

Speaker | Podcast Host | Author

BRANDON SMITH

Shortcuts



Shortcut

**A ROUTE MORE DIRECT
THAN THE ONE
ORDINARILY TAKEN**



**“Two roads diverged in a wood
and I – I took the one less
traveled by and that has made
all the difference.”**

Robert Frost

**Avoiding certain people to
protect your emotional health is
not a weakness. It is wisdom.**

A shortcut to a healthier life.

THE PROBLEM

WORK-LIFE BALANCE

- BALANCING THE WRONG PRIORITIES
- BALANCE IS ACHIEVED THROUGH TWO OPPOSING FORCES
- PRESUMES THAT ONE'S WORK IS SEPARATE FROM ONE'S LIFE

THE SOLUTION

SEARCH



SHIELD





THE SOLUTION

SEARCH



SHIELD



SCHEDULE



SHOW



**BE WHERE YOUR
FEET ARE.**

**What matters to you will be
determined by the season
you are in.**



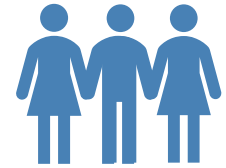


My wife.

One on one time with my wife: She is my best friend and biggest supporter. My strongest desire is to be with her. So, I make it happen. Sometimes it's a formal date night, but sometimes it's as simple as a long walk around our neighborhood (Tuesday evenings).

My kids.

Coffee date with Avery, Boston or Harper: My children need to know that I love them and that they are a priority. They take turns going to one of our favorite coffee shops (Thursday mornings).



My fitness.

Consistently work out: The benefits of physical fitness are well documented. Beyond that are desires to be active with my children without getting tired...or hurt. I do my best to get 5 workouts in each week.

My rest.

Our day of rest is Sunday, but in addition to that I am a member of the 930 am club. I hate going to bed but I despise getting up. Once I am asleep, I need adequate rest to make sure I can perform at the best of my ability.



My calendar.

Plan for the week ahead: What does my calendar look like? What logistics do we need to figure out? What are the kids' schedules? Where do our finances stand? How does our budget look?

TIME BLOCKING is the practice of planning out every moment of your day in advance and dedicating specific time blocks for certain tasks and responsibilities.

TIME BLOCKING generates a massive amount of productivity. A 40-hour time-blocked work week, **produces the same amount of output as a 60+ hour work week** pursued without structure.

Monday.

Monday is for *marketing*. I start each week by planning and creating content for 30 days out. Each Monday focuses on a different company I own. I then communicate with the team what to expect from a marketing standpoint for the next week. People don't like surprises.

Tuesday.

Tuesday is for *technology*. This is the day I focus on adding or improving the technology we use to effectively serve our customers well. It could be learning new software, researching the newest technology or simply improving our internal systems.

Wednesday.

Wednesday is for *work*. This is the day that I act on the additional items I am responsible for. It could be items that are based on last Thursday's meetings, or it could be simple projects, tasks, or working towards reaching a quarterly goal.

Thursday.

Thursday is for *think tank*. Meetings with departments, team members, carriers, clients, friends and even family. The only day I'm available to meet is Thursday.

Friday.

Friday is for finishing...or *fun*. It's the last day of the week and the last opportunity to accomplish the tasks that will make the week feel like a "win." I often spend my time on the projects that are the most fun for me to complete.

Saturday.

Saturday is for *Smith's*. This is the day we often take care of household chores, attend events, travel and do all the things.

Sunday.

Sunday is for *Sabbath*. We are big fans of slowing down and resting. We routinely sleep in, attend church, take naps, watch TV, play or do anything that helps us recharge for the new week.

“If you **AIM** at nothing,
you will hit it every time.”

