



the meantime:

More Space

Step Two: Creating Emotional, Financial and Social Space

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eliminate what's draining your energy

This is huge. There are likely certain people, situations and dynamics that are draining your energy and, when you're in crisis, having your energy drained is not an option.

It's time to say "no" to anything that is sucking your energy. The Meantime can be a time where you need to take space from certain friends and family. There are things you are "tolerating" that take so much more out of you than you can imagine.

Make a list of everything you are tolerating that is annoying, frustrating or draining your energy. Pick the Top Ten and commit to work through them as quickly as you can.

Consider the four D's of getting it Done when facing energy suckers:

- 1) Do it now.
- 2) Delay it (schedule a time in the future to deal with it and then forget about it) until then.
- 3) Delegate it (get someone else to deal with it).
- 4) Declare it done (let it go).

ask for help

*"Every carer needs a carer. Every teacher needs a teacher. Every helper needs a helper.
Make sure you have the support you need."
- Elham Kashefi*

This is such an important piece. Ask for help. When you're in The Meantime your reserves are low. More to the point, they're lower than you think they are. And when you run out of reserves a lot of things can happen that aren't great. We can snap at people. We can become reclusive. We can break promises to people we care about. We can use people. When we are running on empty our integrity can also be at an all time low. As Vince Lombardi put it, 'Fatigue makes cowards of us all.'

My dearest of colleagues Mark Silver of HeartofBusiness.com shares some incredibly wise words on this topic in his article *Asking for Help Before You Hit Zero...*

Recently my wife fractured her pelvis, and yes, she's still laid up in bed for a few more weeks, my poor sweetheart. It's a hairline fracture, and she's mostly not in pain, but she can't do much, even so. Oy gevult! If you have any prayers and good thoughts to send our way, we'll receive them gladly.

This has required us to ask for a lot of help from friends, from colleagues, from our preschool community, to help fill in childcare needs. Because, of course, school is out.

It's a given that heart-centered business owners care, and that most of us are much happier being the givers than the receivers.

In our six-month program Foundations1: Clients and Money, when the money module comes up and we look at the spiritual energetics of our giving/receiving relationships, the vast majority of participants are always much happier giving than receiving.

I see this pattern in the way the outpouring comes when people ask for help. Lots of people like to give! We ourselves have seen this come our way, which has been amazing and humbling.

Today I'm giving you a challenge that will change your life and your business if you can take it on.

Ask for help before you absolutely need it.

What I mean is this: don't be reduced to absolute exhaustion, zero in the bank, and scraping in the gutter before you allow yourself to ask for help. Instead, ask for help even if you can open that door yourself. Ask for help even if you could "get by" without that helping hand.

There are three reasons to do this, each one of them enough, and hopefully all three are overwhelming pressure to just ask. :)

The first is that by asking, you allow others to give. *Because so many people love giving, by asking you've given an opportunity for others to feel great about helping you. Seriously. It sounds funny, but I can't tell you how many times people have told us, "Thank you for asking. It feels good to help."*

The second is that if you ask before you're at zero, then it's actually easier to ask. *If you're at zero, you're probably filled with desperate neediness, which can be a hard thing to bring out into the world. It's fine to do that, but if you're not yet at zero, you can ask from desire instead of need, which can feel so much easier. It's also easier to be unattached to how people respond when you're not at zero, which also makes it more fun and effective.*

The third is the spiritual reality: we're ~~always~~ at zero. *We are dependent on help for everything. Our trillions of cells all need to do their thing to keep us alive. The world needs to keep producing oxygen, and rain, and all the things that keep the crops growing and us breathing.*

There's nothing we can truly do alone, and asking for help is really just acknowledging what is already true: we're not independent in any way whatsoever.

*Your business heart assignment this week: ask for help, even with something small, when you don't *really* need the help, and just see what happens.*

I hear from folks all the time, "I wish I had gotten help two years ago..." Don't be that person.

Even if you are that person- Lord, I'm that person- don't let two years turn into four years.

More: don't even commit to hiring the help- commit to exploring *what* help is available and *whether* it's right for you.

Where do you need more support in your life and what will you do to get it?

