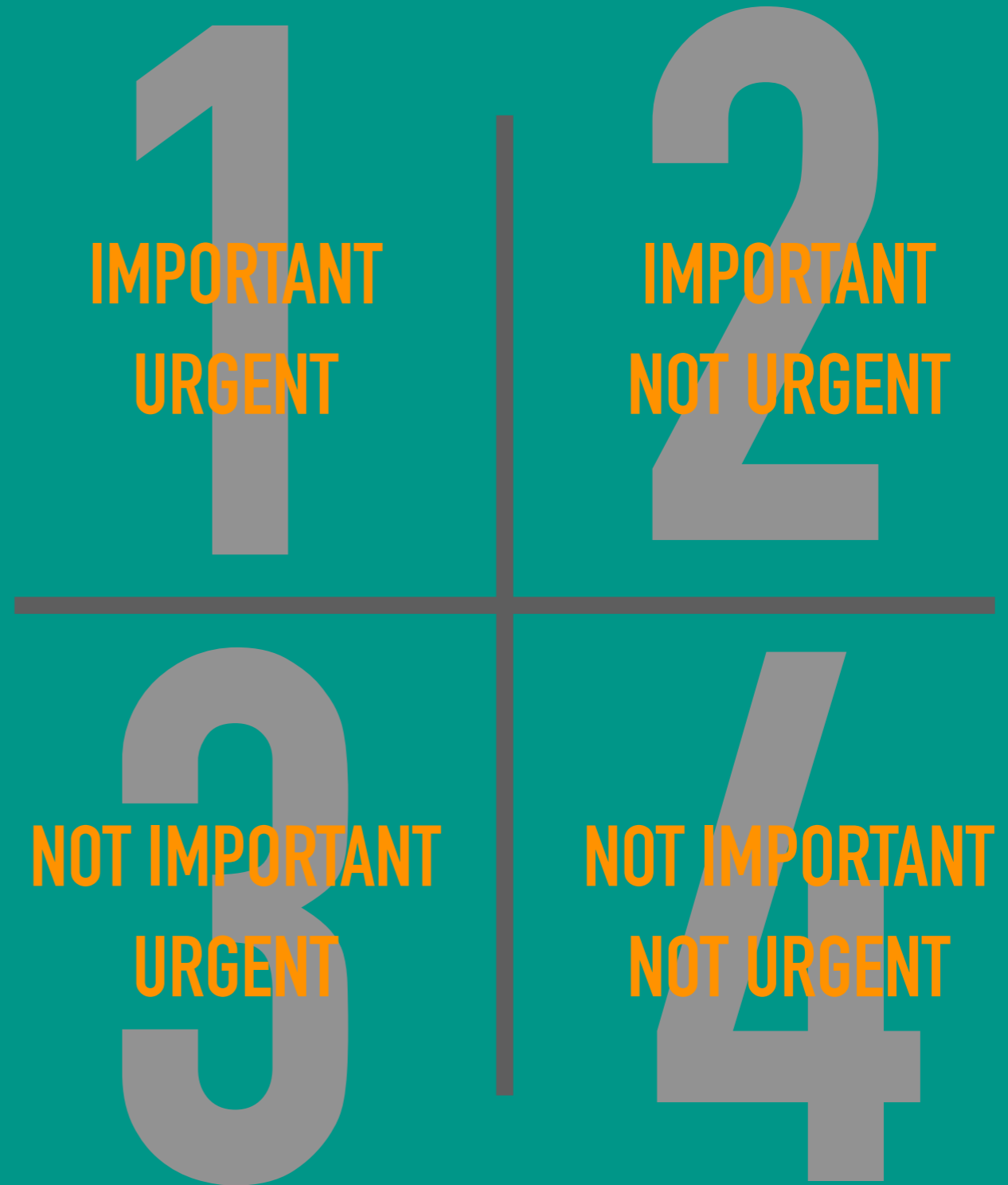
- DAY/WEEK/MONTH
- ANYTHING DATED
- ADD / REFERENCE NOTES
- REVIEW / PLAN WEEKLY
- ADD EVERYTHING!



