

The 25th Hour

The Ultimate Guide of Juggling for Work at Home Moms



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THE 25TH HOUR: THE ULTIMATE GUIDE OF JUGGLING FOR WORK AT HOME MOMS
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“Is there anything you haven’t done?”

... they asked in amazement as they laughed as hard as they could.

It was then that I knew I had to write this book.

To juggle several businesses, a speaking career, an acting career, an amazing husband and two little ones, was all I knew.

Toss in a little philanthropy and even some girlfriend time, and bingo! I was doing (and loving) exactly what they were in awe about.

How was I fitting it all in while they were struggling to get out of their pajamas by noon? Easy. I had 25 hours a day. Now you can, too.

If you find this book helpful, please feel free to add it to your blog, facebook, or own website- email it and share it for the benefit of all the hardest working mamas on the planet!

You can also email us your questions and comments to:
aly@rockstarsrock.com

Thank you for the opportunity to share with you. I am grateful.

Aly Calvo

Aly & Andrea:: Rock Star U.
Identical Twins. Unique Perspective.
The Coolest Motivational Speakers EVER.
<http://www.RockStarsRock.com>

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The 25th Hour

“Imagine what you could do with an extra 365 hours per year, or more!”

There are not enough hours in the day. Proven by mothers and fathers everywhere, everyday, it is a simple fact that twenty-four just does not cut it. I always thought the term “work at home mothers” was a little redundant. The term “mother” illicitly implies “work.” For all the hours of the day, we are chefs, taxi drivers, tutors, bookkeeper, housekeeper, therapist, personal shopper, tear-wiper, nose-wiper, and ---wiper. It appears to me, we are already juggling ten or twenty jobs in our 24-hours, before we ever considered a career outside the home!

Surely, there has been some sort of petition for it. Adding a 25th hour to the day, that is. Clearly, such a petition (assuming at least one exists somewhere) has yet to put a dent in the calendar. With that said, we’ll just have to create our own 25th hour. Virtually, or course, but trust me here. With this Rock Star U 25th Hour System™, you will be more productive in your career, and have more quality time for your family, spouse, and self. The 25th hour makes it all possible with greater joy and fulfillment in your life than you may ever have thought possible.

While this system is developed for parents working from home, we will show you how it can easily be adapted to enhance the lives parents working outside of the home, or stay at home moms and dads. Because everyone's family circumstances differ to a certain extent, our system is intended to allow this kind of flexibility. It is never one size fits all, and you get to do the work to make it exactly the way you want it to be. Within 30 days of implementing this system, you will feel as if you have gained at least an hour in each day! Obviously, we cannot defy science or the sunset, nor can we take away all the things on your plate, but we do help you create a system that makes the pieces of your daily puzzle fit together beautifully. Imagine what you could do with an extra 365 hours per year, or more!

With that being said, the 25th Hour System™ assumes a few things. First, it assumes at least one working parent, with no assumption of marital status. Secondly, in cases of work-at-home parent(s), we will assume an office in the home has four walls and a door that entirely closes the room off from the rest of the house. Lastly, we will assume willing participants in the family.

The first step in creating our 25th hour is assigning values of importance to each of our daily tasks. Assigning this value to all types of tasks can work, but is most critical in the area of our office work. By the end of this chapter, it will be clear what I mean. For now, let's look at the types of tasks we may be juggling on any given day in the office and assign a value to them in the interest of learning to automatically stage our priorities. We will assign tasks in alphabetical order:

Let's begin with the A-Task. "A-Tasks" are mandatory, non-flexible items that we encounter throughout our workday. Examples of A-tasks may include conference calls, or projects with mandatory deadlines such as taxes, payroll, bill pay, invoicing. In the next chapter, you will see that these tasks are those that must be scheduled, and completed, first. Everything else happens around the A-task. B, C, and D cannot happen without first having A. We will discuss more on this concept shortly. But first, understand the basic definitions of these task assignments.

Next, consider the **B-Task**. "B-Tasks" are mandatory to be completed, but slightly more flexible in time deadlines than A-tasks. B-tasks can include, but are not limited to major projects, website updates, marketing, or sales calls. These tasks are generally considered very important to your career, and tend to carry a sense of urgency. However, they may allow for more of a hopeful deadline, rather than an absolute deadline.

Now, look at the **C-Task**. "C-Tasks" are mandatory to be completed, but very flexible in timing. These types of tasks typically require less mental focus than the latter. Examples of C-tasks are general filing, database entry, answering non-critical phone calls or emails, or organizing the office.

Lastly, we see the **D-Task**. "D-Tasks" are long-term projects that can be worked on little by little and have no definite due date. D-tasks include items like blogs, social networking, or writing a column. Do not confuse D-tasks with unimportant

tasks. In fact, they can often be your most critical tasks because they, over time, they are what eventually establish you as the expert in your field or build your brand. They just happen to be ongoing tasks, or ones with no definite ending. Also be aware that D-tasks left unattended to for too long may eventually be re-assessed into a C, B, or A-task accordingly.

Now that the types of tasks are established, lets look at what to do with these categories in order to create our 25th hour.

Chapter II

Get in the Zone

“Skip the gossip around the lobby, and get the right kind of thing done here and see the results! Exercise the Option!”

There is something magic about dry-erase boards. In creating your 25th hour, you will need two of them. The first one, a family calendar, should begin as a blank calendar. You will manually fill in the appropriate days every few weeks, and when you arrive close to the end of your calendar, simply erase past events and start over. It is likely you will not be recording a month-by-month calendar, unless it happens to be the first of the month when you start filling your family calendar in. That is fine- just make sure you stay true to the days of the week.

Keep the Family Calendar by the door that gets used most often or in the pantry because...hey, everyone goes there at least a few times a day! It should be large enough to fill in the dates in a corner, and for each family member to fill in their own activities, travel, play dates, parties, practices, and work items. Try to find a dry-erase board with a “Note” section below. This will allow family members to jot upcoming dates of importance when they have not yet appeared on the current posted calendar. Family members should each have their own color of erasable marker, so individual needs can be viewed

at a glance. If the kids are old enough to write legibly, it must be their responsibility to write their own schedules on the family calendar. Step one in creating the 25th hour is to start delegating where appropriate. We may be Super Moms, but we need to enable our kids to be super, too.

The Family Calendar may be utilized electronically with older children, if preferred. Color-coded, the system works the same way, as long as family members are in front of the computer daily. Just decide which is best for your family and go for it!

The following is an example of what a Family Calendar could look like. Notice it seamlessly goes from one month to another, and it even starts in the middle of a month (the 19th). It is not necessary to start on the first of the month, so just begin labeling your days in whichever day it happens to be. Notice the first week has the most items, simply because we happen to have our days planned out more for this week than three weeks from now. Also notice everyone's assigned color, so it is easy at a glance to know if John has practice, or Suzy does. Does Suzy need to attend the birthday party, or is that for John? Her color is pink, so it is clear right away that she has an event that day. Family color is purple, Mom's is green, Dad's is brown, and John's is blue. Simple! Jot down upcoming events that will need to go on future calendars. Check it out:

FAMILY CALENDAR

S	M	T	W	T	F	S
22 <i>4p Baseball Field 9</i>	23 10a Volunteer luncheon 3p Gymnastics <i>4:30p Haircut</i>	24 8a Dad leaves for Boston Science Project Due 3p Suzy to Jan's house <i>5p TaeKwonDo</i>	25 <i>John's Science Test</i> <i>3-5p Baseball</i> <i>Josh home with John for dinner.</i>	26 Suzy's Math Test 3p-Gabby to our house <i>5p- TaeKwonDo</i> 8p-Daddy home!	27 9a- Meals on Wheels <i>3-4:30p Baseball</i> 5:30-Bbstr arrives 6:30- Date night!	28 10-1 Jenny's Bday party at park. Bring swimsuit and towel, gift.
29 9:15a- Church <i>3p Baseball Field 10</i>	30 3p Gymnastics	1 <i>5p TaeKwonDo</i>	2 <i>3-5p Baseball</i> 4-5 Tutoring	3 3p- Skating <i>5p- TaeKwonDo</i>	4 9a- Meals on Wheels <i>3-4:30p Baseball</i>	5
6 9:15a- Church <i>3p Baseball Field 10</i>	7 3p Gymnastics	8 <i>5p TaeKwonDo</i>	9 <i>3-5p Baseball</i>	10 <i>5p- TaeKwonDo</i> Dad's Bday!	11 9a- Meals on Wheels 1 2noon- to Bay House!	12 Bay House!
13 12 Home from Bay House <i>3p Baseball Field 10</i>	14 3p Gymnastics	15 <i>5p TaeKwonDo</i>	16 <i>3-5p Baseball</i>	17 <i>5p- TaeKwonDo</i>	18 9a- Meals on Wheels <i>3-4:30p Baseball</i>	19
						Continue Next Pg

