

BUY BACK YOUR TIME

**Get Unstuck, Reclaim Your Freedom,
and Build Your Empire**

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The website for this book is at: www.BuyBackYourTime.com.

ISBN 978-1-77687-102-5

MAIN IDEA

To excel as an entrepreneur, you pretty much always have to start with a get-stuff-done-yourself mindset. However, for your business to continue to grow and thrive, at some point you have to start buying back your time. That is, you have to hire people to do the routine and repetitive stuff so you can take back the reins of your life, enjoy your work again, and reclaim the freedoms you're after.

That's the underlying message of the Buyback Principle which states succinctly:

BUYBACK PRINCIPLE

DON'T HIRE TO GROW YOUR BUSINESS. HIRE TO BUY BACK YOUR TIME.

The good thing about the Buyback Principle is it starts a positive feedback loop. As you start hiring people to do the stuff you don't like, you have more time to do the things you love, which are usually the highest-value tasks anyway. The more you do what you love, your energy levels will rise, and your business will grow.

"The little-known secret to reaching the next stage of your business is spending your time on only the tasks that: (a) you excel at, (b) you truly enjoy, and (c) add the highest value (usually in the form of revenue) to your business. Likely, two to three tasks fit that description. Every other task you're handling is slowing your growth and sucking the life from you, and you should clear it from your calendar. Yes, someone else should be handling about 95 percent of your current work so you can get back to what matters. Don't hire to grow your business. Hire to buy back your time."

– Dan Martell

"You have unique gifts that create real value. Clear out your calendar so you can practice those gifts."

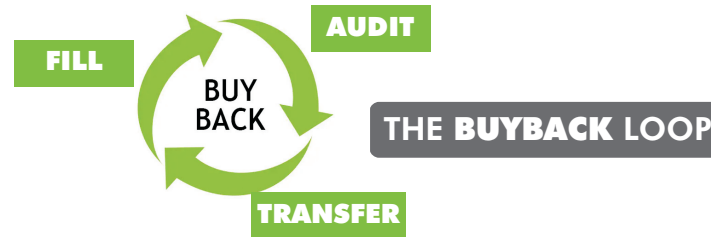
– Dan Martell



BUYBACK PRINCIPLE

1. The Buyback Principle – Three mental shifts Pages 2 - 3

To understand and apply the Buyback Principle, you have to rethink how you spend your time at work. Identify what's draining your time, understand how your mindset needs to change, and get familiar with the Buyback Loop, the DRIP matrix, and the five most common time assassins.



2. How-to buy back your time Pages 4 - 5

Once you can see your time assassins, it's time to get to work applying the Buyback Principle. To position your business to scale without being limited by the hours you have available, get to know the replacement ladder, how to clone yourself, and the importance of building and updating playbooks for everything that needs to get done.

3. Useful tips and buyback hacks Pages 6 - 8

To accelerate your use of the Buyback Principle, learn and use these hacks:

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|---|--------------------------|---|------------------------|
| 1 | PLAN YOUR PERFECT WEEK | 6 | DREAM BIG |
| 2 | USE THE BIG 4 TIME TOOLS | 7 | PRELOAD YOUR YEAR |
| 3 | DO TEST-FIRST HIRING | 8 | USE THE 7 PILLARS |
| 4 | BE TRANSFORMATIONAL | 9 | ENJOY THE BUYBACK LIFE |
| 5 | SOLICIT & USE FEEDBACK | <div style="background-color: #444; color: white; padding: 5px; text-align: center; font-weight: bold;">BUYBACK PRINCIPLE</div> | |