Zig Ziglar

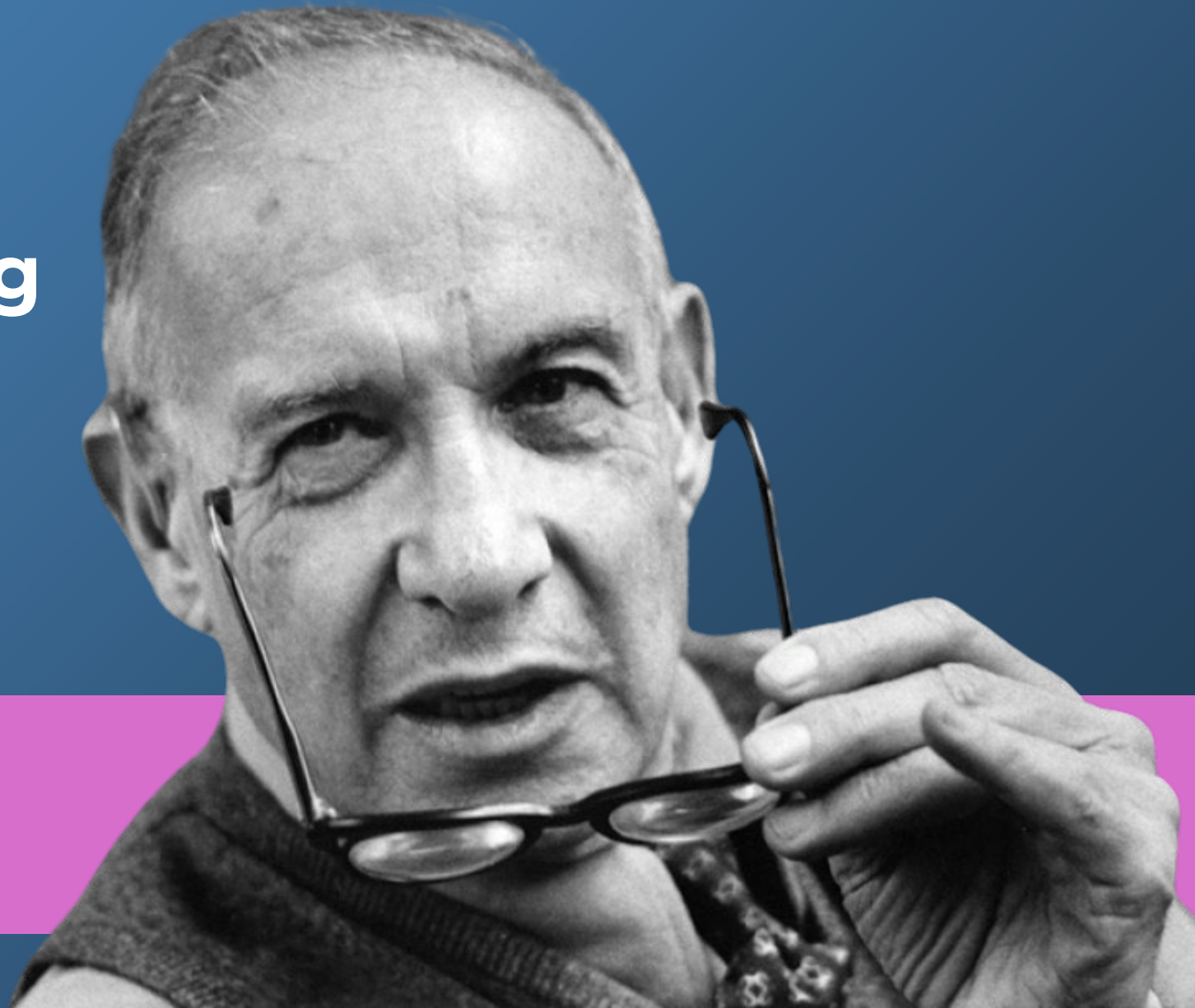


- **A**ccomplish
- **I**nitiative
- **M**essages

“There is nothing quite so useless as doing with great efficiency something that should not be done at all.”

Peter Drucker

Management Consultant



8 AM

9 AM

Prepping For A Call

10 AM

11 AM

Noon

1 PM

A CALL

2 PM

Recovering From A CALL

3 PM

4 PM

5 PM

6 PM

Ideal work week for a top-performing producer.

