

TIME MATTERS EXPERT SERIES:

*How to focus your productivity so you can reach your goals
And
Create your peaceful joy-filled life.*

ACTION SHEET



Rosetta Thurman

Rosetta Thurman is the founder of Happy Black Woman, a supportive community that empowers women to create their ideal lives through personal development and entrepreneurship. She is the creator of the personal development program, *31 Days to Reset Your Life: A Practical Guide to Personal Transformation* and the *Launch Yourself! Boot Camp* to help women build and grow their businesses.

Rosetta holds a Master's Degree in Organizational Management from Trinity Washington University and has taught leadership and business courses as an adjunct professor. Rosetta is an avid traveler and currently resides in beautiful Honolulu, Hawaii. When she's not writing or teaching, Rosetta enjoys good food, good music and a good mai tai. Preferably all at the same time.

Notes from the interview:

1) How and when did you make the biggest shift in your own focus?

- I shifted about 7 years ago and I focus on the vision I have for my life.
- When I am not focused it is because I am not in alignment with what I want to do in my life.
- I have been doing this exercise every year. I write up a paragraph called a "Life Narrative" and I write out what I want my life to look like. I go through a process that leads me to this narrative.
- I started to align with the vision I had for my life. I started to gear my daily actions toward this vision.

2) How and when did you make the biggest shift in your own productivity?

- Having focus on building a location independent business over the last few years doesn't necessarily mean that I will be productive.
- Having the focus leads me to completing the task that you need to do so you can have what you want at the end.
- At first my productivity was a lot about building content then I realized I needed to make sales and money on-line in a way that supported my business that is location independent.
- I needed to really work on creating my sales funnel not on content.

3) What is your personal “secret move” or unique recommendation for easily increasing focus?

- I think about this as regaining focus. It's always the same way for me and my clients. This is about going back to what has worked in the past and remembering what I already know and regaining the focus that I had.
- Giving myself permission to really honor who I know myself to be.
- Staying in alignment with what I want--with my life narrative. I reread it and it reminds and inspires me when I am not focused.

4) What is your personal “secret move” or unique recommendation for easily increasing productivity?

- I travel all the time. In a month I could be in 4 different time zones. I like things to be simple and portable. Too much tech can be a distraction.
- I need to get things completed everyday to keep my business and my life going forward.
- My best tool is an index card and a pen. I write down my to-do list on an index card and I keep it with me for the day and I use it to keep me focused on what I need to do today. You must keep it to 1 index card and focused on what you need to do today.
- I am a minimalist.
- I teach a life mapping process and you need to change life practices to support your life map and reach what is in your life narrative.

5) What is your best tip for entrepreneurs and professionals who want to easily meet their business goals and have a productive peaceful joy-filled life?

- I cannot separate personal development from entrepreneurship. They are not separate.
- We often get things backwards. We build our life around our career or business. I believe we have the power to do it the other way around. To arrange your business in the way you want. If you are not focused or productive, you are out of alignment with what you are here to do and want to do.
- Flip the script and build your business around your life. This is what my book *Launch Your Business* is about.

6) What is the unique transformation you offer with your work?

- I help women build profitable on-line businesses so they can live a location independent lifestyle and have the freedom to travel and live life on their own terms.

7) How can our listeners learn more about you and your work?

- www.happyblackwomen.com/freeworkbook
- www.timemattersexperts.com/replay -- Look for Rosetta and click the free gift button.
- Download free life mapping work book which helps you create your life narrative.

8) Parting thought:

- You can do anything in your life and no one can stop you.

Your Notes: