

I get it, I get it!

You're juggling a million things: your job, your family, your friendships; your obligations, your errands, your doctor's appointments, your kids school (or maybe yours) and still...

You're trying to find the time to build your home business to, at a minimum take some of the financial pressure off you and your family.

I really do get it.

You're here because you want to understand how on Earth to build a successful business from home when you're being pulled in so many different directions at once...

When maybe you only have 30 minutes a day to devote to it.

Lucky for you, I've been there.

I have blazed the path before you, and I have some answers.

But before we start, let me explain why you should listen to me.



My name is Dr. Bob Clarke and I've been building my business online since 2009. It started out as a pipe dream, something I always thought would be fun to do.

And it developed into a passion.

I am a full time healthcare professional who actually LOVES his job.

Weird, right?

I've been working in my field for over 30 years and we've been able to help thousands of couples start a family where it otherwise wouldn't have been possible.

I'm very proud of that.

My wife even works with me. This is us on the job...



Yes, I love my job...

But as I got older, I started to think about what comes after.

I've watched way too many of my colleagues work until they could no longer function and enjoy life after retirement.

I decided that wasn't for me.

So my wife and I started a home business, with the idea of replacing our professional income and **RETIRE ON OUR OWN TERMS** when the time came.

When WE felt like it!

Now, you'd think with a Ph.D. and a Masters Degree between us, my wife and I would have figured out how to succeed in the home business industry pretty quickly.

And you'd be wrong.

As good as we were in a laboratory with a microscope, we were equally as bad (or worse) trying to sell products or recruit people into our business.

We sucked...

For almost 5 years!

Then we got smart...

We decided to get the help of others who KNEW what it took to succeed in a home business.

We hired coaches to help us through each of our struggles...

VaNessa Duplessie taught us how to make our first dollars online.

Diane Hochman showed us the power of branding and attracting prospects to us, so we didn't have to chase our family and friends or worse... strangers!

Nick Haubner taught me how to put together my first product and sell it to people who actually wanted it.

And Ray Higdon... Ray is my current coach and continually teaches me how to show up bigger and better!

In 2017, some 8 years after we first started I can proudly report that I am now an award winning affiliate marketer, product creator, speaker, author and coach.

That's me on the left speaking on stage with some other top marketers at one of Ray Higdon's events in Florida just a couple of months ago:



And yes, I've done it all Part Time.

The fact is, I used to have a lot more time for my business, even with a full time job.

But that all changed pretty quickly.

Let me tell you the story...

A few years ago, I was quite comfortable in balancing my job and my business.

My hours at work were pretty predictable and my home life was settled. Our kids had grown and “left the nest”.

My wife and I were alone in the house and our time was our own. So I could quite easily devote 2-3 hours/night to our business, and sometimes more.

And then life turned sideways.

Maybe you'll be able to relate to some of this.

There were changes at my job. I got promoted which was a good thing for my career but terrible for my home business.

My hours became highly unpredictable and I was spending way more time at work than ever before. And to make matters worse, the job got more physically and mentally demanding...

So much so that when I finally got home and ate some dinner, I would often fall asleep on the couch out of exhaustion.

My 2-3 hours of business time each night turned into 1 hour... on a good day.

And that wasn't all.

One of our kids returned to the home to go back to school. You know what that can do to your time. It was a rocky road, for sure.

And when he finally graduated and moved out, Rosemary's Dad was diagnosed with cancer and her parents moved in with us to get him the best treatment available.

That meant a ton of doctor's appointments, chemotherapy, radiation, hydrations...

If you've ever been through it with anyone, you know what that involves.

And finally...

In October of 2016, I was diagnosed with a blockage of one of the main coronary arteries and needed emergency angioplasty.

Yes, things changed quickly.

During the worst of everything life was throwing at us, it was pretty common to only have 15-30 minutes a day to devote to my business.

I had to RADICALLY change how I did things and where I focused my attention. I had to be sure that everything I did for my business had MAXIMUM IMPACT.

I came up with a killer Daily Routine that helped me grow my business even during the most challenging times.