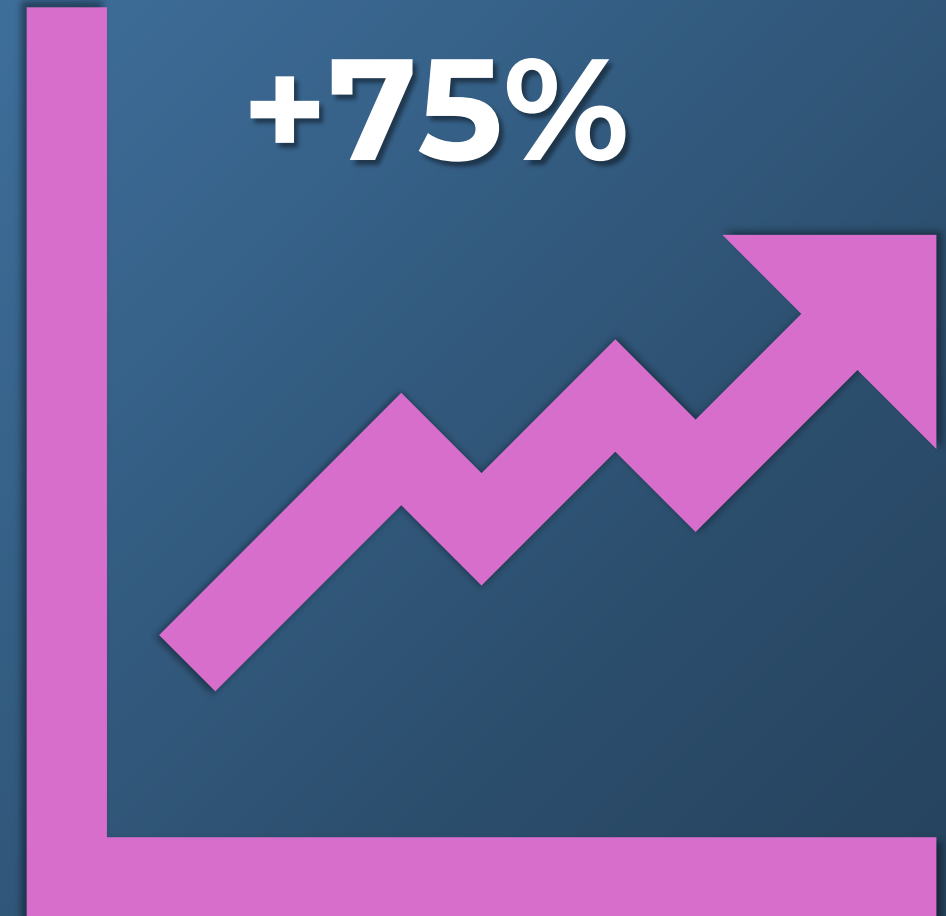
	Monday.	Tuesday.	Wednesday.	Thursday.	Friday.	
8:30 AM	AIM	AIM	AIM	AIM	AIM	
9:00 AM	Sales Meeting	Appointments	PC Tactical Meeting	Quote	Proposals	
9:30 AM	Appointments		Proposals			
10:00 AM						
10:30 AM					Appointments	
11:00 AM						
11:30 AM						
12:00 PM	Lunch/Coffee	Lunch/Coffee	Lunch/Coffee	Lunch/Coffee	Lunch/Coffee	
12:30 PM	Email/Voicemail	Email/Voicemail	Email/Voicemail	Email/Voicemail	Email/Voicemail	
1:00 PM	Appointments	Quote	Appointments	Quote	Data Entry	
1:30 PM	Proposal Follow Up					
2:00 PM						
2:30 PM						
3:00 PM				Proposal Follow Up	Weekly Prep	
3:30 PM	Online Lead Follow Up					
4:00 PM		Prospect Follow Up				
4:30 PM	Email/Voicemail	Email/Voicemail	Email/Voicemail		Email/Voicemail	

Life Happens.

My ideal week has never happened at 100% perfection. Why? Because life happens. Emergencies happen, opportunities show up, problems arise, and details out of my control.

My goal is to live out 75% of my ideal week. I go into each week knowing there will be ups and downs. Life is going to happen.

Create your ideal week and do your best to schedule each week according to your plan. Also, be sure to only schedule 75% of your day or week. Leave 25% of your calendar “unscheduled.” Be intentional about leaving margin in your life. Schedule free time so you can be flexible and adjust when life happens.



My Commute.



Silence.

As a father, husband and business owner I have realized that my only alone time is usually in 10-to-15-minute segments in my Tahoe. As a result, I intentionally choose silence in my travel time. We live in a noisy world so having a minute or two to enjoy the silence is healthy.

Knowledge.

I hate reading. In fact, one of my goals for 2026 was to read two books. Yes, you read that right, two, as in one, two. I listen to podcasts, books and interviews while I commute. I listen to these episodes at 1.5x or 2.x speed. It helps me focus on what is being said so I retain more.

Fun.

Sometimes you just need to turn on your favorite playlist from high school with the volume turned to eleven. Life is too short to not have fun. So why not end the week by letting your hair down and jamming out to some hits from the 80's.

Efficiency.

Dates.

Weekly dates with my kids are at the same coffee shop. Dates with my wife are usually us doing some of the same dates we've done before. Not a lot of time is spent organizing or planning. We simply show up.

Wardrobe.

Most days you will find me in a solid black or gray shirt with black or gray shorts or joggers. I spend less than 1 minute figuring out what I'm going to wear each day.

Meals.

If I don't have food in front of me, I don't eat. My wife plans my meals and delivers them to me.

Vacations.

We have a handful of go to places we love to visit. This makes planning and executing a trip easy.

Email.

Most people spend much of their week managing their inbox, keeping their inbox open and responding to mail as it comes in. I do my best to only open my email two times per day.

Social Media.

I do my best to block out one hour each week to engage on social media. My goal is to encourage and provide solutions to others.



Quarterly Priorities.



Podcast.

Spend a couple of days discussing, planning, and scheduling our next 13 podcasts.



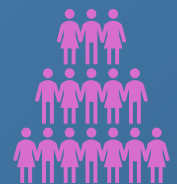
Conference.

Attend an event to learn, grow, and build new relationships.



Executive Meeting.

Full-day meeting with our executive team to review the previous quarter, create goals for next quarter, and get on the same page with our vision.



Team Meeting.

Half-day meeting with the entire team. We provide lunch, laughter, department updates, and announcements and remind the team of our unified purpose.

Annual Priorities.



Anniversary Trip.

- What do we need more of?
- What do we need less of?
- What do we need to add?
- What do we need to remove?



Smith Summit

- Calendar
- Budget
- Christmas
- Vacation



Family Vacation.

Can't feel like we need a vacation when we get home.
If driving takes more than 5 hours, we fly...unless we are staying for at least 4 days.

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Questions?

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