

# 10 Time hacks

**for equestrians**  
wanting

**to start an**

*online  
business*

**eBook**



PSP -  
Lifestyle.com



# This eBook is for you if ...



you want to spend more  
time on your horse  
passion



by starting an online  
business



but you're struggling  
with the idea of how to  
find the time to actually  
achieve this.



# We are here for

# YOU!



I'm Loes Derks, owner and founder of PSP-Lifestyle.com Equestrian for more than 15 years in Belgium, started my business 2 years ago and I'm totally ready to help you achieve your online business goals as well!

Hi there!

I'm Patrick Hesse, owner and founder of Digi Equi Lifestyle. Equestrian for more than 20 years and moved to Canada from Germany, started my business 2 years ago and always ready to support you throughout this amazing journey!





# Intro

## how you'll benefit from this eBook

Over the past two years, we both gained an **enormous** amount of knowledge from our own experience of starting our online businesses.

We both agree that the most challenging part is to manage your time in the **transitioning period** to your new Online Business Lifestyle.

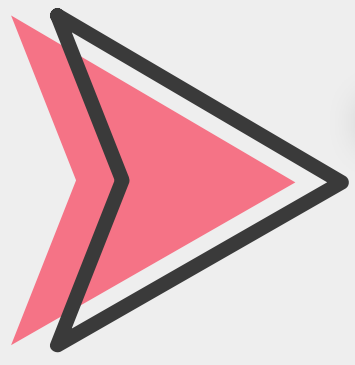
That's why we've dedicated a whole webinar around the '**10 Time hacks for equestrians wanting to start an online business**' based upon our experience of being online entrepreneurs.

AND ...

As a special **BONUS offer**, we designed this eBook for you so you can go back over these 10 time hacks whenever you feel like it!

Enjoy!





# Time hack #1

## Use commuting time

*as a resource*

How much time do you spend commuting to work and going to the stables? Count those hours per week. How many hours would that be?

Let's say you have a 30 minute commute to work and another 15 minutes to go to the stables each day. That would be 45 minutes one-way or one hour and a half per day.

If we count these numbers for an average workweek of 5 days, then this adds up to **7,5 hours per week** already!

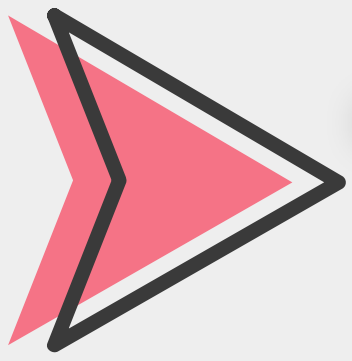
All these hours can be used wisely to work on your business!

If you are driving, cycling or walking, you can use this time to learn via audio. We're thinking about online courses, podcasts and audiobooks that are relevant for your business, just to name a few examples.

If you are commuting by train, bus, or plane, you can even use your tablet or computer to watch, learn or even create content. Writing blog posts, an eBook, a social media post, a video script, ... You name it!







# Time hack #2

## Create own content

*instead of only consuming it*

### Do you know how much time you spend on your phone?

On average, I spend 2 hours and 20 mins on my phone. This seems fine, until you realize that this sums up to 35 full days a year! That's shocking, don't you think?

According to a research from RescueTime, which is one of the apps to monitor phone usage for both Android and Iphone, the average person spends about 3 hours and 15 mins a day on their phone!

Of course, there are several basic things we want to do. Such as staying in contact with our relatives and friends. But take a moment to check how much time you're spending on social media.

If you would reflect on yourself. What are you getting out of scrolling through social media? If you are one of the equestrian bloggers or equine online entrepreneurs, that's justified.

But if not, chances are high this habit is not getting you anywhere ...

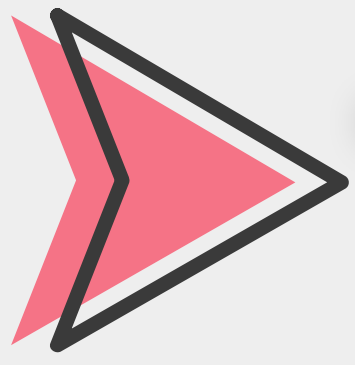
The good news is that we've found **another hour a day** that you can use straight away to build your online business!

We recommend you to use this hour to get into the habit of creating content instead of consuming it. With a free tool like canva.com for instance you can create the most beautiful designs in just minutes!

