

MODULE 3

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TIME-BENDING: PRIORITIZING YOUR MOST VALUABLE RESOURCE

Welcome to Module 3 of the Money Map program! In this module, we will be working with how to prioritize and leverage one of your most valuable assets — time. By the end of this module, we will arrive at your Hourly Money Map Number, which is the minimum you need to receive for each hour of your paid work, without going into time debt to your life, or operating from a place of scarcity.

Consciously looking at the way you use your time is a fundamental part of the Money Map process. It is the 3rd most valuable resource you have (after your energy and your attention), and an asset that cannot be replaced or renewed. Once you've used your 24 hours in a day, they cannot be reclaimed.

However, when you understand the truth about time and how you use it, and how it works along with the other three aspects of your TEAM (time, energy, attention and money) resources, you CAN bend time. And that's what we want to help you to do because time bending will allow you to leverage your time in ways that you have not understood before, and make the most use of this most valuable of your assets.

So supporting you to fully understand your current relationship to time and what else is possible is what we are doing here in Module 3.

This module is probably the hardest one yet, and at the same time, it's the one that will transform your relationship with time, one of your absolute most valuable resources. So, I would recommend you go to your calendar now and block off three one-hour blocks of time to complete this module.

I promise you, it's worth it. And blocking time on your calendar is how you make sure it gets done. In fact, this is one of the major shifts our most successful lawyers make — using time blocking to free up their lives. When you join us in our programs, we'll teach you how to fully time block for total freedom, but for now just go to your calendar and pick 3 one-hour blocks and put "Money Map Module 3" and a link to this page, and then come back and do it during those blocks.



We begin by getting clear on how you **desire** to be spending your time and also how you are spending your time that is not in alignment with what you desire.

List here all the ways you spend your time on a daily basis that light you up or create more energy for you:

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

List all the daily things you do because you feel like you have to or that you should, but you don't really love to do or are just tolerating doing?

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



Okay, great. That's a great place to start. Take a break now and go to the next section during your next one-hour block.

And, if you'd like to get even more clarity around this, create a calendar using Google calendar and track every minute of your day for one week. That will illuminate for you where your time is really going, what really lights you up, and how much time you are putting into things that don't.

If you're curious about our lawyers in our programs are using our done-for-you resources to create their own time-blocked calendar, [schedule a call with one of our Law Business Advisors](#) to learn more.

This one week of time tracking is the first step in the full process we teach our lawyer members around taking back full control of their time and a worthwhile practice for you to take on so that you can see exactly where your time is going. Sometimes it can be painful to see the truth, but it's always the first step in creating more of what you want.

You don't need to wait for one week of time tracking to take the next steps here though (just do that in the background this week), so let's keep going with what you do know and remember that you can always revisit this as your own awareness around how you are using your time grows.

If you are using the Money Map Tool, head over to www.moneymaptool.com to pick up where you left off.

In module 2, you identified your Monthly Money Map Number — the dollar amount that meets your needs at each of the 5 dimensions. Now, it's time to discover your Hourly Money Map Number — the dollar amount you need to receive for each hour you are doing paid work, so as not to go into time debt to yourself.

I want to make one thing clear: you are not identifying your Hourly Money Map Number so you can charge hourly for your legal services. **Applying the New Law Business Model to your life and law practice, you should almost never need to bill for your time hourly.** But, you will use this number to price and package your services so you know exactly how much you need to bring in for each hour of your revenue-generating activities so you aren't going into time debt to your life, and to your family. We'll talk more about this when we cover pricing and packaging your services beyond the hourly billable in Module 5.

For now: let's identify how many hours you have available right now to be spending on the three main categories of your life:

- personal,
- family (including friends, a.k.a. "chosen family")
- income-generating activities.



Note that this is likely a radical shift in the way you relate to time.

We've usually been taught to believe that our first priority needs to be making money, second is to give to those around us, and with whatever spare time we have left we can spend taking care of ourselves.

This is a path to unhappiness and workaholism or to a complete rejection of the system, neither of which creates the freedom and sovereignty that is possible for each of us. And, there is a better way.