I call it my 30 Minute Roadmap.

It's worked for me and for my coaching clients who I've taught it to.

And now I want to pass it on to you.

But first, let me correct some bad habits you may have picked up along your business journey...

3 Biggest Mistakes Made by Part Time Marketers

I've been blessed to coach a lot of people building their business "*on the side*". It's been very rewarding and yes, at times frustrating.

Frustrating because I see many folks repeating the same mistakes over and over. And I know that with a few simple tweaks they would stop struggling.

Some listen, some don't.

Oh and by the way, I've made EACH of these mistakes myself many, many times. So I'm not better than anyone else...

I just eventually learned a better way.

Mistake #1: Working Without a Plan

I used to sit down at my computer, ready to tackle my business, put my hands on the keyboard and then sit there blankly...

“What should I do first?”

“What can I do in the time I have?”

These questions shot through my thoughts and I rarely had a good answer.

Before I knew it, I had wasted valuable minutes trying to figure it out. And worse, because I didn't know the answer I would often blindly go off to check email or spend some time on Facebook or YouTube.

I had no plan.

Around that time I read 2 books that changed my business and my life:

[The One Thing](#), by Gary Keller

[The Slight Edge](#), by Jeff Olson

I highly recommend you read both books. They are incredibly valuable for people like us, building a business with limited time.

Here's what I learned...

Before you sit down at your computer, ALWAYS have a PLAN of action. Know before you even turn on the computer what you need to do first, second, third...

To have maximum impact on your business.

These should be the first 3 items on your “To Do” list (if you have one), although they’re often not.

Too often, we do the easiest things first, items we know we have the best chance of completing in a short time.

Too bad the easy things aren’t usually what make us money in business.

Mistake #2: Not Prioritizing What Makes You Money

It doesn’t take much thinking to check your email or scroll your Facebook newsfeed, although that’s what we often do first for our business.

And it’s rare that doing these tasks first will have a chance to make us money.

And webinars... don’t even get me started.

I used to be a “Webinar-holic”. I was addicted to attending webinars each night, proudly thinking that I was building my business.

Don't get me wrong, it's essential to learn new things but only if you actually take ACTION on what you learn.

And I wasn't.

I was taking lots of notes...

I was filling up notebooks that got piled up under my desk, gathering dust instead of generating checks.

And while I was becoming smarter, I wasn't becoming any richer.

This mistake cost me dearly for months... maybe even years.

Here's the thing...

For whatever business you're in (Network Marketing, Affiliate Marketing, Blogging, etc)...

You've GOT to know which tasks have the best chance of making you money.

I refer to them as "Money Tasks" and I'll go into much more detail on this important concept shortly.

For now, just be aware that you can waste a lot of time in the name of "building your business".

It's one of the biggest mistakes all struggling marketers make, but for people short on time, it can have devastating consequences.

Mistake #3: Giving Up Too Soon

One of the biggest challenges for someone building Part Time is to know when it's time to pull the plug and move on, and when it's just a matter of more time before results show up.

I think it's a 2-pronged issue.

The first comes down to BELIEF...

Belief that the tasks you are performing and the activities you're doing on a daily basis WILL eventually lead to results.

And the best way I know to build belief in your business is to find a teacher or coach who HAS ALREADY ACCOMPLISHED WHAT YOU'RE TRYING TO DO...

And follow their directions (even if you're not sure why).

You see, if someone with more experience and success tells you how they did it, why would you NOT believe you can do it, too?

It seems like common sense, but for many this is a missing piece of the success puzzle.

Second, you need to acquire to DISCIPLINE to keep going when things just aren't happening yet, when the results just aren't showing up, knowing...

That eventually they WILL show up.

This can be hard, as well, but it comes down to being willing to delay gratification long enough for good things to happen.

We're in a "I want it now" society.

But that's not how business usually works.

You need to "Pay Your Dues", doing the work that lay the foundation that will ultimately change your business and your life.

But you need to be willing to give it time.

BELIEF and DISCIPLINE are qualities that will help.

With all this said, let's get to the meat...