### Just some Content Ideas :

- Write blog posts
- Record podcasts
- Shoot videos
- Create posts on Social Media
- Engage in Facebook or other community groups where your target audience is located
- Engage in forums and comment sections to build your know, like and trust factor so that people NOTICE you as an expert!
- Write an eBook
- Give Webinars
- ...





# Time hack #3

## Invest in education first

*then you'll have more time*

As horse owners, we all have been guilty to this idea of not having enough money for x, y, z, but when it comes to our horse we're always spending, right?

Patrick can confirm this from his own past experience of having worked in a horse shop where equestrians started buying their third bridle but then they don't see the value of investing in themselves.

We like to make a comparison here. Training your horse is a process. Step-by-step we get better. If we fall, we get back up and we've learned something. if we want to learn faster, what do we do? We get an instructor!

Why? Because this speeds up our learning curve massively! Imagine you had to figure out everything yourself, that would take forever ...

The good news is that starting an online business is very similar on this respect. It's also a process that can be fasten up by investing in education that shows you step-by-step what to do next.

That's why we recommend you to invest in education **FIRST**, if you're going into a journey that you've never gone before.

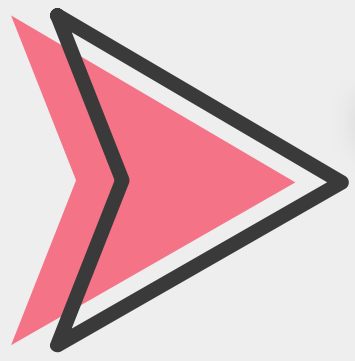
If you choose not to invest in education first, you'll be trying all different sorts of things, and by the time you've figured it out by yourself, you might have quitted already.

So spare yourself the time and the frustrations and invest in proper education first, instead of your third bridle. When starting out, this can get you easily **5 years ahead** of competition and it will make this an enjoyable process instead!

### How to invest in proper education

1. Start watching the FREE 4 training videos with Stuart that we mentioned earlier, if you haven't done so already.
2. Decide whether you want to invest in education to speed up your journey
3. Go for it! We recommend the ALL-IN Package, because this will cover everything you need from A to Z. That's why it's called the ALL-IN Package, of course! ;)





# Time hack #5

## Surround yourself with

## *like-minded people*

**Studies show that you're very likely to earn the average income of the 5 people you spend most time with.**

If you think about it, that's quite logical, because you tend to behave, think and live in the same way as your 'tribe' of 5 people.

The problem is that when you are deviating too much from the expectations of your tribe, they probably start worrying about you. This usually shows up in the form of critique or fear. They simply love you, so they want to protect you from the 'unknown'.

This sounds sweet, but can be very harmful when it comes to making decisions for your online business.

The thing is that they probably don't have the experience, nor the knowledge in this area. So how can they help you with their advice?

That's why we advise you to surround yourself with like-minded people. Next time you need to make a decision, ask the opinion of people who KNOW what they are talking about. So that you can mastermind with other online business owners that have the knowledge and the experience to give useful advice.

Just to be very clear: we're not saying to abandon your 5 most important people from your life!

NOT AT ALL!

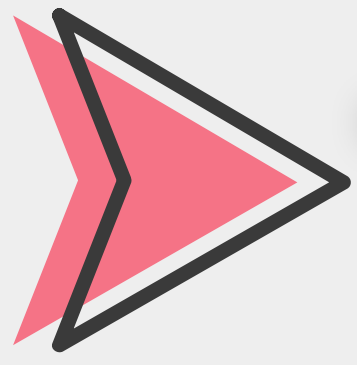
We're just advising you to take advantage of the people that have already succeeded in the thing that you're looking to achieve too. People looking for the right advice tend to **start 3 years earlier** than people that tend to wait for 'the right moment'.

### How to find like-minded people

- Join our SFM Community
- Engage in our Mentors community
- Come out on webinars with us
- Find yourself a coach (see Time hack #6)
- Or find other groups or individuals
- Attend live events
- Attend network events
- ...

P.S.: Don't forget to come out on our Weekly Mastermind Webinar in which we are here to support you with tons of ideas, inspiration and tips!





# Time hack #4

## Consume knowledge

*on the go*

With only 24 hours a day, it's important to consume our time wisely. How? By setting the right priorities and making the right choices.

Let's start by looking at how mindful you're currently making choices.