Don't forget the notes section at the bottom of the Family Calendar:

NOTES:
MAY 26-29- FINAL EXAMS MAY 30- Early Release, Last Day of School June 19- Off to Camp! 8am arrive June 20- Mom & Dad to the Lake! July 13- 6 month check up for Dog at vet 2:15p

Review this notes section each time you erase and old Family Calendar and begin a new one. These items will be the first to be added when the appropriate time comes. The consistent use of this calendar by everyone in the family is critical, so remember to review it daily and encourage everyone to take part daily.

The second dry-erase board is strictly for you to plan nightly, but for the entire family to see daily. This board is to be posted just outside your office. It is essentially a list of your operating hours for that day, and they are to be respected by all. This board is called your Get in the Zone Board. Each night, based on the needs of your family agenda, your work tasks (A,B,C or D-tasks), and your own personal needs, you will get to schedule in your 25th hour. The key is for you to actually schedule it in. The Zone Board allows you to do this.

In general, allow for approximately seven zones. Each one is just shy of sacred, and not necessarily in this order. The basic zones are:

“Me” zone

“Spouse” zone

“Family” zone

“Work” zone

“Workout” zone

“Family Work” zone

“Faith” zone

We will go over each of these Zones in detail in a moment, but first a few rules about the Zone Board. Here is how it works:

1. The Zone Board lists only Zones for the given day. It never lists any further detail.
2. The Zone Board always begins with the “Me Zone.”
3. The Zone Board always finishes with the “Spouse Zone.” In a single parent situation, it ends with “Me Zone.”

4. Zone Boards are different for everyone, and even different for the same person from day to day. For clarity, here is what my Zone Board looked like today:

Time	Get in the Zone!	Option Zone
5a		
	ME Zone	FAITH Zone
6a		
	FAMILY Zone	
7a	FAMILY WORK Zone	
8a	WORKOUT Zone	
9a		
	WORK Zone	
10a		
11a		
12p	FAMILY WORK Zone/Lunch	
	WORK Zone	
1p		
2p		
	FAMILY WORK Zone	WORK Zone
3p	FAMILY Zone	
4p		
		Continued...

5p	FAMILY WORK Zone	WORK Zone
6p	FAMILY Zone	
7p		
8p	SPOUSE Zone	
	WORK Zone	
9p	ME Zone	
	SPOUSE Zone	FAITH Zone
10p		
11p		

First, let us go through each Zone to discover what they entail, and most importantly, what they are not. Then, feel free to come back to this example figure and think about how yours may be similar or different in any given area. I will address the “Me” zone first because, face it, it is the one we tend to put by the wayside first when life happens. No more! The Me zone is only self-explanatory if we are very clear on what it is not. It is not a point in the day where we are cooking dinner, making beds, or folding laundry alone. Alone and Me-time are not synonymous. Me time is the time of day that we MUST create... the Calgon-take-me-away moments of the day. The mandatory hot

steamy shower or bath, the time we take to enjoy getting ready for the day- putting on makeup, getting a pedicure, and yes, getting a massage. Coffee with the girls and shoe shopping count, too, as long as they are cute strappy heels and not Heelys!

Remember when we were kids, things were always about me, me, me! We knew nothing else, and for a while it was even okay! As parents, that has all changed. Everything we do, and everything we don't do impacts who they become. So it is not about "me" anymore. Naturally, our tendency is to tend to them and all the tasks they demand. For a few moments of every day, allow and create a break from this responsibility. In a little letting go, you will find yourself approaching the critical role of parenthood much more refreshed and connected to your children.

The rule of always starting the day with a "Me" zone is important because it is difficult to truly disconnect when the crazies are up and about. Set the alarm an hour early just so you can soak in the tub with candle light and wake up slowly. "But I am not a morning person! I need my sleep!" you say. I say, "Precisely." That is why I get up early—so I can rise slowly, have my coffee, hit the virtual snooze button while I drift away not in the sheets, but in the hot bubbly tub. And then I have ten minutes to spare with hair done, a little makeup on, all before anyone wakes up and I shift into Family zone, Work zone, yadda-yaddah.