This image shows a full page of handwriting practice paper. It features ten identical rows of horizontal dashed lines, each row consisting of three parallel lines spaced evenly apart. The lines are light gray and extend across the entire width of the page, providing a guide for letter height and placement. There is no text or other markings on the page.

stop wasting time

Do you spend too much time on Facebook, surfing the net, watching TV? Consider going on a fast from those things or giving yourself a hard limit of 30-60 minutes a day.

When you're in The Meantime, you will want, more than just about anything, to distract yourself from the crisis. Don't let yourself do that. The more you avoid dealing with it, the bigger it builds and the more shame you will feel.

Stephen Covey wrote about the four quadrants of time management.

Quadrant I: Urgent and Important This is where The Meantime lies. This is the category of genuine crisis. Also fitting in here are mental, emotional, spiritual, health and relationship crises. These must be tended to.	Quadrant II: Not Urgent, But Important This is where we want to spend most of our time. Most of the things that end up in Quadrant I could have been avoided if we'd spent more time here. This quadrant is where we find genuine rest, self care, planning, organizing, taking time to learn, invest in long term things, creating systems, working on new products, going on sabbatical, spending time with close friends and family. The real answer to The Meantime is found by expanding this Quadrant as much as possible.
Quadrant III: Urgent, Not Important This Quadrant is often about being caught up in petty melodramas (our own or others). These are things where, in reality, nothing of true consequence will happen if we ignore them.	Quadrant IV: Not Urgent, Not Important This is the Quadrant of waste. This is where we find most of our real activity on social media, watching TV, reading gossip magazines etc. It adds no real value to our lives. It's where we distract ourselves.

When you're in The Meantime, the key is to cut out Quadrant III and IV as much as you're able, to put your full attention on Quadrant I (to come up with the short term solution) and begin to shift into Quadrant II as quickly and sustainably as possible.

You may be amazed at how much time is freed up when you just stop wasting time on things that are unimportant.

Specific tips and tactics to stop wasting time:

Email: Answer your emails only at specific times and only for one or two hours. You might do this once a day, three times a week or only once a week. Set up an autoresponder to let people know that you are in a busy season and that it may take a few weeks to receive a reply from you.

Use These Two Apps for Your Email:

boomerangmail.com: This allows you to select emails and choose the date you want to see them again. It then takes the email out of your inbox, it vanishes, and reappears on the date you've chosen. Do this with any emails that are stressing you out and that aren't genuinely urgent.

unroll.me: This acts as a filter for your gmail and somehow knows which emails are newsletters you get and then strips them out of your inbox before you see them and send them all to you in a handy email digest you can scan if you want to.

Those two apps have changed my email life.

Unsubscribe from emails: my guess is that you're on a lot of email lists you no longer read but still need to take time to delete from your inbox. If you don't then there's a good chance that they are subtly contributing to your sense of overwhelm. Take 20 minutes and go through your inbox and get off as many email lists as you can. Keep only the ones you really value.

Cut down on how much you're on your phone: Spoiler alert, you're on your phone a lot more than you think.

If you have an iPhone get an app called 'Moment': itunes.apple.com/us/app/moment-track-how-much-you/id771541926?mt=8

If you have an android there are even more options - just search for apps that track phone use. One I've heard good things about is called 'Quality Time' which also tells you how much time you're spending on each app. Yikes.

Take Regular, Short Breaks from Your Computer: It's so easy to get sucked into puttering in a way that you're just wasting time on Facebook. One of the best ways to curb this and be healthier is a program called rsiguard.com which I can't recommend highly enough. It will get you to stop working and do stretches. Once you're free from the computer screen for even 10 seconds, you may notice yourself more aware of your body and priorities so that, when you return to work, you're much more effective.

Turn off the TV: Maybe let yourself watch a few of your favourite shows, but don't let yourself channel surf or get lost on Netflix for hours.

"Ordinarily what we think is joy is not joy; at the most it is entertainment. It is just a way to avoid oneself. It is a way to intoxicate yourself, it is a way to be drowned in something so you can forget your misery, your worry, your anguish, your anxiety."