It starts by determining how many hours you need to actually love your life, as that must come first. Then, looking at how much time you want to give to family. And, finally, we'll see what you realistically have left over to earn income.

Using this model of allocating your time, you will begin to re-prioritize your life, and also be able to identify the best way for you to earn your income, given the true needs of your life. This is the path to moving beyond that feeling of never being able to catch up or not enough time.

So, we're going to break that conditioning here and completely reverse the order. The first priority is YOU. You cannot be of your highest service in the world or take care of others unless you know how to first take care of yourself.

This is the practical application of the saying so many of us have heard to "put your own mask first" but very few of us actually know how to do.

This is where it starts.

Keep this in mind as you start determining how you want to allocate your time.

We begin to approach the whole issue by looking at a month's worth of your time, which contains on average 730 hours. Or, 168 hours in each week.

We've all got this same amount of time to work with. It's how we leverage it that differs.

Ready to allocate your time to create a life of ultimate freedom and personal sovereignty? Let's do it!

Let's start with the one thing that every human on this planet needs to do, albeit in different amounts: SLEEP!

Go over to the Money Map Tool at <http://www.moneymaptool.com> and click the Time Allocation tab at the top and enter in the number of hours you want to sleep each night at each of your 4 dimensions.



The remaining hours after you allocate time to sleep is the amount of time you have to work with each month for your personal life, family connection and income earning.

Next, you are going to think through how you want to allocate time to your personal care at each of the 4 dimensions. This may be the first time you've given much thought to what self care actually means for you.

I know when I first started my career as a lawyer, I would have allocated almost no time to any of these categories because I thought I needed to put work first, my family second and only give to myself whatever was left over (which was usually nothing).

Fortunately, my very first coach taught me that if I created my life that way, I'd be constantly miserable and never be able to have true success.

So, it's time to turn it around for you. Give serious consideration to how much time you would allocate to each of these 9 + (other) areas of life, at each of the 4 dimensions without consideration to whether it's possible. Now is the time, like in module 1, to focus on what you want, not on what's possible. .

Let's begin with personal. We believe that to have a truly healthy life, you will want to allocate personal time to each of these categories:

- Eating
- Grooming
- Self Care
- Sex
- Exercise
- Play
- Learning
- Creating
- Entertainment
- Other

So before we get into the numbers, start by thinking and feeling into each one of these categories and describe your life at the 4 levels in each one of these categories.

For example, how do you want to eat? Describe it. What sort of grooming activities do you engage in regularly? What kinds of self care do you love, and how often? Who are you having sex with and how often? What form of exercise do you want to engage in? How do you play? Learn? Create? Entertain yourself and other? What else have we missed here that you incorporate into your life?



Once you have gotten clear on that and written out WHAT you do or want to do in each of those areas with your personal time, allocate the amount of time per day or week you want to spend on each of those items and then either multiply each activity by 30 (if you allocated by day) or by 4 (if you allocated by week).

So, what would your personal time allocation look like for you? Describe, in detail, for each category and assign the number of minutes or hours per week you will invest in each item.

Here's an example of how to approach this:

EATING:

Minimum to be happy	Minimum to be of service	Preferred if you could afford it	Now
<ul style="list-style-type: none"> Breakfast on the go (15 min daily to prep and eat) Lunch at my desk (30 min to prep and eat while multitasking) Takeout dinner (30 min to order, pick up, and eat) Total minutes of eating time = $15 \times 30 + 30 \times 30 + 30 \times 30 = 2,250$ minutes per month (divide by 60) = 37.5 hours/month 	<ul style="list-style-type: none"> Breakfast on the go (15 min daily to prep and eat) Lunch at my desk (30 min to prep and eat while multitasking) Dinner prepared in my home by someone other than me (30 min to eat) Total minutes of eating time = $15 \times 30 + 30 \times 30 + 30 \times 30 = 2,250$ minutes per month (divide by 60) = 37.5 hours/month 	<ul style="list-style-type: none"> Breakfast prepared for me by assistant (15 min to eat) Lunch prepared for me by assistant (15 min to eat while reading) Family dinner 5x/week (60 min each) + eat out 2x/week (90 min each) Total preferred eating time: $15 \times 30 + 15 \times 30 + 60 \times 22 + 90 \times 8 = 2,940$ minutes per month (divide by 60) = 40 hours per month 	<ul style="list-style-type: none"> Similar to minimum to be happy, though probably less time for lunch and more time eating out. Averages about the same.
Total: 37.5 hours/month	Total: 37.5 hours/month	Total: 40 hours/month	Total: 37.5 hours/month