Let's count all the following hours:

- How many hours per week do you watch TV?
- Read the news?
- Hang out at the barn?
- Watch other equestrians?
- Go out with friends?
- Spend on the internet?
- Spend waiting? (e.g. for your horse, at competitions, on the vet, the farrier, on the bus/train, at work, on your partner, at the dentist/doctor/hair dresser/... or other appointments, for friends/family, ...)
- Sleep more than 8 hours a night?

I am pretty sure that from the total of the above hours, you can extract **at least 1 hour a day** that you can spend on building your online business.

That's a total of at least 7 hours per week that you can devote to your online empire! If you've got more, even better!

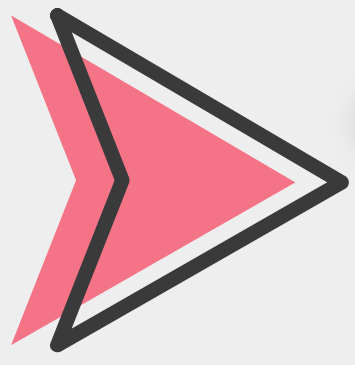
The awesome thing is that everything within the ALL-IN Package is accessible both via audio only as on every device you have with internet access! Your phone, tablet, computer, you name it.

That means that you can get creative with multitasking: attend live webinars, listen to recordings or go through the online course modules.

You can listen to all of the material on audio whilst grooming your horse, mucking out the box, when your horse is grazing in the meadow or playing in the paddock.

After 2 months, you'll start to notice that this will become a habit for you which will bring you very, very far in terms of knowledge, personal growth and it will show off in your online business as well!





# Time hack #6

## Fast-track through coaching

*from successful mentors*

If you really want to move fast in your online business, you can choose to fast-track your journey through coaching.

This usually comes at a much higher price tag, depending on the type of coaching you prefer.

One-on-one coaching is obviously most expensive, but you could also consider group coaching.

The nice thing about group coaching is that you've immediately found a group of like-minded people to mastermind with as well.

When choosing a coach, make sure you pick the right type of coach that matches with your needs. Today there are so many types of business coaches out there that it can be confusing. So make sure you look for someone who has already achieved what you want to achieve.

A successful mentor absolutely makes a big difference when it comes to time and speeding up your journey.

Whereas someone starting from scratch can spend years and years figuring out what to do, a successful leader can get you there within a year or even within several months\*.

such as Stuart



*Tip: When doing group coaching, try to look for an accountability partner to support one another.*

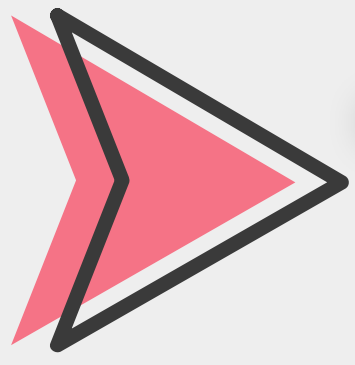
*Research has proven that this steepens the learning curve a lot and increases the likelihood of success significantly.*

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It's difficult to express time savings in hours on this time hack. However, let's say that without a coach, it takes you 8 years to achieve a goal like this (running a successful online business from scratch without any prior knowledge, education or experience).

A coach can speed this up with **7 years**, making you successful within a year\*! This is HUGE, so absolutely worth consideration. \*Disclaimer: results vary depending on effort and willingness to learn.





# Time hack #7

## Pretend to listen to music

*at work*

This might not be an option for everyone, but if it's allowed to listen to music at work using a headset, then you might as well be listening to courses or webinars, right?!

Yes, this is a rebellious one. We know. But you know what?

If it doesn't affect your work, then why bother?

Another option for people who are allowed to work from home so now and then is to play around with their hours as well.

Or, while colleagues are chatting at the coffee machine, you can be using that time for yourself and your business. Your manager might even notice that as something positive!

Instead of having a one hour lunch break, you can spend part of it for your business as well.

