



**TAKE CONTROL OF YOUR TIME**  
**BUILD A BETTER BUSINESS. LIVE A BETTER LIFE.**

Troy Adams

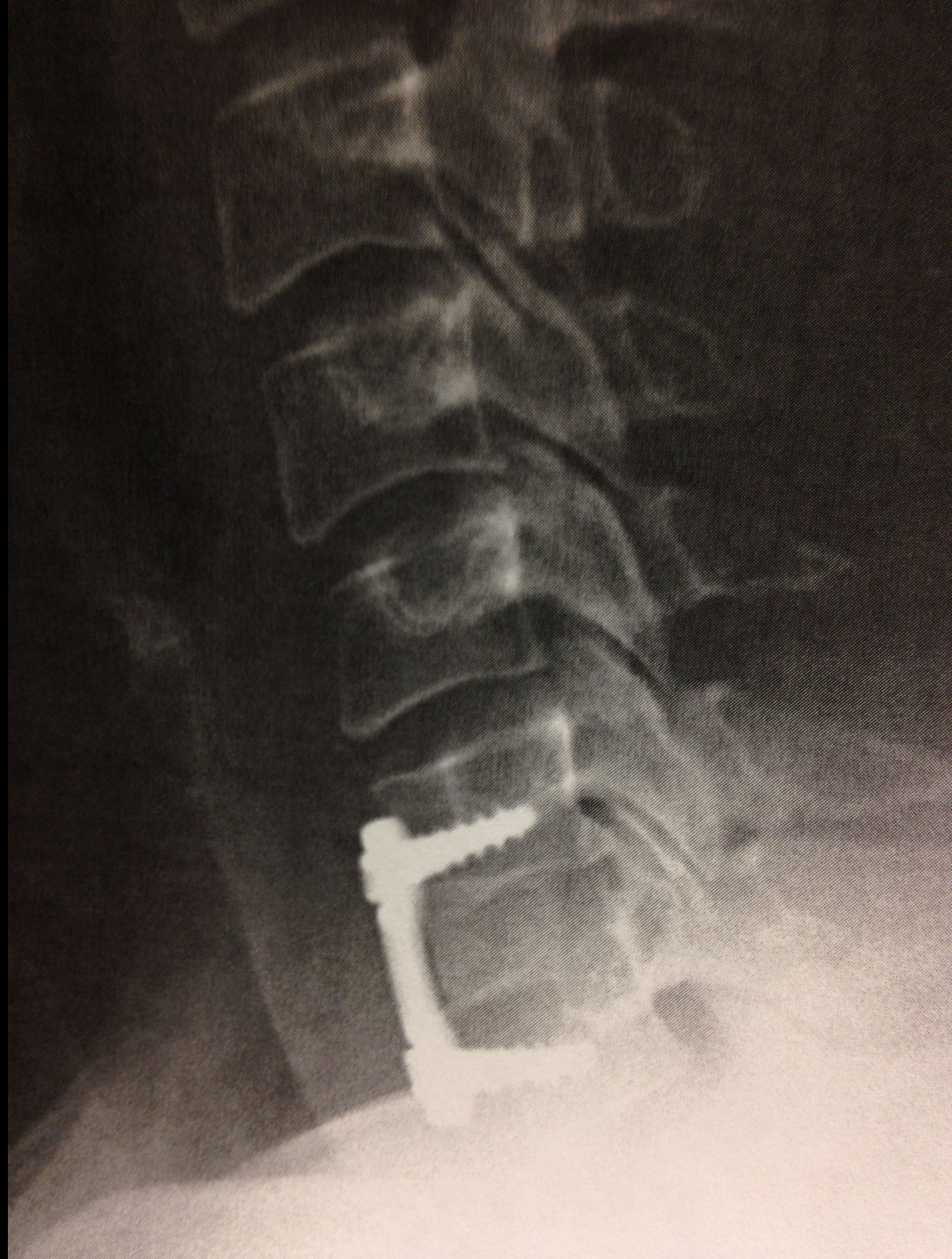
**You own your time.**

**You don't own when your time ends.**

**But you own how you spend it.**

**If it ran out tonight,  
would you be happy  
with how you spent it?**





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# WHAT MATTERS TO YOU?