“Family” zone is a must everyday. This zone does not simply mean picking up from carpool and shuttling to soccer practice while we field calls from the office on the cel phone and the kids play video games in the back seat. Family zone demands that the calls wait until you are in a Work zone. They will leave a voicemail, I promise. This zone requires quiet a concept... actual conversation! Engaging conversation! Not: “How was your day?” “Fine.” Then stop.

Instead, dig deeper. What is exciting today, who is exciting, or who is upsetting you? What challenges did you have, what did you learn, and what are you thankful for today? What are you looking forward to? How can I help you?

They may be kids, but focus in the “Family” zone produces results and you will be amazed at how much more connected you feel to your children, spouse, and your role as a parent. There is no greater gift than being present.

Truly present. One more thing...

Phones are turned off during dinner. Everyone’s phone is off. No calls, no texts. It is a simple concept, but can be difficult to execute initially. There will usually be grumbling complaints if it is not a family habit already. Stick with it and protect your Family zone

With concerted efforts in each zone, after a few days, you will notice the “Work” zone becomes much more efficient. Because the overlap goes away in large part, the focus is much more streamlined and there are fewer

interruptions. Remember the task ranking system we discussed earlier? This is where those A, B, C, and D-tasks come into play. We will discuss details of that in the chapters to come. For now, know that there will be some days in which the “Work” zones will cover most of the day, and there will be some where it is virtually non-existent. Perfect!

The “Workout” zone tends to be an elusive one. That is why it is critical that it is on your Zone Board, or it too easily slips away. Truly, we could write an entire other book on the workout zone, but just know this: Get off your --- or it will be a Wide Zone. If the workout disappears for too long, we never have enough energy or health to be the best spouse, parent, entrepreneur ever. Isn't that what you want to keep being? The *best* spouse, parent, entrepreneur EVER!

The “Family Work” zone is just that. The work that we do for the family that always gets overlooked as “work.” So you might as well call it that so everyone gets it. You are not their maid, short-order cook, personal shopper, postman,...errrr, wait. You are. So at least make it known! The Family work zone is for the time you'll need to be out of the house doing the grocery shopping, dry cleaning, pet grooming, room-mom-ing, car pooling, and work of the sort, or in the house preparing meals, doing laundry, doing dishes, doing homework help, doing, doing, doing. A note of clarification here. After your children have reached school age, Family Work zones are for you alone, while getting things done on behalf of the family. As soon as the kids are in the car with you, Family Work zone turns into

just Family zone, even if you are running errands with them in the car. However, if you are still toting around infants and toddlers at home, do NOT assume running errands with them in the car qualifies as Family zone. At that age, they need clear boundaries and focus on their own one-on-one time to a greater extent. Running errands is not fun for them either. It's a drag. They do not need a ton of Family zone, but they do need a clear and purposeful Family zone that is not overlapping with Family Work zone.

The "Philanthropy and Faith" zone is all about Rock Star U's focus on gratefulness. We believe in living a life of gratitude. Regardless of our life circumstances, seek to find the lessons that shape us and be grateful for that. It is an actionable effort to give back through philanthropy. Schedule in Meals-On-Wheels, or tutor a high-risk child, or volunteer at the hospital. Just when you think you are too busy to juggle one more thing, we helped you create the 25th hour in each day of the year, so for whatever moves you, we hope you chose to use a handful of those hours to make an impact on others. This zone is also reserved for an actionable effort to give thanks through praise.

Personally, all of my actions and decisions are Faith-based, so I chose this zone as one of my most important. To reserve a specific zone for it is not to say that my faith does not encompass everything I do in every moment of the day. For anyone implementing this system, and whether by prayer, meditation, in church, in synagogue, or other form or worship, keep it in the Zone and schedule it regularly.

The “Spouse” zone is mandatory for those of us that have one. After more than 20 years with my husband, I can tell you this is absolutely essential. In particular, this is so critical for new parents. Schedule date nights. Not once a year, but once a week or two. Maintain a current list of many babysitters on hand, or neighbors and friends that want to trade off kids in exchange for their own dates. Schedule bedroom time, schedule coffee in the middle of the workday, or walks after dinner. Before you go to bed each night, always go back to why you fell in love with each other in the first place. Hmmmm.... I was not thinking of it exactly the way that sounds, but now that I just re-read it....