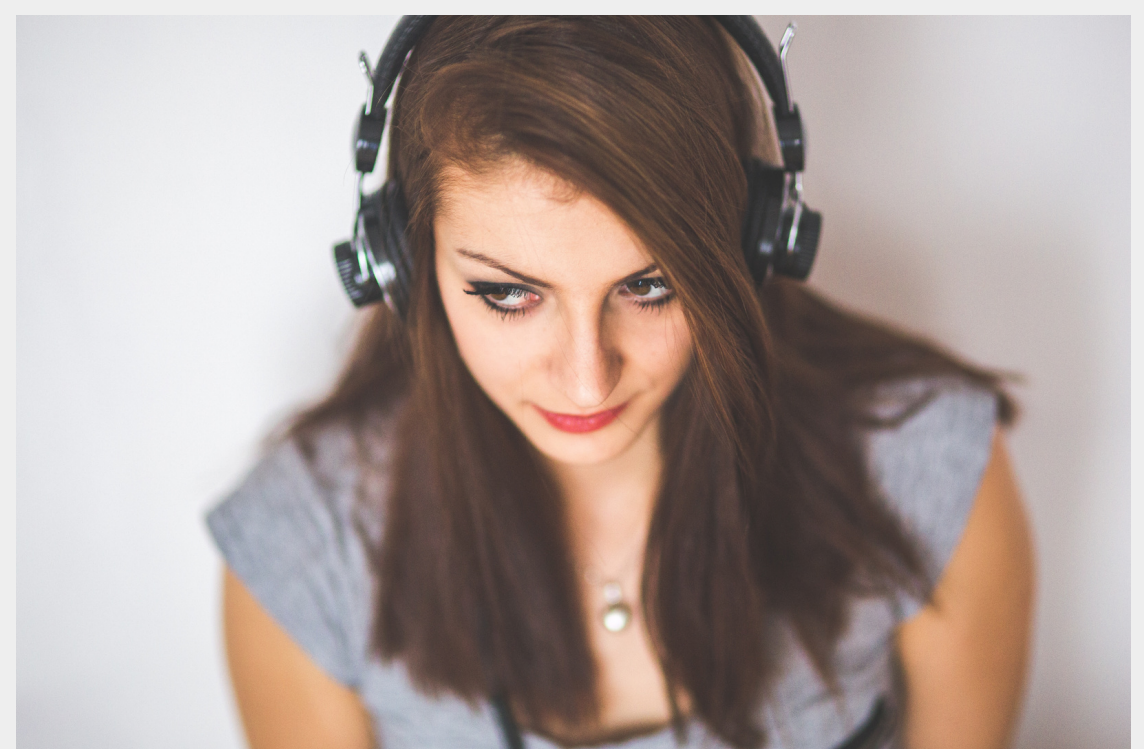
And if you're bored at work, know that if you've got an office job, writing a blog article looks just the same as working on another report or so! They probably won't notice it.

And even if they do notice it, they also know your colleagues are chilling out on social media etc. when the boss is not looking. So I wouldn't bother too much about that.

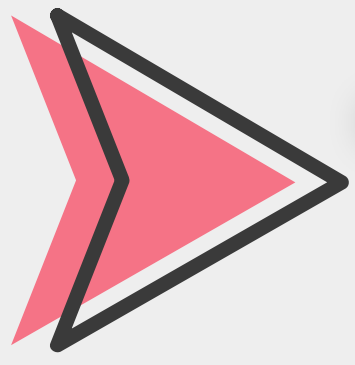
But if you don't feel comfortable doing it, then simply don't.

We know that if you are able to use one of the options mentioned, then this should add on average at least **30 minutes a day** to your total amount of business hours.

That means that we can spend another two and a half hours every week working on your business!







# Time hack #8

## Reuse your content

*as much as possible*

When creating content, focus on the following two questions: What message do you want to transfer? What problem do you want to solve? Always make sure it's relevant and valuable to your target audience.

Then, save an enormous amount of time by reusing it as much as possible! We don't need to reinvent the wheel each time we create new content. Making slight adjustments enable you to create multiple content pieces out of just one core content idea!

A simple example: you created a blog post. You can use the same blog post as a script to shoot a video, record a podcast, to send out by email, to create an eBook, in social media posts and so on!

After a while, you've created quite an amount of good quality content. And that means that you can now start to reuse all of it!

By changing the pictures and the wordings just a little bit, most people don't even notice it. And even if they do, they won't bother because people are reminded of the value you're bringing.

That means that from only one blog post, you have created already 10 pieces of content on different platforms. This is how you leverage your content and save a lot of time!

