

FIVE TRACKS OF WEALTH

issue
25

The Soul Purpose ADVOCATE

this month

Managing Consultants **P.02**

Getting Answers **P.4**

Aggregate to Success **P.5**

The Golden Chain **P.6**

The "Boardroom" Bedroom **P.7**

*Our grand business is, not to see
what lies dimly at a distance, but
to do what lies clearly at hand.*

~ Thomas Carlyle



Hour of Power - Videocast at <http://hourofpower.eventbrite.com/> Speakers: **Garrett B. Gunderson & Leslie Householder**

Have you ever felt stuck because you ran out of the resources you needed before you accomplished your goals? Or, maybe you just felt stress because the resources you needed were ALMOST GONE? In those situations you may not be as stuck as you think. There are secrets to discovering your HIDDEN resources, and the co-authors

from Portal to Genius want to share those with you. Join Garrett B. Gunderson and Leslie Householder on a journey of discovery. Leslie is a wife and mother of



six children. She is a certified facilitator for Bob Proctor's financial seminars, teaching the natural laws that govern prosperous living and author of *The Jackrabbit Factor*. Garrett is a best-selling author and personal finance expert dedicated to helping individuals find their purpose and passion and gain a deeper understanding of the true meaning of money and wealth.

Beliefs & Action

Your beliefs ultimately become your truth. Your beliefs themselves lead to the actions that you take in your life. As you read these articles, consider what your beliefs are in regards to each topic. Do you agree with the article? What beliefs are propelling you forward, and which ones are holding you back?

FIVE TRACKS OF WEALTH

The Soul Purpose ADVOCATE

Financial Track— 5 Tips for Managing Consultants by 5 Tracks of Wealth Team



Many small businesses are hiring outside consultants to help them get their work done on a dime. “Freelancers” can be invaluable for small to mid-sized businesses who may have sporadic project needs. Rather than hiring a full-time graphic designer, writer, or marketing team that creates a daily expense (whether you need them at the moment or not), hiring a consultant allows you to bring in the experts only when you need them. They’re hourly fee may be higher than having someone in-house, but overall there are usually substantial savings to be had, as long as you aren’t using their services every day. Plus many freelancers have multiple skill-sets. It can create consistency within a project to use the same individual for both graphic design and writing, for example.

But how do you hire an outside consultant, and what is the best way to manage the project to make sure you get on-time, high quality work? Read on for insider tips from Rebecca Sato, who works as an writing/design consultant herself (and has successfully managed hundreds of remote projects).

1. Know what you want

I can’t tell you how many times a client has no idea what they want, but wants me to know what they want. Personally, I’m unusually good at figuring it out, but what I’ve found working with other freelancers is that most of them can’t (or won’t) take the time and energy to try and read your mind. The project description should be specific. Include the purpose of the project, information about your business, key project components, list of deliverables, and a time-line. It’s okay if you need help

**Define success BEFORE
you get started**

defining what you’re after. But the more thought you put into what you want, the more likely it is that the freelancer will be able to give it to you.

2. Take a test spin with a ‘starter’ project

Don’t hire on a new freelancer for a big project without taking them for a test drive on a smaller project. If needed, break your big project into smaller chunks and hire the new consultant for just one piece. This gives you a chance to observe how the consultant communicates, check out their work style, and take note of the quality of the work delivered. That way you’ll already know if this person is a good fit for your bigger project before you fork over the big bucks, and if they turn out to be a lemon—you won’t be too crushed financially or emotionally.

FIVE TRACKS OF WEALTH

The Soul Purpose ADVOCATE

3. Don't Fool Yourself Online

Rely on word of mouth. 9 times out of 10 you'll have better luck with a consultant recommended by another business owner who has used their services before, over a random stranger you find online. Of course, there are exceptions, but it can be expensive and time-consuming to find those exceptions. Time is money. Think about it this way: If you have to work your way through a dozen "cheap" consultants you might find on sites like elance, before you find one that can actually perform, did you really save yourself any money over just hiring a reasonably priced professional from the get-go? Probably not. That doesn't mean you should never use sites like that for small, easy projects, but don't fool yourself. When it comes to consulting, the old saying is as true as ever: You get what you pay for.

4. Define success BEFORE you get started

What is the best possible outcome for this project? What are you hoping to achieve with this project? What is your "end-game"? As obvious as it seems, you'd be surprised at how many business owners don't bother to communicate this information to the consultants they hire. Consequently, the freelancer may be doing an excellent job with the limited information they have and still not be getting you any closer to your true objectives.