Whewh! Now I am blushing. Anyway, back to the zones. The zones you just read about are the ones we at Rock Star U consider essential to the 25th Hour System. There are some circumstances you will find that either allow for additional zones, or placing a zone inside a zone, which we call and “Option” zone. Much of this depends on the ages of the children and other life circumstances. In my life, for example, I have learned to place Option zones in my schedule while parked in the carpool line and awaiting school dismissal, and many other occasions after 3pm when the kids are out of school. My afternoons are often loaded with gymnastics, baseball, or tae kwon do practice these days. So we have great Family zone with no phone while we are on our way. But as soon as the kids are on the field, in the gym, or the do-jang, so goes my laptop while I wait to tackle a little more Work Zone. Most facilities these days

have wireless internet, so I tend to do my C-tasks and D-tasks while the hour long classes are in session. Because these types of tasks generally require less mental focus than A or B tasks, they are the obvious choice for me while I wait. These are tasks that are easy to look away from at times so I can still watch the perfect back flip, home run, and side kick without missing a beat. To be inflexible in this zone would be silly, and it is the perfect example of how to free up more Work zone time for critical tasks, or free up more of any zone of my liking that day. Skip the gossip around the lobby, and get the right kind of thing done here and see the results! Exercise the Option!

Looking back at the graphic, my Zone board today between 6a-9p allowed me:

1 ½ hours of “Me” time.

4 ½ hours of “Family” time.

3 hours of “Family Work” time.

6 ½ hours of “Work” time.

2+ hours of “Spouse” time (depending on bedtime).

1 hour of “Faith” time.

Assume 8 hour sleep (yeah, right!) and **we still equal more than 26 hours!** Did I mention this system rocks? Totally.

Chapter II.

Work It!

“Your sales calls will be made, your PO’s issued, your invoices sent, your orders shipped, and deposit slips filled out all in the name of making more money because you are now one efficient workin’ machine!”

Let me guess. When you said there were not enough hours in the day, you meant, “There are not enough hours in the day to get my work done.” Right? “Work,” as in your career. Whether home officing for a gigantic company, or budding your own entrepreneurial endeavor, you gotta’ Work it! In creating your 25th hour, we will show you how to work it right!

Remember those dry erase boards? Did you notice that neither of them had specifics about your workdays on them. You would run out of room! Keep your electronic calendar for the work tasks that really, only you need to be aware of since you are the only one in your Work Zone. Outlook, Entourage, or whatever system you prefer, is certainly okay. Remember, if you feel a strong urge to put the family events on this calendar, or if your children are

older and participate in this calendar with you and your spouse via computer, make sure that each person's entry is color-coded. Work entries should all be one color with no duplicates in the family.

Getting back to work, let's look back to the A, B, C, and D's of it all. For any given task, learn to immediately assign a priority to it within less than a second. This is not an evaluation exploration. It is a blink-of-an-eye assessment of:

1. Is it critical to the success of my business?
2. Is the deadline flexible or not?
3. Does the task require extreme mental focus?

That's it. By answering those three questions, all tasks can immediately be assigned to the A, B, C, or D-category in less than one second. Get in the habit of assessing everything you do this way, instead of by levels of ease, enjoyment, or mood, and you just may create a virtual 26th hour! This assessment can be used in all zones, but is mandatory in the Work zone. It is also extremely helpful in the Family Work Zone, so use this tool accordingly and get hooked!

For any given Work Zone, the A-tasks must be scheduled first. A is first, always. That is to say, that these A-tasks have nothing to do with what we *want* to do first. They are simply what we *must* do first. And we must *complete* them first. Do not be a 95 percent-er. Finish the A-task at hand, so the B-tasks can follow without interruption. “But what about an A-task that takes three days to complete?” you ask. The A-task is still an A-task, but you may divide it into more manageable pieces. For example, you have a presentation to give via Skype in two days at 2pm with all the board members. The presentation requires a lot of research, and you still have to put it together on your power point. The two day deadline is approaching fast, but you still have other B-tasks that need to be covered in the meantime. What do you do?

1. Divide the A-task into 3 manageable parts; The research for the presentation, the building and practice of the presentation, and the conference call itself.
2. Get the conference call on the calendar. The time is inflexible, so do this first, and then work backwards.
3. Tackle the remaining A-task pieces in two separate Work zones between now and the call. That will allow for B-tasks high on the list to flow in accordingly, but not overtake your project.