PRIORITY

- (1) MUST BE DONE NOW - CRISIS
- (2) NEEDS TO BE DONE / PLANNED
- (3) MOSTLY DISTRACTIONS
- (4) TIME SUCKERS

WHAT WILL THE RESULT BE
IF NOT COMPLETED
OR
DOES THIS ALIGN WITH MY
FOCUS & MISSION



PRODUCTIVITY LIVES IN CORNER #2

DAILY REVIEW

- SAME TIME EACH DAY AM/PM
- MOVE TASKS FROM MASTER TO DAY LIST
- PRIORITIZE DAY LIST
 - MUST BE DONE
 - SHOULD BE DONE
 - CAN BE DONE, IF TIME ALLOWS
- CHECK CALENDAR
- SCHEDULE REMINDERS IF NEEDED



WEEKLY REVIEW

- SUNDAY BEFORE WEEK STARTS
- REVIEW / MODIFY PROCESS
- REVIEW MASTER LIST
- REVIEW PROGRESS
- PLAN WEEK FOCUS / GOALS
- ARE PROJECTS ON TRACK?
- WHAT CAN BE IMPROVED?



LAST THOUGHTS

- **THREE WEEK CYCLE OF WORK**
- **1% CHANGE WILL ADD UP OVER TIME**
- **PLAN TO WORK AND WORK THE PLAN**
- **DON'T QUIT WITHOUT A GOOD REASON**
- **SCHEDULE YOUR DAY OR SOMEONE ELSE WILL**
- **NO ONE WILL SEE YOUR DAILY HARD WORK**
- **EVERYONE WILL SEE THE RESULTS OVER TIME**
- **ANYDAY IS A GREAT DAY TO START**
- **MAKE YOUR OWN SUCCESS**
- **WEAR A WATCH**