Your 30-Minute Roadmap To More Leads, Sales and Signups!

YOUR **30** MINUTE ROADMAP

**GENERATE MORE LEADS MAKE MORE SALES
AND GROW YOUR TEAM
IN JUST 30 MINUTES/DAY**



DR. BOB CLARKE

Time is really tight. Your day has gotten away from you.

You look at the clock and everything you still have to do and it hits you...

There's NO WAY you can work on your business tonight!

After all, at most you'll have 30 minutes of free time before you need to sleep, so what's the use, right?

WRONG!

With the Roadmap I'm about to show you, you'll be able to turn those 30 minutes into potential profit-producing activities.

And it won't be nearly as hard as you may think.

You ready?

Identify Your Money Task



STEP ONE: IDENTIFY YOUR “MONEY TASK”

What’s a “Money Task”, you ask?

I’m not sure if I made up the term or I heard it somewhere, but here’s my definition in the simplest of terms:

“Your Money Task is that activity which, when done repeatedly provides you with the best chance of making money in your business”

What’s your money task?

It will depend on your business model and what you're currently working on.

For example, if you're a Network Marketer, your money task is likely to be one of two things:

1. Meet more people and get them to see a presentation
2. Support your current team to increase retention

There aren't two better income-producing activities in MLM that I can think of!

If you're an Affiliate Marketer, your money task would be an activity where you make some kind of an offer.

Emailing your list, creating a Facebook ad, and posting on Social Media are all ways you could accomplish this and potentially get paid today.

You see where I'm going with this?

Think hard on this step...

It's the foundation of the rest of the 30 Minute Blueprint!

Stop if you need to, but make sure you understand your Money Task.

Got it?

Okay, on to the next step...



STEP TWO: CREATE YOUR DMO

Your DMO (or Daily Method of Operation) is the standard by which you grow (or don't grow) your business.

Your DMO is not a "to do list". Rather, it's a list of activities you do DAILY to build your business.

When repeated often, your DMO will become habit and part of your Daily Routine.

Like second nature.

It's not sexy... but it's oh so powerful!

Here's the simplest form of a DMO, particularly useful if you have limited time for your business.

1. Your Money Task
2. Mindset work
3. Affirmations (optional)

As you can see, your money task is always Priority #1 in your DMO.

Always.

Mindset and affirmations can be done during what I call "down time". These are times when you can't be doing anything else for your business.

Driving in your car, waiting for a doctor's appointment, or sitting outside the school waiting for your kids to come out are all perfect times to take care of these activities.

For example, I get my 30 minutes of mindset in during my drive into work. I put in a CD and listen while I drive.

My affirmations are done when I'm in the shower in the morning.

This is time I would have been wasting otherwise.

Can you add more activities to your DMO?