So all kinds of entertainments are thought to be joy ~ they are not! Anything that comes from the outside is not, and cannot be, a joy. Anything that depends on something is not, and cannot be, a joy. Joy arises out of your very core. It is absolutely independent ~ independent of any outer circumstance. And it is not an escape from oneself; it is really encountering oneself. Joy arises only when you come home. So whatsoever is known as joy is just the contrary, just the diametrically opposite: it is not joy.

In fact because you are joyless you seek entertainment.

This country must be joyless; otherwise there is no need for so many entertainments.

Only a joyless person needs entertainment. The more joyless the world becomes, the more we need the tv, films, the tinsel - land and a thousand and one things.

We need alcohol more and more, we need new kinds of drugs more and more ~ just to avoid the misery that we are, just not to face the anguish that we are, just somehow to forget it all.

But by forgetting it nothing is achieved.

So joy is to enter into your own self. In the beginning it is difficult, arduous. In the beginning you will have to face misery; the path is very mountainous. But the more you enter into it, the more is the pay-off, the greater is the reward.

Once you have learned how to face your misery, you start becoming joyful, because in that very facing the misery starts disappearing and you start becoming more and more integrated.

One day the misery is there and you are there facing it ~ suddenly, the break: you can see the misery as separate from you and you are separate from it. You have always been separate; it was just an illusion, an identification that you got into. Now you know you are not this, and then there is an outburst of joy, an explosion of joy.” - Osho

go on a 30 day social media fast:

I don't know about you, but I can spend a lot of time on Facebook. Hours can vanishing while you're sitting there tweeting, pinning, instagramming and sharing. And, when you're in The Meantime, you don't have that kind of time.

Leave a message that you'll be taking a hiatus for a while in your last status and then log out. Do the same with Twitter, Instagram, Pinterest, online dating sites and any other social media sites that you know you use to distract yourself.

During this time I highly recommend removing these apps from your phone entirely. Instead of going onto Facebook while in line, talk with someone. On the bus? Read a book.

Watch this video to inspire: youtube.com/watch?v=dRl8EIhrQjQ

And, if this is a big issue for you on an ongoing basis, check out:

selfcontrolapp.com/

macfreedom.com/

anti-social.cc/

get organized

When you're in The Meantime, you need to get yourself organized and focused. Tidying your home and office is huge, but you also want to get your to do list organized.

Most people don't have a system to organize their to-do's. There are a lot out there but the one that I use and that has been a game changer for my ability to organize myself is called, simply, Things (which you can learn about at culturedcode.com).

It's based on the book, which I highly recommend, Getting Things Done by David Allen (you can check it out [here](#)).

Products like Things allow you space to capture all of your ideas of things you need to do and then organize them by project and by when you want to get to them. A huge benefit of this is freed-up brain space. When you have an idea you can throw it down into Things and then forget about it. It will show up when you need it.

When you're in The Meantime, you want to stay away from overwhelm as much as possible, because the whole situation is already overwhelming and a few things can get you overwhelmed faster than getting your ideas out of your head and organized.

When people are in crisis, it's easy to panic and just want to do anything. But, panic is not a good strategy. It's important to slow down for a minute and get your ideas out on paper and organized.

I've also heard great things about <https://asana.com/>

If you want to know how you're spending your time on the computer, check out <https://www.toggl.com/> - though prepare to be appalled at how little time you're actually spending working.

get out of any commitments you can to free up time

“Besides the noble art of getting things done, there is the noble art of leaving things undone. The wisdom of life consists in the elimination of non-essentials.”

— Lin Yutang

“Plenty of people miss their share of happiness, not because they never found it, but because they didn't stop to enjoy it.”

- William Feather

This is also huge.

- Are you on a board or committee that isn't 100% filling you up?
- Are you volunteering somewhere?
- Did you offer to help a friend with a project?

Step back from those commitments. Most of us are so incredibly busy that we have almost no free time, we have almost no white space in our calendar.

Give this a read:

<http://onbeing.org/blog/the-disease-of-being-busy/7023?page=2>

And the following:

“Do you ever watch the TV show Hoarders?

People have literally filled their homes with so much “stuff” that they can barely move. Their possessions, things you and I would likely call junk, even garbage, take up so much space that there is very little room left for them to live in their spaces.