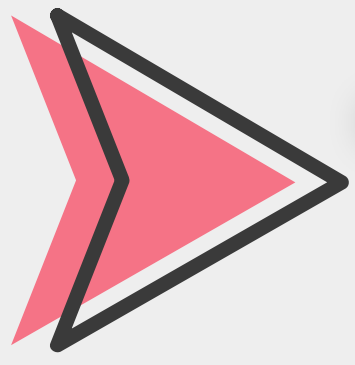
On top of that, if you've created content for a period of at least two or three months, you can start reusing it in a loop!

In that way, you just literally reuse all of your content, change the pictures and rewrite several sentences, and publish it again!

Boom! There you go again! This adds another **5 hours** to your week!







# Time hack #9

## Get a co-rider

## *temporarily*

A co-rider solves two problems at once: he or she can take care of your horse for several days of the week, which frees up those evenings for you to work on your business.

On top of that, you can use the extra money to invest in your business without impacting your current expenditures.

For some of us this sounds logical and fair, but I can imagine some equestrians feel like they want to have MORE time with their horse, not less.

I understand that. The thing is that in order to transition to your new online business lifestyle, you need to somehow overcome the learning curve and the initial set-up of your business. And although it's not the favorite time hack, it does solve two problems at once.

After you've set up the basics and have everything up and running, that's when you can start working less, replace your current job by your automated online business ...

And of course have a lot more time with your horse!

That's why we say, get a co-rider temporarily to transition to an online business.

If money is not a problem and it's only time that is the problem for you, then you can simply consider working part time instead and use that extra time to transition to an online business.

For most of us, that's not an option unfortunately. And I'm guessing you would not be reading this eBook if it was an option. :)

So, let's assume you get a co-rider for 3 days in the week, that means that you've got at least **6 extra hours every week** to spend on your business!





# ▶ Time hack #10

## **Just focus** *on your next 3 steps*

It's so easy to get caught up doing activities that seem super urgent in that moment, but are actually not important at all.

Good examples of things that seem urgent, but are not that important are emails, messages, and even phone calls.

As they pop up, they tend to draw your attention and suck you into action immediately. Before you know it, you've lost another hour of your day. Recognizable?

We all suffer from that from time to time, but the only way to keep yourself focused on what you WANT to be doing is ...

**By setting your priorities and laser focus on your next 3 steps.**

Everyone can think of endless things they should be doing, but listing up to do's is not getting you anywhere unless you take action.

That's why we say: just focus on your next 3 steps and after you've accomplished them, focus on the following 3 steps.

When show jumping, we also only focus on the next jump ahead of us, maybe on the second and third after as well. But not on the whole parcours, right?

Other quick tips:

- Turn on airplane mode on your phone
- Check your emails only twice a day, and don't let them pop-up on your screen.

We believe this speeds up your journey with at least 12 months.







# Total Time Saved

by our 10 time hacks



*Time Savings*

#1 Use commuting time as a resource

*7,5 hours/week*

#2 Create own content, instead of consuming it

*7 hours/week*

#3 Invest in education first, then you'll have more time

*5 years in speed*

#4 Consume knowledge on the go

*7 hours/week*

#5 Surround yourself with like-minded people

*3 years in speed*

#6 Fast-track through coaching from successful leaders

*7 years in speed*

#7 Pretend to listen to music at work

*2,5 hours/week*

#8 Reuse content as much as possible

*5 hours/week*

#9 Get a co-rider temporarily

*6 hours/week*

#10 Just focus on your next 3 steps

*12 months in speed*



Say whaaat?

*Total: 35 Hours of Weekly time savings*

*+*

*16 years of speed in Business Lifetime!*





# So, what do you think?

**Are you starting to see**

*how you can achieve this too?*



I hope you've gained confidence and a lot of inspiration from both our webinar as well as our eBook! Although we've created this eBook especially for our fellow equestrians, most tips are also applicable for non-equestrians.

Our goal is to help equestrians with lack of time by starting an online business that runs mostly on autopilot, so that they can have more time for their equine passion. At PSP-Lifestyle, we teach our clients to turn their skills & passions into an automated online business, because that's what generates the freedom!

**How to proceed?** We teach you step-by-step how to start an online business from scratch in the ALL-IN package. This online education platform covers everything from A to Z! And on top of that, you'll get access to our Mastermind Webinars for weekly advice, inspiration and tips!

So, what are you waiting for? Are you ready to learn a new skillset that will shape your new future? A future in which you can spend all the time you desire with your horse, your partner and your family?!

Then check out the ALL-IN Package here:  
<http://tidyurl.com/w7jity>



*Talk soon!  
Loes Derks*