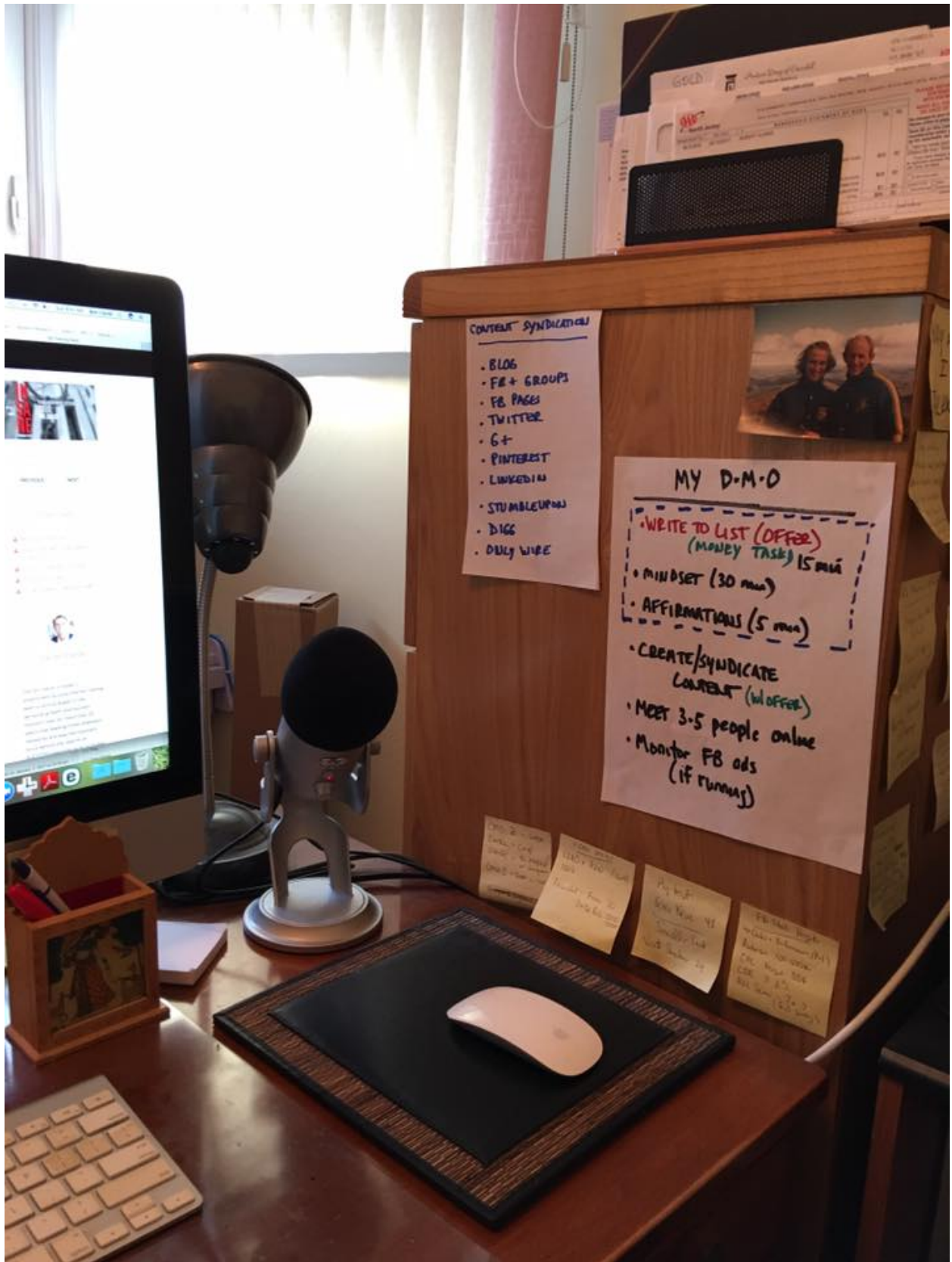
Yes, and you should when you have more time.

But don't overdo it.

After all, you want to be able to complete your DMO each day so that it becomes habit.

And above all else, always be sure your Money Task remains the top priority.

One last thing to do before we proceed to Step 3...



Write down your DMO and POST IT near your computer or work area. Here's a picture of mine.

You want it visible at all times, so that whenever you sit down to get to work, there will be no guesswork.

This is a small but ESSENTIAL detail of the 30 Minute Blueprint!

Remove Distractions



STEP THREE: REMOVE DISTRACTIONS

You want to be sure you get the most out of the time you have, so do your best to free yourself from distractions...

1. Turn off or silence your phone
2. Turn off TV and radio (unless you like music to work)

3. Close all browser tabs/windows not in use
4. Close your door
5. Ask family/friends to give you some quiet time

You want to create a kind of “distraction free” cocoon around you so that you give 100% focus to your work. This can be easier said than done, and often requires you to enlist family members and friends to help you out.

You can barter with your spouse...