- **Family & friends**
- **Legacy**
- **Doing more what you love (less what you don't)**





# 29%

industry workers “always” or very often” burnt out

Gallup poll

# #6

Most Stressful Job: Event Coordinator

# WHAT'S THE PLAN

Four Foundations of Time Management



**PLAN**



**PRIORITIES**



**PROCESSES**



**PERFORMANCE**

# MY GOALS

To make today a turning point in your time



**CHALLENGE**



**INSPIRE**



**ADD TOOLS**

MAKE YOUR BUSINESS  
**DANCE**

**SOMETHING NEW**

# **TROY ADAMS**

## **my story**



- **Owner, Carolina DJ Professionals**
- **Founder, Make Your Business Dance**
- **29 years industry / DJ experience**
- **BizBash Top 500 Most Influential Pros**
- **WeddingPro Educator**
- **NACE National Education Committee**
  
- **Former golf pro, GM, TV sportscaster**
- **Husband, father, son of a teacher/coach**
- **Mainer & part-Canadian**
- **Walking conflict**

# **TROY ADAMS**

## **my TIME story**



- probably never heard of me
  - had no time management
  - was never around
  - missed a lot of moments
  - 60 gigs in 6 months after own wedding
  - in-laws wondered if this was a real job
- 
- night owl AND early riser
  - two boys, age 4 & 6
  - first asked to speak on time in 2016
  - tragically lost my father in 2017