Now that you get how this process works, go ahead and calculate your numbers for yourself. Remember, this section is intended to capture where your time is going for your personal self care, and your relationships. Do *not* include time here that will be captured as part of your regular business activities.

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EATING:

Minimum to be happy	Minimum to be of service	Preferred if you could afford it	Now
Total:	Total:	Total:	Total:

GROOMING:

Minimum to be happy	Minimum to be of service	Preferred if you could afford it	Now
Total:	Total:	Total:	Total:

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SELF CARE:

Minimum to be happy	Minimum to be of service	Preferred if you could afford it	Now
Total:	Total:	Total:	Total:

SEX:

Minimum to be happy	Minimum to be of service	Preferred if you could afford it	Now
Total:	Total:	Total:	Total:

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EXERCISE:

Minimum to be happy	Minimum to be of service	Preferred if you could afford it	Now
Total:	Total:	Total:	Total:

PLAY:

Minimum to be happy	Minimum to be of service	Preferred if you could afford it	Now
Total:	Total:	Total:	Total:

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LEARNING:

Minimum to be happy	Minimum to be of service	Preferred if you could afford it	Now
Total:	Total:	Total:	Total:

CREATING:

Minimum to be happy	Minimum to be of service	Preferred if you could afford it	Now
Total:	Total:	Total:	Total:

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ENTERTAINMENT:

Minimum to be happy	Minimum to be of service	Preferred if you could afford it	Now
Total:	Total:	Total:	Total:

OTHER:

Minimum to be happy	Minimum to be of service	Preferred if you could afford it	Now
Total:	Total:	Total:	Total:



Once your own time allocations are complete, transfer them into the chart below and/or into your tool at moneymaptool.com

PERSONAL TIME ALLOCATION:

	Minimum to be happy	Minimum to be of service	Preferred if you could afford it	Now
Eating				
Grooming				
Self Care				
Sex				
Exercise				
Play				
Learning				
Creating				
Entertainment				
Other				
Total Hours:				

Okay, great. Now think about how much time you want to spend with friends and family. How often would you spend time with your loved ones? What would you be doing?

You also might note that there's some overlap between your personal time and your time with loved ones (for example, you might eat with your family, or play music or exercise with friends). It doesn't matter where you account for that time (either in personal or friends and family time), but just make sure you don't count that time twice.

Describe what your time spent would look like and then enter your information in the chart on the following pages.



FRIENDS & FAMILY TIME ALLOCATION DESCRIPTION:

Minimum to be happy	Minimum to be of service	Preferred if you could afford it	Now
Total:	Total:	Total:	Total:

FRIENDS AND FAMILY TIME ALLOCATION:

Minimum to be happy	Minimum to be of service	Preferred if you could afford it	Now
Total:	Total:	Total:	Total:



Now, pull down all the numbers from each of the prior sections and you'll know how much you actually have left for revenue generating and related activities.

Does this seem too complicated? If you complete these numbers at <http://www.moneymaptool.com>, this math all gets done for you. :)

Okay, now I recommend you take a break and finish the last part of this module during the third hour you blocked on your calendar for this Module. You did block that time, right? If not, do that now.

Monthly Time Allocation:

	Minimum to be happy	Minimum to be of service	Preferred if you could afford it	Now
Total Hours Available Per Month After Sleep				
– Personal Time				
– Friends & Family Time				
= number of Hours for Business/Income-Generation				

Okay, you are back and now you'll fill in the chart above (or have the Money Map Tool do the work for you) and you'll know exactly how many hours you have left each week to earn money/grow your business.

And, you might be surprised to find out it's either way more than you thought, or it might be way less than you thought.