5. Communicate Clearly & Quickly

Generally, a consultant works outside of your office, so you won't be able to casually check in as you pass

by their office as you would a coworker or in-house employee. To ensure the project is moving forward, schedule checkpoints for key deliverables and follow-up. Also, if the consultant requests information or clarification send it to them pronto. One rookie mistake that many business owners make is to keep a consultant waiting for days to get the information they need and then still expect them to make their deadlines. Nearly every consultant I know, including myself, can't help but take cues from the client. If you're super slow getting back to me, then inevitably I'm going to think you're not in a big hurry and I'll probably put more pro-active clients needs ahead of yours. If you want high-quality deliverables in a reasonable amount of time, then you need to help facilitate that by following up on requests as quickly as possible. 🚫

Following these 5 basic steps will get you on your way to managing a successful project that adds value to your business and uses your dollars more efficiently.

Rebecca Sato is a freelance professional specializing in content creation and design. She can be contacted at rebeccasato@gmail.com for your next business project.

FIVE TRACKS OF WEALTH

The Soul Purpose ADVOCATE

Spiritual Track— Getting Answers by the 5 Tracks of Wealth Team




For most of us, spirituality deals with finding answers—answers to big questions like “What is my purpose on this Earth?” Or small ones like “How can I brighten someone’s day today?” Where do those answers come from? Some people focus on getting answers from God or their “higher power”, however they may define it. Others focus on getting their own answers through meditation and thought. Both approaches can work just fine, depending on the individual, and neither approach is the “wrong” one, as long as the results work for you.

But there is a powerful path that combine both perspectives, and many highly successful people claim that by relying on both God and their own God-given brain (after all, you weren’t given it for nothing), they are able to get the answers they seek, that ultimately lead them to their objectives. Here are the two major keys to make getting an answer easier.

Humility – It’s okay that you don’t know everything. Sometimes your mind says “This is a great business idea... this is the right girl to marry”, but your intuition (which can be a mixture of “spiritual” and “intellectual” insight) says “Something’s wrong”. On a deeper level, an intuition can tell you as much as logical thought can, so don’t ignore one at the expense of the other. Don’t make any major decisions until both heart and mind align. If they never do,

Don’t make any
major decisions
until both heart and
mind align.

then something is probably off and you need to either drop it or investigate further what the problem might be.

Trust—Sometimes we get a clear answer through prayer and/or meditation, but then we start second-guessing ourselves. We second guess whether we’re the kind of person that can get spiritual guidance (Note: You are) or you second guess whether you “interpreted” the answer correctly. It’s okay to seek reassurance that an answer received was the right one, but don’t disregard it. How many times have you ignored an answer only to regret it later? Probably more than you’d like to admit. It’s okay. Learn from it and move on a better person. 

FIVE TRACKS OF WEALTH

The Soul Purpose ADVOCATE

Mental Track— Aggregate to Succeed by Sergiu S. Simmel



We live in a world of fragmentation: everything comes at us in small doses: lots of short messages over IM, lots of emails, lots of paperwork, constant voice messages, etc. With fragmentation of the flow of “stuff” comes fragmentation in time: our time is now divided into short spurts of attention to many items, jumping from one to the next in an never ending dance of coping. At the end of the week, we are exhausted.

While fragmentation has its benefits, it has sunk our productivity, our ability to produce more results in less time. Why? Because fragmentation requires switching:

- In time, from one task to the next;
- In space, from one source to the next;
- In our mind, from one focus to the next.

Research has shown that switching comes at a huge cost. According to Dave Crenshaw, author of *The Myth of Multitasking*, the cost is an average of 28% in lost time.

The antidote to fragmentation is aggregation. **In time**, it means that we need to aggregate actions into time-blocks we schedule on our calendars. For example, instead of checking and processing email 18 times a day, I recommend doing it only 3 times a day, during pre-scheduled “processing time-blocks.” Or for example, instead of processing insurance billing issues whenever we get a chance, I recommend doing it only during specific time-blocks.


In space, aggregation means combining together places we hold or look for unprocessed items. Instead

of checking each of your 4 email accounts separately, I recommend that you forward three of them and look at a single in-box. Instead of placing the insurance bills all over the place around the office, car, home, I recommend creating a single “processing bin,” such as a large & deep desktop tray, and placing everything that comes in it, so when the processing time-block comes along, we go to one single place for it.

Finally, **in mind**, aggregation means focus. This can only occur when our mind is clear of all the small thoughts, worries, and triggers that constantly pop up and get us unfocused. Instead of keeping a “mental note” that we need to write an article, put a time-block on your calendar for exactly this task.

Instead of remembering that you should re-negotiate your insurance contract, place it on your task list (if the time-frame is a bit looser) or on your calendar (if you have a deadline). Your mind will then be clear of these items, and more able to focus. As a bonus, your level of stress will go down.