# WHAT I MANAGE

**1mill**

revenue

**2500**

leads

**900**

events

**750**

applicants

**112**

close vendors

**54**

goals

**27**

staff

**25**

hours/week\*\*\*

**13**

close family

**12**

weeks vacation\*\*\*

**6**

personal weddings

**4**

times contact each client

**3**

cities with teams

**2**

rental properties



**“If you don’t take control  
of your time,  
someone or something  
else will.”**

**Troy Adams**  
Make Your Business Dance



**1**

**YOUR PLAN**

**“WHERE ARE YOU?”**

**“WHERE ARE YOU GOIN?”**

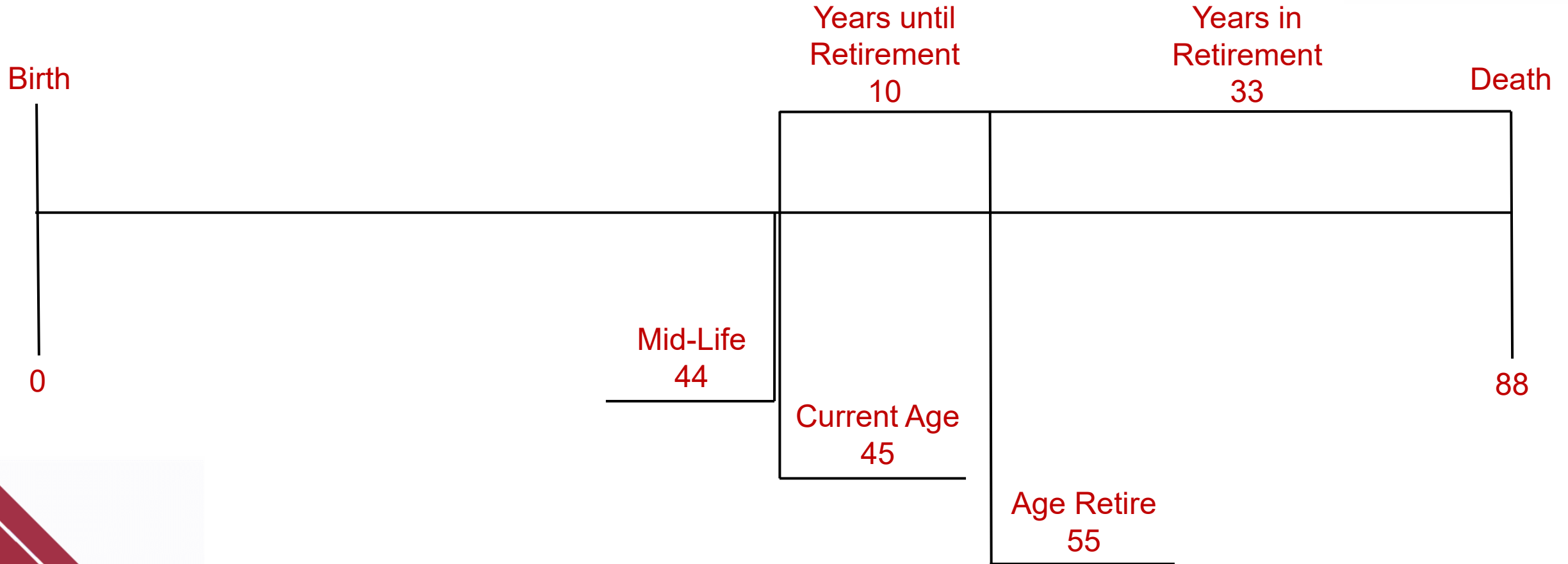
# SELF ASSESSMENT PLAN



- **Life Timeline**
- **Where do you NOW spend your time?**
- **Where do you WANT to spend your time?**



# YOUR LIFE TIMELINE



# WHERE DO YOU SPEND YOUR TIME?



Email  
Phone  
Media  
Meetings  
People  
Firefighting  
Commute  
Equipment  
Passions