It sounds extreme, but part of what makes it so fascinating for me is that it's not all that far off from how many of us live. The primary difference is that the rest of us hoard in more "socially acceptable" ways. Instead of hanging on to every milk carton that crosses our path, we say "yes" to every appointment, obligation or commitment. Just like the on the show hoarders, we end up with lives that are literally so full, that there's no room left for them for us to really live.

Our schedules are filled to capacity. Our lives are booked but we continue to feel pressure to do, accept, commit to more. We're so used to doing it, that it doesn't seem like a problem. An inconvenience, yes. A cause of stress, sure! But a problem that needs to be solved – not really. But it is.

Clutter and busy-ness even block abundance. Abundance thrives in space. In your home, the open space is where you live. Your life happens between the walls, between and around the possessions. The same is true outside your home. The space between your commitments is where you allow yourself to savour the life you have created.

Most of us are taught that abundance means having a life that is filled to the tippy, tippy top and possibly overflowing. Be willing to reconsider that belief.

Don't take my word for it. Try it for yourself. Sometime in the next 24 hours I want you to take a glass and fill it as full as you can, all the way to the very top. Once it's filled, try and walk around with it. Try moving your hands while you talk. Try to give someone a hug. Notice how it feels.

Then, go ahead and dump some of the water out. Not even a lot. Just a little bit. Create some space in the glass. Notice how it feels different. Notice how you move differently. Which gives you more freedom to move? To run, or jump? Maybe even dance?" - Christy Lambert, Radical Abundance.

But free time has become a lost art.

<http://99u.com/articles/35599/the-lost-art-of-free-time>

Yes, this may let some people down. But you can do it as responsibly as possible. Backing out of commitments isn't an action of the highest integrity but, if you don't handle The Meantime well, there's a very good chance that many more people will be negatively affected by it.

Oftentimes we think, "Oh no! I couldn't back out of that. They need me! I'm irreplaceable. They'd freak out!" But would they? Can you know that's true? If you sat down and had a heart to heart with them to say, "I really want to help you but right now my life is in a full blown crisis that I need to attend to. I'm so sorry but I need to step back for a few months/the next year."

And make sure you take more time off of those things than you think that you need.

Look at where you're spending your time and eliminate anything you possibly can that isn't a 100% "yes" to you. Anything that's in Quadrant III or IV? Cut it.

In 2014, I decided I needed to go on a nine month sabbatical from community work and projects so I could focus on my business. It felt amazing to give that to myself.

stop working on creating more free content

Unless it is a direct lead into your products or services or will help you figure out your niche, stop creating more free content. It's easy to want to keep creating more free content. I used to do this a lot until my colleague Mark Silver and I had a conversation. I was sharing about some new blog posts I was planning on writing and some free products and Mark said, "Tad, you have three hours of free video on your website, over 500 blog posts and a free almost 200 page ebook... and you need money right now. Maybe it's okay to stop creating free content for a while."

It's easy to get into the pattern of thinking you just have to keep giving content away for free. But that's not sustainable.

extreme self care practices

The Meantime is a time to get into physical shape, meditate, journal, go for walks. Whatever helps you feel stronger, more directed, more full – do it.

When you're in a financial crisis, it's easy to cut your self care *out*, but it's actually the most important thing to boost in The Meantime. The better you feel about yourself, the better you can do all of these other steps. The healthier you are, the more energy you will have to handle the crisis. This is absolutely the most critical piece.

A part of this is getting rid of things you habitually do that are hurting you. Ask yourself the question, "What could I do that would have me feel proud of myself?" and do more of that.

some simple self care suggestions

The Meantime isn't a time to get fancy with your self care. The basics are more than enough. What are the basics?

get enough sleep. You can die sooner from a lack of sleep than you can a lack of food. Sleep is important. A lack of it will mess you up emotionally more than just about anything I could name. And, during The Meantime, you need to be strong. Need more convincing? Read this: [fastcodesign.com's Infographic of the Day: The Sleep Schedules of 27 of History's Greatest Minds](http://fastcodesign.com's%20Infographic%20of%20the%20Day%3A%20The%20Sleep%20Schedules%20of%2027%20of%20History's%20Greatest%20Minds)

take some naps. If you're in The Meantime, there's a good chance that your adrenals are shot. This will likely result in your crashing in the afternoon. It can be tempting to want to push through it. Don't. Allow yourself a 30 minute nap. More insights here: minds.com/blog/view/292493790206234624/napping-can-dramatically-increase-learning-memory-awareness-and-more

exercise at least three times a week. That could be cardio, yoga, weights, swimming, cross fit or a mix of those.