Imagine aggregation recovered a portion of that wasted time. If your work week is 60 hours, recovering 20% amounts to 12 hours/week. What would you do with them? Assume you invest ½ back into your business and the other half into your personal life. How would your business grow if you had 6 extra

hours per week? How would your life become happier if you spent an extra 6 hours with your family or friends or yourself? 

** Sergiu Simmel is a Principal at Clepsydra Systems, Inc. and coaches business owners and busy professionals on productivity and structuring. For more info visit ProductivityForLife.com/PBC or you can contact him at Info@Clepsydra.net.*

Physical Track—The Golden Chain by the 5TW Team



Researchers have found that people are sleeping less than they did a decade ago, which can have serious effects on one's health. Good sleeping habits will help you be more productive and will add years to your life and quality to your years. Here are five scientific reasons that may offer some powerful motivation to start making adequate sleep a priority for you and your entire family.

1. Metabolism and Weight

Chronic sleep deprivation appears to cause weight gain in both adults and children. Sleep deprivation can also trigger the release of excess cortisol, a stress hormone linked to increased abdominal fat.

2. Learning and memory

Sleep helps the brain commit new information to memory by way of a process called memory consolidation. Studies have also shown that people are able to discover more insightful or creative ways to problem-solve after a good night's sleep.

3. Quality of Life

Sleep loss results in irritability, impatience, inability to concentrate, and mood swings. Those are the same

indicators of psychological problems such as anxiety and depression. Too little sleep can leave you so tired that you don't want to spend time with friends and family, among other side effects.

4. The Cardio Connection


A serious lack of sleep has been linked to hypertension, increased stress hormone levels, cardiac arrhythmias, and increased inflammation. Getting the recommended amount of sleep appears to be an important factor in preventing the development of heart disease.

"Sleep is that golden chain that ties health and our bodies together."

~Thomas Dekker (1577-1632)

5. Immunity Health & Cancer Prevention

Scientists have also found that lack of sleep slows immune function. For example, sleep loss around the time of vaccination for influenza has been shown to reduce the production of flu-fighting antibodies. Whereas getting enough sleep appears to help prevent cancer.

Ask yourself: Am I getting enough sleep? Do I feel well-rested during the day? Is there anything I could do to improve my sleep schedule? Is there anything I could do to improve the quality of my sleep? Whatever answers you come up with, act on them. There are few things that will impact your health more. 

FIVE TRACKS OF WEALTH

The Soul Purpose ADVOCATE

Social Track—The “Boardroom” Bedroom by the 5TW Team



Men may say: ‘She goes on and on about the same things, and it drives me crazy. I get sick of talking about it.’ While women say: ‘We never talk.’ Technically they cannot both be right! Yet that’s the funny thing about relationship perspectives, both parties can be technically experiencing the same thing while emotionally experiencing the opposite. While there are lots of exceptions, the majority of men like to feel that a conversation has a point and is “getting somewhere”, whereas women are comfortable with open-ended talks just for the sake of talking.

Yet healthy communication is a key point of any happy marriage. If you and your partner are regularly struggling to discuss the things that matter to you both, it might help to focus on making your more serious conversations more “professional” and concise. No whining, or finger-pointing. Keep it clear and to the point just like you would in a boardroom. If you or your partner have a hard time doing that, consider trying out the 10-minute rule.

Here’s how it works: One partner has his or her say for 10 minutes. During this time the other partner listens and does not interrupt (no matter how repetitive, “wrong”, or irrelevant the other person seems). After 10 minutes, the second partner

gets the stage for 10 minutes. Try not to turn it into a blame fest. (Think how ineffective finger pointing is in a business meeting!) Just focus on what you personally feel or think, not on what the other partner is doing and/or failing at.

Men, in particular, appreciate the chance to have their say without interruption and with the guarantee that the conversation will eventually end.

After both of you have had your say, have a further 10 minutes between you both where you can affirm that you understand and appreciate the other’s view and will improve/act on whatever you both feel comfortable with. The whole discussion should be over in 30 minutes max.

Obviously, if both parties want to carry on with the conversation, that’s fine, but make sure the feeling is mutual, and don’t hold a grudge if one or the other wants to call the conversation quits sooner than the other after the 30 minute mark. Setting a limit can be very effective. If you both

**No whining, or finger-pointing.
Keep it clear and to the point.**

know that you have limited time, you will be more concise, and hopefully spare each other any dramatic, unnecessary exaggerations and complaining. Just like in business, you want to know what the other person is thinking, and then get to the point without unnecessarily offending anyone. After all, your marriage is a “business” partnership of sorts, even if it’s one with some wonderful fringe benefits. 