“Give me an hour of quiet and I’ll watch the kids when you want to”

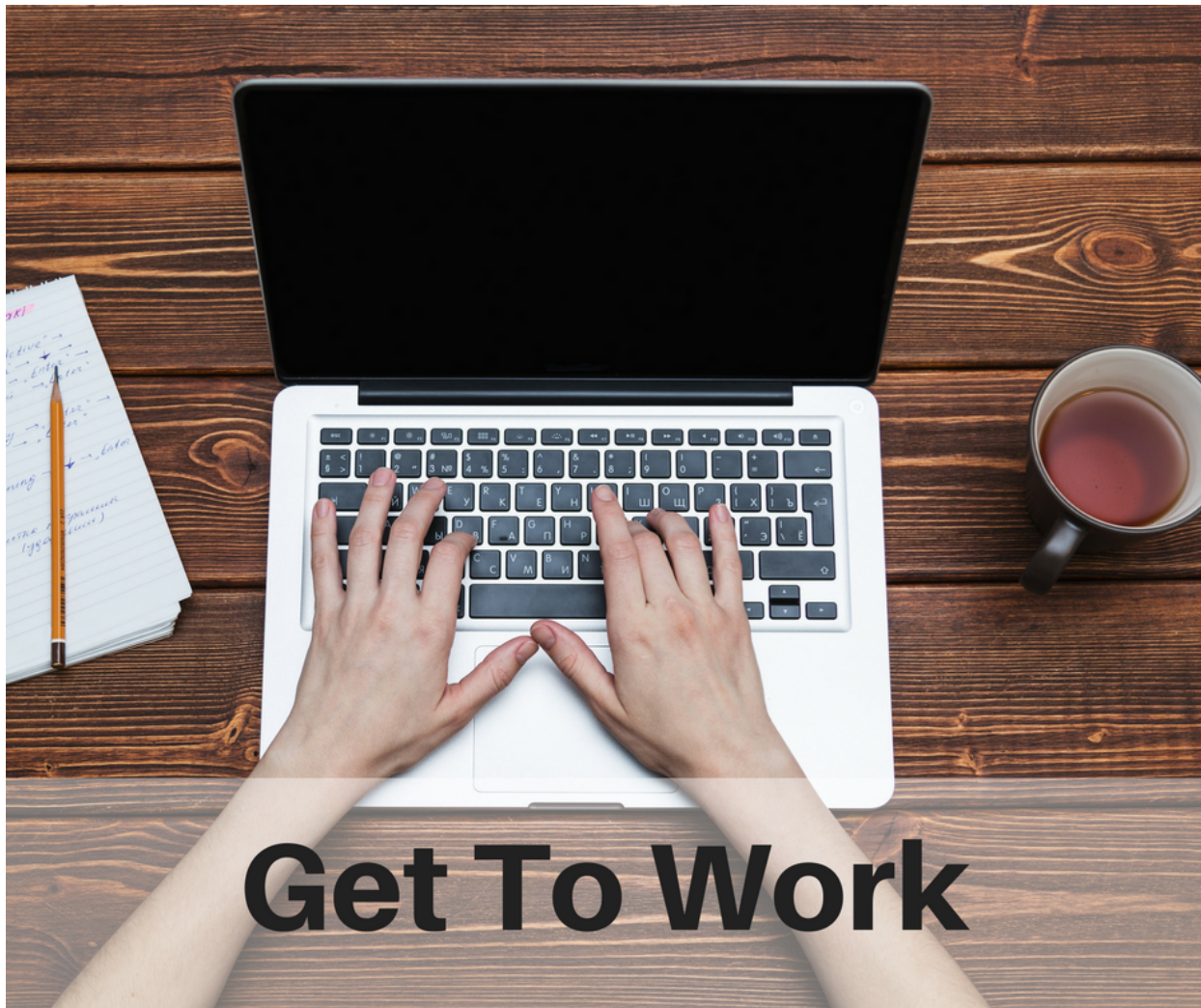
“If you can take my kids for a couple of hours today, I’ll watch yours on Thursday”.

You get the idea.

Do whatever you can to get that hour or so of undistracted time to devote to knocking out your DMO.

SIDENOTE: Sometimes the best place to work with fewer distractions is away from your home office. A trip down to your local coffee shop with free Wifi often does the trick, where you can plug in your headphones, grab a coffee and get really productive.

Whatever works... time to get to step 4.



Get To Work

STEP FOUR: GET TO WORK

You've identified your Money Task.