create a solid morning ritual. Starting your day right makes a huge difference on how the rest of your day will go.

http://www.huffingtonpost.com/dr-gail-gross/5-mindful-ways-to-start-y_b_5903162.html

create a good end of the day ritual. The way you end your day has a huge impact on how you'll feel the next morning.

http://www.refinery29.com/how-to-wake-up-in-the-morning?utm_source=huffpostthehealthyliving&utm_medium=syndication

drink enough water. Drink a tall glass of water when you wake up first thing in the morning. Consider squeezing some lemon juice in it to alkalize it or adding a pinch of sea salt to add good minerals to it (which actually helps hydrate you).

The simple practice of drinking good water first thing in the morning has a surprising number of health benefits. You can read more at the link below.

<http://www.thehealthsite.com/diseases-conditions/why-drinking-water-early-in-the-morning-good-for-health-p214/>

eat well. There are a lot of different perspectives on what 'eating well' and a 'good diet' means. But, you know where you could be eating better. Just do that. Less refined foods, less sugar, more whole foods and greens. During The Meantime, this is key. If you're wanting to add supplements - consider adding probiotics in (whether via fermented foods or pills).

get outside. spending thirty minutes a day outside, on the Earth, in water is incredibly healing. Few things will do more to chill you out and keep you centered than time in nature. Sunshine cures the soul.

make your bed every morning. This simple commitment is deceptively powerful. It starts your day off right. What else can you do to start your

mornings right? Here are some more ideas: www.elephantjournal.com/2014/06/10-ways-to-rock-your-morning/

Don't check your email in the first hour of your day. Seriously. Stop that. Why? Read this - f-st.co/IAINgR5

If it's not a 'hell yes' it's a 'hell no'. It's okay to say 'no'. In fact, if you want to make it through The Meantime, you're going to need to get good at it. To succeed in business you need to say 'no' to most things. If you don't, you'll have no time or energy left for the things which are really a 'yes' for you. My colleague Michael Margolis writes of this here: getstoried.com/the-sound-of-silence-part-ii-saying-no/

Have a dance party. Said one Meantime participant: "I do this often, and do it to release pent up energy from sitting at a desk. Only when I did it just now was a really conscious of how much SPACE I just created in myself. And don't be shy people! I'm talking jumping up and down, singing along...(pretty sure I was yelling) and throwing your arms around.... Or you know, dance how you dance. But get it all out!! This is one of the things I get clients to do with their HS kids, and man does it feel great!! Happy dancing."

And here are 55 more ideas for you:

<http://www.thefreedomexperiment.com/2011/10/28/55-gentle-ways-to-take-care-of-yourself-when-youre-busy-busy-busy/>

This image shows a full page of a handwriting practice worksheet. It consists of multiple sets of three horizontal dashed lines, providing a guide for letter height and placement. The lines are evenly spaced across the entire page, leaving ample room for writing practice. There is no text or other markings on the page.

get still

Don't get frantic. Get still.

There's the old story about Martin Luther, founder of Lutheranism (though I've heard the same story attributed to many people). Each day, Martin Luther would spend one hour in prayer in the morning. But one day, he was set up for a particularly busy day with many people visiting him and back to back meetings. His aide went over his schedule with him and said, "It's such a busy day, so perhaps only half an hour for prayer?" But Martin Luther replied, "No. Today is so important I will spend two hours in prayer."

A popular illusion is that if we just get stressed out enough all of our problems will go away. But stress does not make us more effective at handling our problems. And, when we're in the middle of the tornado of The Meantime, we need to find our inner eye of the storm. We need those moments where we slow down and reflect. We need time to connect with our intuition more than ever. Mistakes made at the high velocity of The Meantime can do even more damage. So we need to hustle, yes, but we also need to make sure that we are taking time every day (even five minutes) to get still and reflect on what we need to do.

