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**TIME: YOU CAN'T CONTROL IT, BUT YOU CAN MANAGE IT.**

Despite the inherent prophecy of one of the greatest and most memorable lyrics of all time sung by Mick Jagger of the Rolling Stones, “time is on my side, yes it is,” the truth of the matter is, it really isn’t, unless of course you know how to manage it.

There are certain things in your life that you can control and there are others that you cannot. Time is one of those things that you simply cannot control. The only thing you can do regarding “time” is to use it wisely and to the best of your ability. Every single person on the face of this earth starts out every single day with the same amount of time that is available to them. We all get 24-hours, period.

What you can do regarding “time” is to manage your activities during the course of this 24-hour period so that you can be more efficient and productive. And therein lays the difference between people who get things done, or achieve more things in the course of a day than others who simply do not know how to manage their time and find their minutes, hours, days and weeks flitted away like a granule of sand on the beach, whisked away by the wind or swept away by the tides, lost forever in the eternal abyss of this great universe.

Let’s take a look at one simple, but possibly the most powerful technique you can implement to help you begin to become more efficient and productive, not only with regard to the use of your time and how to better manage it, but with direct implications on your bottom-line performance.

**Create a Task or To-Do List**

The single easiest, but perhaps the most important thing you can do to help yourself get better organized is to make a task list. List everything you need to do, then prioritize your list. Of course, perform your tasks in order of both timeliness as well as the potential for return on investment, meaning actual money-making activities and/or endeavors.

Of course not everything or every task you have can make you money. Some are likely tasks that help “create the road” that helps you make money. For example, it takes a long time to build a highway, but eventually the road gets done and the toll booth collects the cash. The same principle applies with any business endeavor; it takes time and assorted activities to “build the road.” When it comes to performing those non-income producing activities, try to do them during times that don’t necessarily encroach in the heart of your day when you can use your time more wisely, such as making phone calls, soliciting for new business, etc.

Employ the above technique right away and you will immediately begin to see results of effective and efficient time management, and as an echo to those immortal words to which we have become so familiar, time will in fact “be on your side.”

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