You created your DMO.

You removed as many distractions as possible.

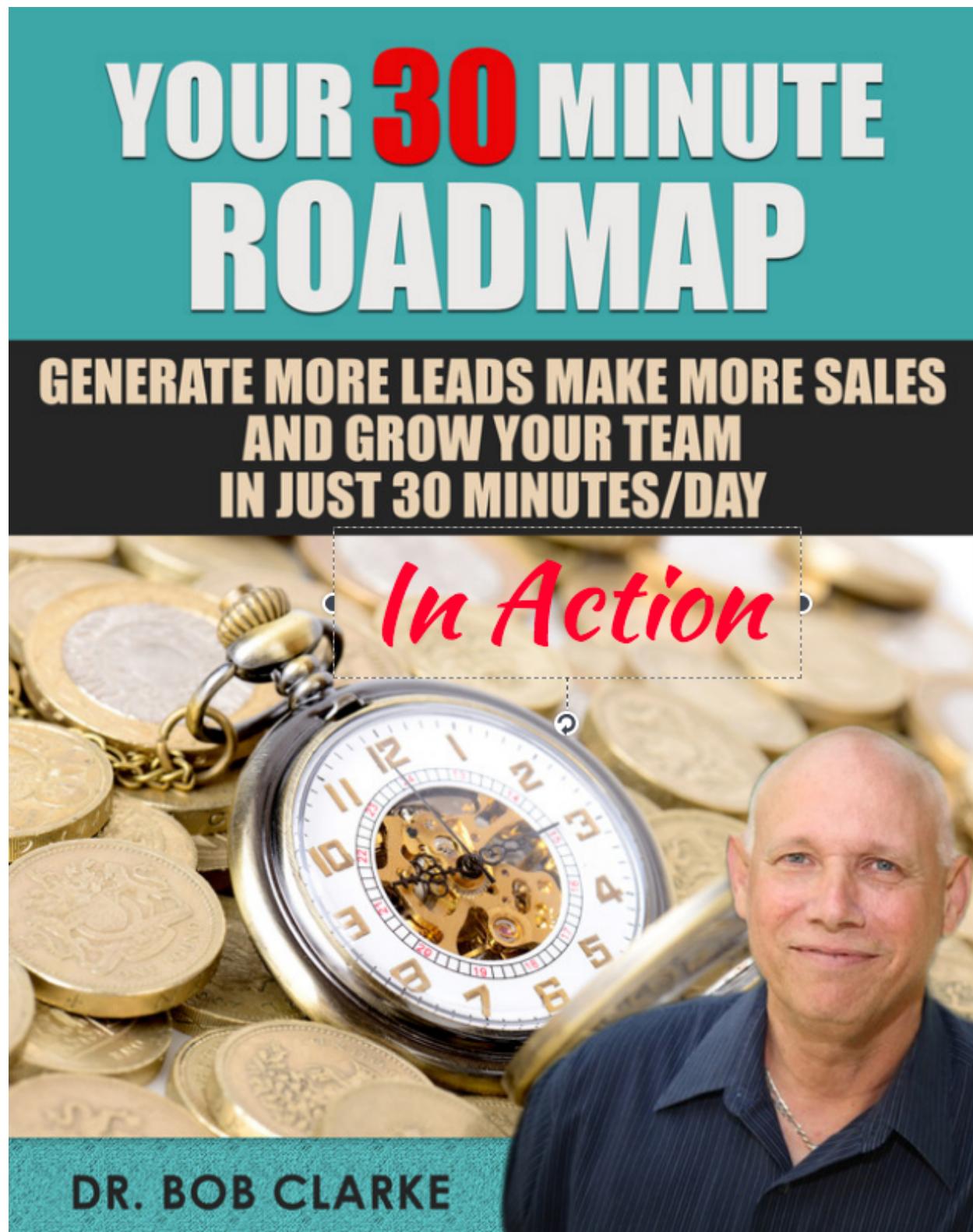
Now it's time to...

GET – TO – WORK!

Seems simple, right?