Maybe it's prayer for you. Maybe it's meditation. Maybe it's just time in quiet reflection and contemplation. Maybe it's just time where you quietly look over your plans. Sometimes new clarity comes when you do this.

However you do it, it's so important.

Mark Silver, one of my dearest marketing colleagues has a beautiful process he calls The Remembrance which is all about this.

The best description of Remembrance is here:

<http://www.heartofbusiness.com/pdf/gettingtothecore.pdf>

The mp3 is here:

<http://www.heartofbusiness.com/Audio/1Remembrance.mp3>

And if they are wanting to build a habit of Remembrance, I recommend this:

<http://www.heartofbusiness.com/training-programs/thechallenge/>

get ongoing support

This is so huge. Maybe you need to hire a coach. Maybe you need to get a friend or colleague who you can chat with once a week to stay accountable. Maybe you need to get some kind of to-do list manager. Maybe you need to read a marketing book. Maybe you need to trade with a friend for web design.

But it's not just support for the work you're doing. Perhaps more importantly it might be getting support with all the things you find yourself needing to do that prevent you from getting to the work in the first place. This could be things like laundry, childcare, meal prep, grocery shopping, driving kids/dependents, picking up supplies, cleaning etc.

Could you get a friend to come do laundry once her week cause it's just too much for you somehow, or ask a friend to make extra soup/meals for your freezer, or get someone to pick up your kids from school 3 times per week, or get someone to pick up your aging mom's prescriptions?

Whatever support you need, it's time to get honest with yourself about that and get it. During your Meantime, if you're honest, you will need a staggering, even *embarrassing*, amount of support. Humble yourself. Ask for it.

You might find yourself feeling ashamed about the amount of support you need. You can do that, but I recommend just embracing it as humility instead. Just seeing your limits. You need help. To grow, it's helpful to admit this. It's okay. We all need help. This is not the time to try going it alone. Invite friends to come over while you tidy. Go on walks with friends.

In the long term, you might want to consider therapy around money too. If this has been a lifelong struggle, there's a good chance there are some deeper issues worth facing. Dealing with money issues might just be the most powerful personal development work you ever do.

A few years ago, I recorded a conversation with my colleague Eric Brown of bodyworkbiz.com and we talked about the importance of getting support.

Tad: If somebody said, “Hey, I just found \$6,000 on the street and I am going to spend it on marketing or building my business,” there are two things I would suggest they do with it.

I would say one is to probably get an assistant to do some of the things to free you up. There is probably some administrative stuff you might be doing that is taking a lot of time that drains you. If you could hire somebody to do some of that stuff, it would free you up. Sometimes I find that to be a huge piece.

And, I would tell them, “If you have \$6,000, I would spend a few thousand of that on marketing training.” This is not a plug for me or for Eric, but I would totally plug his services. Invest in learning how to market because the truth is that in school you probably did not learn how to do this, you probably did not learn how to articulate it.

Eric: Thank you very much. That is so important. That is so right on. These are not natural born skills, but they are skills that can be learned. It is important that people recognize that and do get the training.

Tad: I think it is so important, too, because I see so many of my clients struggle. They come to me and they say, “I went to this school and I have been working for years and I don’t know how to do it. I built it, but they didn’t come.”

I am sure you have noticed this, too, but I find that people will hate marketing and struggle until they find a marketing strategy that works. Then it is like the most exciting thing ever like, “What? You mean I do this thing and clients show up?” Suddenly it is very enjoyable.

The support I need most during The Meantime...

Professionally:

Financially:

Personally:

Emotionally:

set aside chunks of each day where all you focus on is making money & growing your business

It's easy to make a plan and then not *do* the plan. Set aside time (one hour a day, four hours a day or one day a week) where all you're focused on is making your plan happen.

Allow zero distractions during that time. There's a good chance that you are distracted over 30 times per hours in between phone calls, emails, texts, office drop-ins etc. Turn that all off. Lock your door.

Schedule blocks of time when you'll turn off alerts. The only way to stay on schedule is to work on your own schedule—not on that of other people.

Social media off.

Lock the door.

Get a babysitter.