HOMEWORK

- DUE IN 3 WEEKS
- EMAIL: ROBERT@TRAWICKIMAGES.COM

TELL ME ABOUT YOUR SYSTEM SETUP
DO YOU FEEL MORE PRODUCTIVE?
ANY QUESTIONS TO HELP MOVE FORWARD





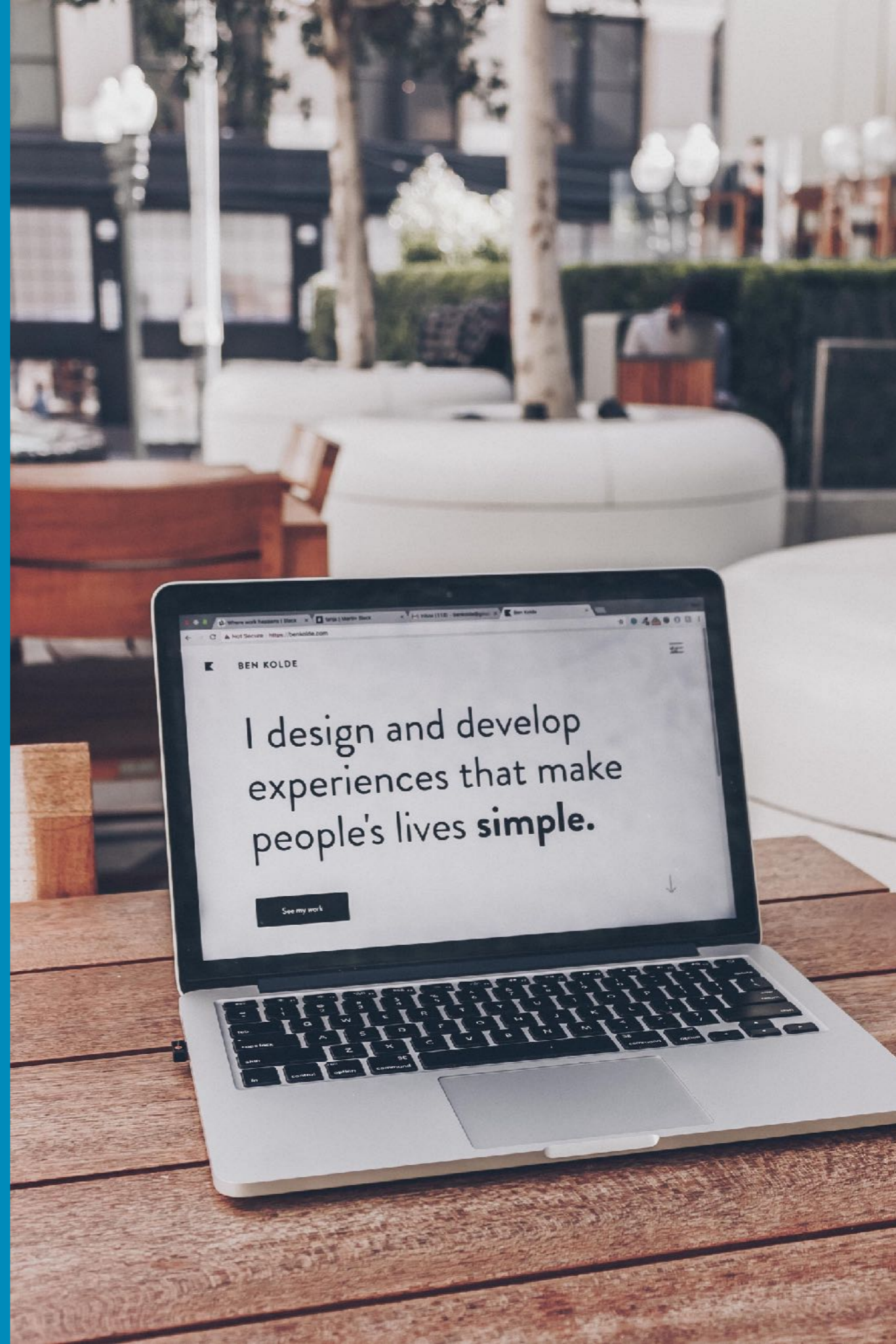
QUESTIONS?



BONUS SECTION FINDING WORK

WORK SEARCH

- QUIT WAITING FOR PHONE TO RING
- NOT EVERYONE KNOWS YOU
- SHOW WHAT YOU SELL
- HAVE A CLEAN & MODERN WEBSITE
- REGISTER WITH STATE
- ACT PROFESSIONAL
- KNOW YOUR WORTH
- PRICING BASED ON YOUR COB & COG



WEDDINGS

- BE FIRST IN LINE DURING PLANNING
- MARKET TO GROOMS
- MARKET TO BRIDEMAIDS
- SHOOT PROPOSALS
- SEARCH FACEBOOK FOR NEWLY ENGAGED
- MAKE IT EASY TO BOOK
- SELL PHOTOBOOTH, UPSELL PHOTOGRAPHY
- HAVE SOLID PRICING