Sometimes.

And sometimes you need to get a little creative.



The 30 Minute Part Time Roadmap

In Action

Here are a couple of scenarios...

One or the other should work for you.

Scenario 1: Work in 30 minute blocks of time

I like to call them Jam Sessions.

I got that from Darren Hardy.

The concept is simple.

- You block out 30 minutes of your time.
- You set a countdown timer for 30 minutes.
- You start the timer and get to work, doing what matters most, first until the time is up.
- Rinse and repeat (as you are able given your time).

On days where I work my traditional job, I may only get one 30 Minute Jam Session a night.

On my off days, I can fit in 3 and sometimes 4.

It all depends on your schedule and other responsibilities.

But I promise you this...

You will be SHOCKED at how much you can get done in an interrupted block of time... even if it's just 30 minutes.

Shocked.

I was.

A work of warning:

The first few times you do your 30 Minute Jam Sessions, you might find yourself tempted to check the timer every few minutes to see how much time you have left.

That's normal... keep going.

Pretty soon it will become second nature and you won't stop until you hear the timer go off.

Scenario 2: Nooks and Crannies is all you've got

I often hear this...

"I don't have a solid block of time I can work on my business!"

It happens, I get it.

No problem.

I've got you covered.

Always have a Plan B, right?

When life is so hectic that you can't even block out a full 30 minute Jam Session, you need to resort to what I refer to as the "Nooks and Crannies" time strategy.

I actually learned this concept from my mentor, and it's served me very well when life just turns sideways.

The concept is simple...

Look for those little 10 minute breaks in your time that you usually waste... and do something productive for your business.

- What's left in your lunch "hour" after you eat?
- Waiting at the doctor's office for your appointment.
- Waiting outside your kid's school before they come out.

These are all examples of "nooks and crannies". I'm sure with a little focus you can identify MANY others in your day.

What can you do in 10 minutes?

A little bit of productive work... for now.

And by something productive, I usually mean your Money Task.

After all, if you only have a few minutes you might as well make it count.

But what if you could find 4 of these 10-minute breaks during your day?

All of a sudden, you've got your 30 minutes.

Not ideal, but it works.

Here are some examples...

If your Money Task is Prospecting on Facebook, could you find and engage with (or follow up with) ONE person in 10 minutes and have a reasonable conversation?

Probably, yes.

And if you repeated this 3 times...

You'd have prospected 3 people that day.

Not too shabby.

That's 3 more than if you have waited for an entire 30 minute time block to show up in your day.

Here's another one...

If you're money task for the day is creating a piece of content, you could...

- Use 10 minutes to think of an idea for a video
- Use 10 minutes to write out your bullet points
- Use 10 minutes to create and post your video.

Boom! Content done for the day!

See how it works?

The Nooks and Crannies strategy...

It's saved me many times from just blowing off another day without working on my business.

It will work for you, too.



A Little Dose of Reality

Life isn't "Auto-Magic".

Either is your business.

If you've come here looking for a "Set it and Forget it" business model, you can literally take this PDF and throw it in your trash folder.

It will be useless to you.

The 30 Minute Blueprint I've laid out for you is perfect for the person with the crazy, hectic life who still wants to grow a business to ultimately get out of the rat race.

If that's you, perfect.

But let's talk about the "elephant in the room".

Can you REALLY explode your business, get out of your job and change your life in just 30 minutes a day?

Yes... and No.

Yes... by devoting 30 minutes a day to your business working on the most important tasks to get results...

You can dramatically grow your business to the point you can hit your end goals.

With TIME.

- It will be likely be slower than you want.
- You'll need to delay gratification until momentum hits.
- Learning through mistakes will seem like torture.
- You may even feel like giving up.

You have 2 options if you want things to go faster...

1. Find more time to devote to your business.
2. Find shortcuts that make your time more productive.

I really can't help you much with #1... it's your time, you need to figure out how you can find more of it.

But I CAN help you with shortcuts...



Maybe you've heard the quote...

"There are no shortcuts to success!"

Bulls#!@!, I say.