Again: Most people are blown away by how productive they are when they do this. Most people overestimate what they can do in a year but underestimate what they can accomplish with an hour of focused time.

brainstorm on how to cut expenses

Can you move to a cheaper place? Eat in more? Ride your bike vs. driving your car? Where can you trim expenses in your life? Can you consolidate your debt? Most people would be shocked at how much they can save with a little thought and creativity.

Could you **cancel all subscriptions**, and bank the difference? This is all gym memberships, all yoga memberships and magazines. I pause them for a month or cancel them if i don't use them much. Then bank the difference. Most gyms etc are very understanding if you explain what you are up to.

Write down all of your annual/monthly expenses. In between Netflix, your email newsletter service, your web hosting etc. You might be surprised at how much money you have going out regularly. And sometimes you might realize you don't need those services anymore, or at least not in The Meantime.

Consider selling your car. The article below describes how much you might be able to save. care2.com/causes/how-much-could-you-save-if-you-stopped-driving.html

Could you try a '**spend no money month**' where you literally spend *no money* outside of necessities and then bank the difference. No coffee's, no drinks with friends, no eating out, no movies, nothing. Sometimes it's a day, a week or a month but whatever the time its best if you stick to it strictly.

Could you commit to a week of **eating more simply**? Eat lentils and rice for a week, and bank the difference. This is also good for helping to remind you which foods you really really love and will look forward to when the week is done.

[illegible]

set clearer professional boundaries

Here are some simple ways to simultaneously save time, have your clients respect you more, feel better in your business and proud of yourself, as at once.

Fire clients who aren't a fit: You know who they are. Let them go. Bless and release. The ones who drain your energy, take without giving back, don't seem to apply what you share with them etc.

Create a more firm cancellation and rescheduling policy: do you have clients who cancel last minute all the time? They miss appointments and cost you money? Figure out what your policy is, let them know and stick to it. They will respect you more if you do. And if they don't? Refer to the above step and fire them. Put this in writing and make sure your clients know about it. It's an agreement. Then you can choose to waive it if you like (which makes you the good guy) but if you don't tell them and enforce it - you're the bad guy. Clear agreements = good vibes. Every single time a new client makes an appointment - remind them about the cancellation policy if you think they need to hear it.

Figure out your working hours: those are your parameters. Don't let your clients run the show. Be available but also have your parameters. Again, then if you make an exception you're the hero vs. giving them the impression that you're available 24 hours a day, seven days a week and being the villain when you say 'no'. Do you respond to emails or voicemails on the weekend? Before 10am? After 6pm? Figure it out and stick to it.

Saying 'no' to five minute favours: This is a small thing that makes a big difference. As soon as you get known for doing a thing, people will want to 'go for lunch' and 'pick your brain' (i.e. work for free) a lot. And, it can drain you dry in a hurry. I recommend saying 'no' to these as often as possible (unless you really have the time and desire to do it). If someone says, 'I'd love to go for coffee to pick your brain on something.' I'll often reply with something like, 'Thanks for reaching out on this. Can you give me the nutshell of what it's about?' And, if it's clear that they're wanting to get my professional opinion on something I feel qualified to answer, unless I can answer it in a sentence or

two, I'll say something like, 'Got it. I'd love to see if I could help you with this. You can learn more about my rates and coaching here: <http://marketingforhippies.com/products-services-2/marketing-coaching/>. Let me know if you have any questions or how much time you'd like to book.' And most of the time, they just thank me for my time and move on. But, once in a while, they actually book time and I get paid for something I would have done for free.

Here's another piece to read on how to stop people wasting your time: <http://blogs.hbr.org/2014/10/stop-people-from-wasting-your-time/>

Never say 'yes' in the moment: I can't remember where I heard this but it's saved my bacon more times than I can count. The idea is simple, never let yourself commit to something when you're in the presence of the person who's asking you. Let yourself sleep on it. Let yourself have some space to really consider it carefully. If someone asks for your involvement in something, say something like, 'Wow. Thanks for asking. This sounds really great. Let me sleep on it and get back to you about it tomorrow.' This simple practice will save you so much time and energy.

Track your billable hours better: You can use an app like <http://hourstrackerapp.com/> to track billable hours with clients.

Automate scheduling meetings: You can use a system like <http://timetrade.com/> or <http://www.bookeo.com/> to allow people to book time with you without every talking to you directly.