Either way, the important thing is that you are getting into what's actually true. Because when you build your law practice on a foundation of lies around how you are actually using your time, well you will be constantly stressed, worried, and struggling to keep up. And no one wants that!

Now, check yourself. Do you really need that much time to build your law practice? If not, get back in there and allocate more time to sleep, personal and family. If you see you have not allocated enough time to building your practice, get back in there and reallocate — maybe you need less time for friends or family, or you'll need to sleep less for a little while.

The important thing here is that you are getting to what's true.

Now, there are a few things you need to know about how you allocate time on your law practice, which may come as a surprise and which also might help you see why you can never get ahead.

Only a small fraction of the time you spend doing activities related to building your law practice are actually going to generate you revenue. That means you better use that time well!

This is where you get to play with creating the life and law practice you really want.

This is a significant process. We get it. Most worthwhile things are. If you're wanting more support around your time allocation, or on other aspects to creating the life and law practice you really, really, really, REALLY, want, you're welcome to [book a call with one of our Law Business Advisors](#) to learn more about how we can support you whenever you like.

Take the total amount of hours you have available to invest in your law practice and divide those among the 5 primary areas of law practice building activities. Those are:

- 1. Marketing/Creating Content/Communicating with Audience**
- 2. Sales / Client Engagement**
- 3. Administration (managing a team or doing the admin work)**
- 4. Delivering on Your Service**
- 5. Continuing Education**

The total amount of time spent in each of these 5 sub-categories should equal the total amount of time you identified that you have available to be spending on business/income generating activities. (So, for example, if you identified that you have 100 hours per month to spend on your law business, the total of these 5 categories should add up to 100).



Each of these categories are important, but only two of them have the potential to generate revenue (sales and service delivery). As a lawyer, you generate income when you engage a client, and/or deliver your legal services.

In the Tool itself, you will check boxes to indicate whether to include sales, service delivery or both in your revenue generating hours calculation. In your case, you should check both.

So, what does that look like for you at each of the 5 dimensions? Remember, the total of the sub-categories needs to match the total number of hours you identified that you can be spending on income generation in the business category above. Enter that information below.

MONTHLY TIME ALLOCATION:

	Minimum to be happy	Minimum to be of service	Preferred if you could afford it	Now
Marketing/ Creating Content/ Communicating with Audience				
Sales / Client Engagement				
Administration (managing a team or doing the admin work)				
Service Delivery				
Continuing Education				
TOTAL hours:				

Well done. Now enter all of those numbers into your Money Map online tool and click “finish.” This will show you the total number Revenue Generating Hours you have. Click “continue.”



Congratulations! Your Money Map Tool will now calculate your Hourly Money Map Number at each of the 4 dimensions. Go ahead and enter those numbers below.

	Minimum to be happy	Minimum to be of service	Preferred if you could afford it	Now
MY MONEY MAP HOURLY NUMBER AT:				

Now you know the least you can charge so you aren't gifting your time away, going into debt to yourself, or overworking and being underpaid, taking precious time away from your self care or the people you love.

Now that you KNOW your Money Map Monthly Number and Your Money Map Hourly Number, let's build you an income that is 100% aligned with who you are and how you want to be in the world.

Begin by getting clear on your NOW and your NEXT. Your NOW is where you are NOW and your NEXT is where you are going NEXT so you can build a map with a clear path from here to there. If you are not yet earning your Minimum to Be Happy, consider that your NEXT and make your NOW wherever you actually are.

If you are already at your Minimum to Be Happy, consider whether you want to build toward your Preferred if You Could Afford It or begin to free up time and shift your model to a more leveraged model that will allow you to align your work more with your life.

Do NOT, however, worry about how you're going to make these numbers yet! This module is about seeing what your numbers really are so you can begin to make conscious choices about how to allocate your time and how to charge for your services, price and package your products, programs, courses and structure your compensation agreements.

Before we look at how to price and package your legal services in alignment with your Money Map Number, we're going to look at the real resources you have available to you, in Module 4. Block off time on your calendar to work on that next.

Congratulations! You're one huge step closer to having the life and law practice you really, really, really, REALLY want. You're doing great.