PORTRAITS

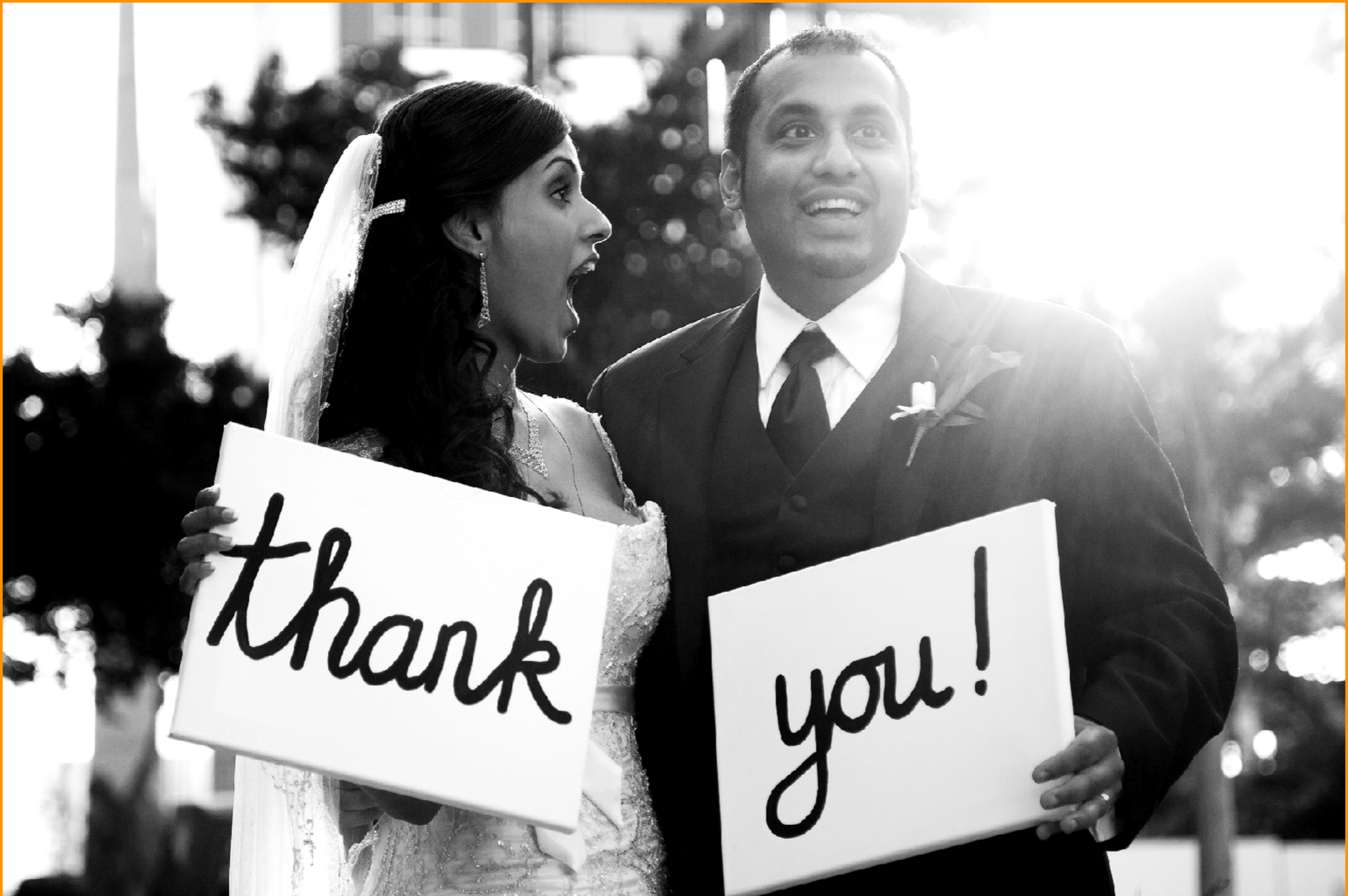
- SHOOT AND SHOW ON SOCIAL MEDIA
- BE DIFFERENT OR BE CHEAP
- MARKET TO JUNIOR SPORTS FOR SENIORS
- DM ON INSTAGRAM TO COLLABORATE
- AWARD A SESSION TO BEST ATHLETES
- PARTNER WITH COSMETIC DENTIST
- PARTNER WITH DOULA / MIDWIFE
- SPONSOR CHILDREN EVENTS



EVENTS

- FIND LAST YEAR'S EVENT
FACEBOOK
MEET-UP
EVENT BRITE
- BE EARLY AND CHECK BACK
- HAVE LIABILITY INSURANCE AND W9 READY
- ASK FOR REFERRALS
- ASK FOR FOLLOW-UP WORK
- MARKET TO EVENT PLANNERS
- JOIN CHAMBER OF COMMERCE
- FOCUS ON SMALLER CITIES





NOW WE ARE DONE