**2**

## **PRIORITIES**

**“WHAT MATTERS MOST?”**

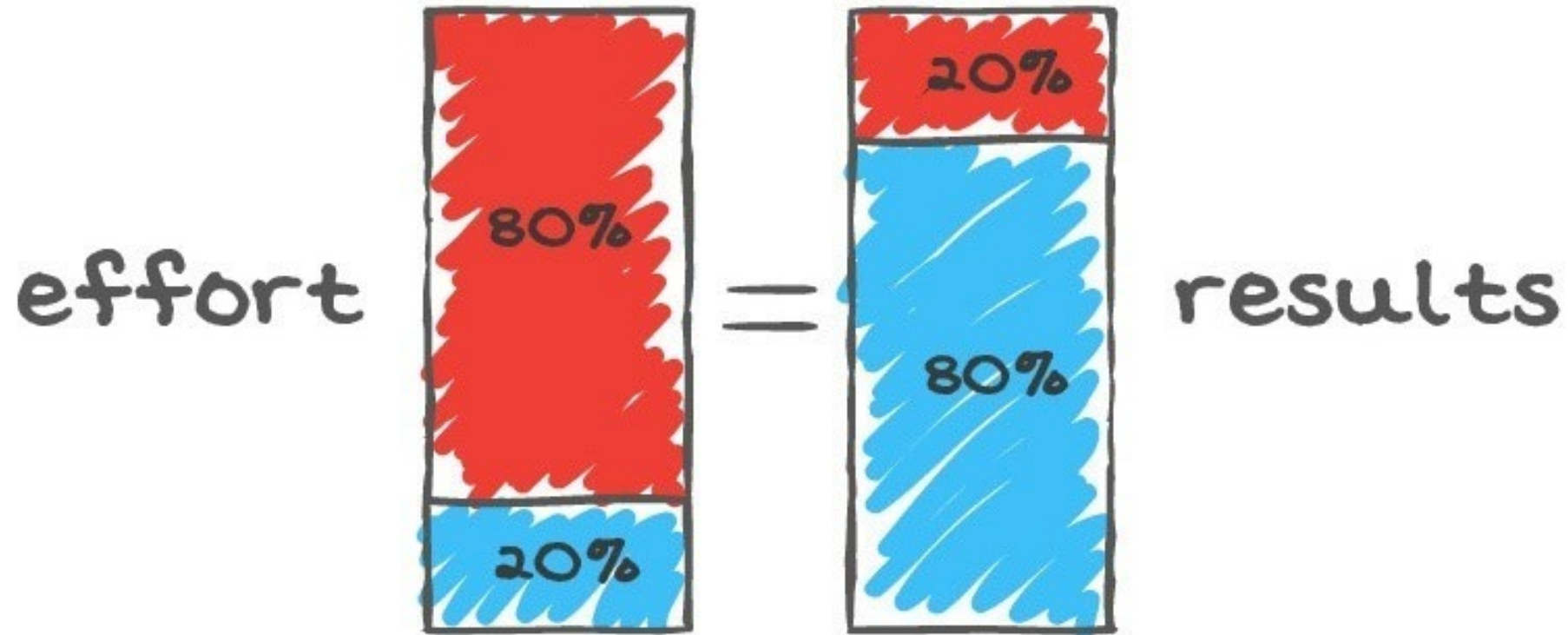
**“WHAT’S GOTTA GO?”**

# PRIORITIES

- **Your rankings**
- **80/20 principle**
- **Urgency vs. Importance**



# The Pareto Principle



	<b>URGENT</b>	<b>NOT URGENT</b>
<b>IMPORTANT</b>	<p>Emergencies Deadlines Pressing Problems</p> <p><b>DO</b> (10% - 4 hrs)</p>	<p>Business Plan Goals &amp; Projects People</p> <p><b>PLAN</b> (75% - 30 hrs)</p>
<b>NOT IMPORTANT</b>	<p>Calls, Emails, Texts Interruptions Non-priorities</p> <p><b>DELEGATE</b> (10% - 4 hrs)</p>	<p>Some Social Media Internet Surfing Gossip</p> <p><b>LIMIT</b> (5% - 2 hrs)</p>



# ELIMINATE DISTRACTIONS



- **Who, or what, really needs immediate attention?**
- **Set expectations & say NO**
- **How: voicemail – no notifications – go offline – 000**



**“You can’t do big things,  
if you’re distracted  
by small things.”**

**Author Unknown  
Make Your Life Dance**

**3**

## **PROCESSES**

**“WHAT’S YOUR ROUTINE?”**

**“WHAT’S YOUR LIFE LOOK LIKE?”**

# ROUTINE: SLEEP

- **Recommended sleep hours for adults: 7-9**
- **Perform better in 1<sup>st</sup> half of day**
- **Consistency is key**



# **ROUTINE: MDBs**

- **Important items → smaller tasks**
- **Improves efficiency, stress, creativity**
- **Control behaviors, measure & predict results**



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
5 AM	Personal Projects (notes)	EM / SM	Read	EM / SM	Read	Write / Assemble MYBD + DJ vids	Write / Assemble MYBD + DJ vids	
6 AM		WK -><- MGR EM		Enter \$				
7 AM						MUSIC	update finances (n	
8 AM	Carson - school	Carson Run / L	Carson Run / L	Carson - school	Carson Run / L	Food Prep	Wkly C+C vids	
9 AM	GOLF	Nwsltrs & Event Mgmt (notes)		Troy + Jenn - wkly n				
10 AM				Troy + Jeff Wkly Zo				
11 AM					IMP Funnel (notes)			
12 PM								
1 PM								
2 PM								
3 PM	Carson	Carson	Carson	Carson	Carson			
4 PM								
5 PM	FAM	Client Mtgs	Kids Swim Class & Dinner	Karate (5:30)	Golf with Kids			
6 PM								
7 PM			FAM	FAM	FAM			
8 PM								
9 PM	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	
10 PM								

# **SCHEDULE EVERYTHING**



- **See your business & life**
- **Simplify success to a choice**
- **Never miss important elements & lose the lists**