While there is no substitute for rolling up your sleeves and getting the work done, there are definitely ways you can shorten the learning curve and shortcut your way to your goals.

Here are a few:

TECHNOLOGY

If you're not taking advantage of technology to leverage your time and shortcut regular processes, you're missing out.

Here are a few of my favorite ways to leverage technology:

Using Live Video like Facebook Live and Periscope to connect instantly with your followers and deliver valuable content. Nothing like Live Video to allow people to get to know you better!

Using email management services like Aweber to manage and build your list, so that you can send out messages to hundreds or even thousands of people on your list at the click of a mouse.

Using a webinar service such as GoToWebinar or Webinar Jam to provide value to your audience, make offers, and build your list, all at the same time.

Here's more ways I like to leverage technology to save time.

BORROWING AUDIENCES

You might be thinking...

"I don't have a list or a following, how can I change that?"

Well, there are a wealth of trainings on the Internet to build a following and list, but it does take time.

In the short term, you can actually "borrow" the audiences of more successful marketers to get more eyeballs on YOU...

And they won't mind a bit.

In a nutshell, it looks like this...

1. Find a training (free or paid) where you can learn a new strategy and/or skill, by a marketer who has way more of an audience that you do.
2. Learn from the training and take action on what you learned.
3. Repeat and tweak until you get a desired result (generate your first lead online, sign up your first team member, etc.... whatever is the goal of the training).
4. Tell the creator of the training about it and offer to write (or record) a testimonial telling your story.
5. Watch as the creator of the training features you on their blog, FB page or to their email list.
6. Voila – instant exposure!

It's not hard, but will require you to roll up your sleeves and get to work!

COACHING

By far, the fastest and best shortcut I know to get results faster in your business is through coaching.

A coach can guide you through uncharted territory and keep you from making costly mistakes along the way.

Yes, a coach can definitely save you both TIME and MONEY!

The key is to hire the right coach at the right time.

Here are a few tips:

- Make sure the coach you hire has already accomplished what you want to do. How else will they actually show you?
- Be coachable, listen, take careful notes and actually implement what your coach tells you. You'd be surprised how many people don't.
- Check out testimonials from people who have hired the coach before. What has been their experience?

IMPORTANT: If a coach wants you to give them money without you filling out an application first, RUN AWAY!

Most successful coaches will ask you to submit an application in order to find out if your expectations can be met, and to be sure you're a good fit for their coaching style.

What Now?

Now that you've had some time to read and digest the information in this report, don't do what most people do.

Don't just put it aside and go look for the next free training.

DO SOMETHING with what I've taught you today.

- Create your Daily Method of Operation, putting your Money Task first.
- Post it somewhere by your computer for easy access
- Work on creating your Distraction-Free zone to stay more focused.
- Look for those 30 minutes in your day where you can block off time and get to work!

Connect With Me

Be sure to follow me over on [Facebook](#) and [Instagram](#). These are the 2 main social media channels I use to distribute my free trainings.

Also, check out our blog, [Simple Solutions For Part Time Marketers](#). There's over 8 years of free content dedicated solely to providing solutions for people growing their business "*on the side*".

Finally, if you'd like to consider working with me at a deeper level, please [fill out this application](#) and we'll be in touch.

I hope you got value from this report. It doesn't contain ALL the answers, but certainly enough to get you out of struggle and in to results.

Above all else, remember that you are no less smart, no less valuable and certainly no less committed to your business because you're building Part Time.

You are the backbone of the industry and you should CELEBRATE what you're trying to accomplish.

YOU ARE AWESOME!

With much love and respect,



Bob Clarke, Creator, The Part Time Business Blueprint

Resources

Information Devoted To Business Building With Limited Time

[Part Time Business Blueprint](#)

[Part Time Abundance](#)

Coaching

I offer group and individual coaching, dependent on your needs and budget.

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→ <http://BobandRosemary.com/system>

My #1 RECOMMENDED RESOURCE FOR VIDEO LEAD GENERATION:

→ <http://BobandRosemary.com/NoFearVideo>

Your Notes

Your Notes