Clean up your invoicing (and book keeping): <http://www.freshbooks.com/>

The key here is to find out where you're being fuzzy in your professional boundaries and to clear it up. Fuzziness is a leak in your bucket of energy and integrity.

cut out people who drain you

For the next thirty days, it's vital that you are not dragged down by people in your life. They may have the best intentions but, during The Meantime, you need to be investing all of your energy into your business not into sorting out your complicated relationships with people. It's okay to just take a break from them.

And it's also okay to just walk away when it's really bad. <http://on.fb.me/1x8Ehr9>

The Meantime can act as a great excuse and motivator to do some weeding in the social garden of your life.

Make a list of ten people you are needing temporary or permanent space from:

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

making amends

One of the biggest things I know that can create emotional space in our lives is the act of apologizing, expressing remorse and seeking to make meaningful amends when our actions have triggered a lot of pain for others.

I'm not suggesting taking on responsibility that isn't yours or apologizing when you're not truly ready. But my guess is that there are a number of places you're holding regret, have meaningfully learned from the experience and just haven't reached out to let them know yet. You might be amazed how much of your energy this frees up - and what an incredible gift it could be for them. When you reflected on where you've been irresponsible in your business - you might also consider the impact this may have had on others.

Who are ten people who are overdue for an apology from you?

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

do a physical health cleanse

It's easy to fall into dietary habits that don't serve us and start eating too much salt and sugar, drinking too much coffee, smoking etc.

So, consider doing a cleanse of sorts while you're doing The Meantime. It doesn't have to be big. There are lots of them on the market you can buy, but, even without buying one, there are a lot of things you already know to do that could make a big difference.

downscale or delay your goals

This is a bit of a meta idea. But sometimes people pick a goal or business model that is way bigger than they can actually handle. I recall two friends who were thinking of starting a retail store for conscious moms. It was a beautiful vision. A bricks and mortar shop that would sell ethical, organic and non-toxic products for moms and also host talks and workshops. Maybe a cafe too. But one of them had just had a new child and the other was expecting.

I immediately felt concerned for them both to be taking on the immense pressure of all that overhead. I knew that they would be there 12-16 hours every single day for the next few years. I urged them to consider another business model that would allow them to grow a following in a more organic way (e.g. hosting workshops in town). They ended up going a totally different direction and creating a gift box business for new moms which you can see here: <http://buddhibaby.ca/>

If, no matter what you do, you're still feeling overwhelmed and stressed, it might actually be that the goal you have and business model you've imagined is just unrealistic. And realizing that can be freedom.

Another way to look at this is that, you may need to delay yours goals.

Another way still? You may need to spend the next year or so getting ready to work on your big goal. Sometimes this can help people to let go of needing to make it happen right now - to realize that they can direct all of their hustle into setting the foundation and getting their ducks in a row.

some additional resources for you on your journey through The Meantime:

Free Inspiration: The link below is to a page of inspirational and heartwarming quotes, images and videos for when you feel stuck in The Meantime with no way out.

When you're in The Meantime it's important to keep your vibes high, fill yourself with laughter and wonder and to keep your emotions flowing. You might need to be lifted up or to have a good cry. Let this page be a well you can dip into for fresh water whenever you need it.

marketingforhippies.com/meantime-inspiration

Twitter: Feel free to tweet me a question at any point at:

twitter.com/TadHargrave

Products: Over the years, I've created a number of products to help conscious entrepreneurs on various aspects of their marketing. You can learn more about them at the link below.

marketingforhippies.com/products-services

my last request:

If you try something and it works,
please send me the story at:
tad@marketingforhippies.com

about the author

Tad Hargrave is a hippy who developed a knack for marketing (and then learned how to be a hippy again.) For almost a decade, he has been touring his marketing workshops around Canada, bringing refreshing and unorthodox ideas to conscious entrepreneurs and green businesses that help them grow their organizations and businesses (without selling their souls). He does improv comedy semi professionally, co-runs Edmonton's progressive community building network TheLocalGood.ca, founded streetcarshows.com and the Jams program of yesworld.org. He speaks Scottish Gaelic and is also a huge Doctor Who nerd. You can learn more about him at marketingforhippies.com.