# HOW TO SCHEDULE

- **Hell Yeahs & highlights**
- **Parkinson's Law, deadlines & margin**
- **Protected time & color coding for balance**





	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
5 AM	Personal Projects (notes)	EM / SM	Read	EM / SM	Read	Write / Assemble MYBD + DJ vids	Write / Assemble MYBD + DJ vids	
6 AM		WK -><- MGR EM		Enter \$				
7 AM						MUSIC	update finances (n	
8 AM	Carson - school	Carson Run / L	Carson Run / L	Carson - school	Carson Run / L	Food Prep	Wkly C+C vids	
9 AM	GOLF	Nwsltrs & Event Mgmt (notes)		Troy + Jenn - wkly n				
10 AM				Troy + Jeff Wkly Zo				
11 AM					IMP Funnel (notes)			
12 PM								
1 PM								
2 PM								
3 PM	Carson	Carson	Carson	Carson	Carson			
4 PM								
5 PM	FAM	Client Mtgs	Kids Swim Class & Dinner	Karate (5:30)	Golf with Kids			
6 PM								
7 PM			FAM	FAM	FAM			
8 PM								
9 PM	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	
10 PM								

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## **PERFORMANCE**

**“DO IT IN LESS TIME”**

**“GET IT TOGETHER & GET RID OF”**

# FUNNEL & FILTER

- **Direct things where you want to go**
- **Ex: Lead forms, client pages, hosting events**
- **Ex: Voicemail & auto-responders**



# Focus Funnel

Eliminate

Automate

Delegate

Concentrate

Procrastinate



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
5 AM	Personal Projects (notes)	EM / SM	Read	EM / SM	Read	Write / Assemble MYBD + DJ vids	Write / Assemble MYBD + DJ vids
6 AM		WK -><- MGR EM		Enter \$			
7 AM						MUSIC	update finances (notes)
8 AM	Carson - school	Carson Run / L	Carson Run / L	Carson - school	Carson Run / L	Food Prep	Wkly C+C vids
9 AM	GOLF	Nwsltrs & Event Mgmt (notes)		Troy + Jenn - wkly notes			
10 AM				Troy + Jeff Wkly Zc			
11 AM				IMP Funnel (notes)			
12 PM							
1 PM							
2 PM							
3 PM	Carson	Carson	Carson	Carson	Carson		
4 PM							
5 PM	FAM	Client Mtgs	Kids Swim Class & Dinner	Karate (5:30)	Golf with Kids		
6 PM							
7 PM			FAM	FAM	FAM		
8 PM							
9 PM	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed
10 PM							

# TIME BLOCK & BATCH



- **Up to 80% more productive**
- **Group things together & do less frequently**
- **Ex: client mtgs – phone calls – food prep – gigs**



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
5 AM	Personal Projects (notes)	EM / SM	Read	EM / SM	Read	Write / Assemble MYBD + DJ vids	Write / Assemble MYBD + DJ vids
6 AM		WK -><- MGR EM		Enter \$			
7 AM						MUSIC	update finances (n
8 AM	Carson - school	Carson	Carson	Carson - school	Carson	Food Prep	Wkly C+C vids
9 AM	GOLF	Monthly Ops		Troy + Jenn - wkly n			
10 AM				Troy + Jeff Wkly Zo			
11 AM				IMP Funnel (notes)			
12 PM							
1 PM			Monthly Mgr Mtg				
2 PM							
3 PM	Carson	Carson		Carson	Carson		
4 PM							
5 PM	FAM	FAM		Karate (5:30)	Golf with Kids		
6 PM			Monthly Company Mtg				
7 PM				FAM	FAM		
8 PM							
9 PM	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed
10 PM							

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
5 AM	Personal Projects (notes)	EM / SM	Read	EM / SM	Read	Write / Assemble MYBD + DJ vids	Write / Assemble MYBD + DJ vids
6 AM		WK -><- MGR EM		Enter \$			
7 AM						MUSIC	update finances (notes)
8 AM	Carson - school	Carson - school	Carson - school	Carson - school	Carson - school	Food Prep	Wkly C+C vids
9 AM	GOLF	Nwsltrs & Event Mgmt (notes)		Troy + Jenn - wkly notes			
10 AM				Troy + Jeff Wkly Zoom			
11 AM				IMP Funnel (notes)			
12 PM							
1 PM							
2 PM							
3 PM	Carson	Carson	Carson	Carson	Carson		
4 PM							
5 PM	FAM	Client Mtgs	Kids Swim Class & Dinner	Karate (5:30)	Golf with Kids		
6 PM							
7 PM			FAM	FAM	FAM		
8 PM							
9 PM	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed
10 PM							



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
5 AM	Personal Projects (notes)	EM / SM	Read	EM / SM	Read	Write / Assemble MYBD + DJ vids	Write / Assemble MYBD + DJ vids
6 AM		WK -><- MGR EM		Enter \$			
7 AM							update finances (n
8 AM	Carson - school	Carson	Carson	Carson - school	Carson	Food Prep	Wkly C+C vids
9 AM	GOLF	Write/Record MYBD, SM + Tips Content (see notes)		Troy + Jenn - wkly n		Troy Wedding - Katherine + Oliver Board and Batten	Troy Wedding - Riley + Julianna Camelot Meadows
10 AM				Troy + Jeff Wkly Zo			
11 AM				IMP Funnel (notes)			
12 PM							
1 PM							
2 PM							
3 PM	Carson	Carson	Carson	Carson	Carson		
4 PM							
5 PM	FAM	Team Outing	Kids Swim Class & Dinner	Karate (5:30)	Golf with Kids		
6 PM							
7 PM			FAM	FAM	FAM		
8 PM							
9 PM	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed
10 PM							

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
5 AM	Personal Projects (notes)	EM / SM	Read	EM / SM	Read	Write / Assemble MYBD + DJ vids	Write / Assemble MYBD + DJ vids
6 AM		WK -><- MGR EM		Enter \$			
7 AM						MUSIC	update finances (n
8 AM	Carson - school	Carson	Carson	Carson - school	Carson	Food Prep	Wkly C+C vids
9 AM	GOLF	SM for MONTH (notes)	MONTHLY MYBD ZC	Troy + Jenn - wkly n	Day with Caleb		
10 AM			MYBD Coaching Block (10:30, 12, 1:30)	Troy + Jeff Wkly Zoc			
11 AM				IMP Funnel (notes)			
12 PM							
1 PM							
2 PM							
3 PM	Carson	Carson	Carson	Carson	Carson		
4 PM				Educati			
5 PM	FAM	MYBD Coaching Block (6pm, 7:30)	Kids Swim Class & Dinner	Karate (5:30)	Golf with Kids		
6 PM							
7 PM			FAM	FAM	FAM		
8 PM							
9 PM	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed	Show/Prayer/Bed
10 PM							

# DELEGATE & AUTOMATE



- **Establish your value**
- **Empowers others, builds network & resources**
- **Ex: templates – technology – VAs – contractors**



**“If you want to do a few  
small things right,  
do them yourself.**

**If you want to do great  
things & make a big  
impact, learn to delegate.”**

**John C. Maxwell**  
Author & Speaker on Leadership

**01**

Self  
Assessment

**02**

Your  
Goals

**03**

80/20  
Principle

**04**

Urgent &  
Important

**05**

Eliminate  
Distractions

**06**

Schedule  
Everything

**07**

MDBs &  
Sleep

**08**

Funnel &  
Filter

**09**

Batch &  
Time-Block

**10**

Delegate &  
Automate



**MY FAVORITE  
TIME-SAVING  
APPS &  
LIFE HACKS**



# KEEP THE CONVO GOING

@DJTroyAdams  
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MAKE YOUR BUSINESS  
**DANCE**

**How you spend your time  
will define your life & legacy.**



**Design the life you want.**