The B-tasks tend to be the most numerous, and if you play your cards right, it is where you make the most money. You will actually find that A-tasks are fairly rare, and that B-tasks dominate because it seems everything is important but deadlines can bend just a hair. But only if they *have* to. And only if they *must*. With A-tasks out of

your way, though, mental focus is higher and interruptions are no more. C and D-tasks are still there in the office, but they literally do not matter in this moment. Do not be tripped up here because your C and D tasks are either easier or more fun. Stay focused, stick to the B-tasks, and the rest comes easily. This is where you will now spend the majority of your Work Zone. Your sales calls will be made, your PO's issued, your invoices sent, your orders shipped, and deposit slips filled out all in the name of making more money because you are now one efficient workin' machine! You have not thought about those C or D-tasks yet, have you? Good.

Right about now is where we often run into trouble. That is because the B-tasks can make such a long list. It's the part of the list that had the old version of you working at 2am while everyone else slept, and on the laptop while the second grader was trying to get your attention to help her with her homework. It is where and why we never want to leave the office. It is never done, and the list continues.

Say it with me out loud. "It is never done, and the list continues." That's right. So whether you leave the Work Zone at this moment to go into Family Zone or not, the list is never done and it continues. And? What do you think millions of people do at 5pm everyday in their out-of-home offices when their lists are not done? They look at their piles on their desks too, and then they in their eco-friendly sort of way turn off the light and shut the magic door!

Remember in the very beginning of this book where I made the assumption that if working at home it meant that there were four walls and a door that closes? I meant magic door.

If the concept of shutting it down is difficult in the beginning, get a kitchen timer. It will cost you a few bucks at any number of stores that sell general kitchen items, and it will save you tons of heart-wrenching urges to say, “Just one more thing...” Look at your Zone Board- you posted it for all to see- and set the timer! There is no snooze on a kitchen timer either, so don’t even try it. Eventually, you will love that timer, and trust that the B-list will still be there when you come back to your next Work Zone. Either that day, or the next, it will still be there. If the deadlines in that list are not flexible enough to be in that pile with the lights off, you just instantly re-assessed that task to an A-task, for your next Work Zone.

Lets assume for a moment, that your virtual 25th hour has become reality for a couple of weeks now and the seemingly impossible has occurred. You are still in the Work Zone and the B-task list is complete! Hallelujah! C and D never sounded so good! Its an easy day at the office! Woohoo! Better yet, know you are that much closer to Family time, Me time, and Spouse time!

Now seems a good time to address my favorite, and most common FAQ:

Q. What if I have so many A-tasks that I never get to my B, C, or D-tasks?

A. Uh, get a new job. Not really. That was a joke. I joke about this because it is such a common question, and rightfully so. In the beginning, it seems all things are critical and all things are inflexible. It all has to get done. But if we really re-focus on the flexibility factor, we find that there are some tasks that can move to the top of the B list. Does it mean our business grows slower? Maybe. Maybe not. Does tackling the task tomorrow at 9am instead of this afternoon mean we will go bankrupt? Probably not. If so, and the A-list really is too long to handle, its time to hire help or maybe, just maybe, it really is time to get a new job! But I doubt it.

Q. What about email? What kind of task is the barrage going on in my inbox? A, B, C, or D?

A. All of the above. Think of each separate email as a task. Have you ever heard that you should never look at your email before 10am? I love this tidbit, but it is true assuming you get to start at 8am with no interruptions. For your

25th hour, simply do not look at your first emails until after your A-tasks are done, regardless of what time that is. Then, before you begin any B-tasks, quickly assess what is in your inbox and determine if any remaining A-tasks have popped up based on your new information- the emails! The first few lines are usually sufficient for you to determine if it is an A task or not. If there are A tasks in your inbox, tackle those first, then repeat until all remaining tasks are B-tasks. Once you have started your B tasks for any given Work Zone, do not check email any more frequently than every 20 minutes. Ignore the beeps that tell you there is mail for at least 20 minutes, then just when you think you can stand it no more, go ahead and look. Chances are, they are C or D tasks, but know that if you took the time to look at email again, you must re-assess if there are any A tasks again and tackle them first.

Chapter III.

Help!

Asking for help can have such a negative stigma. What a shame! At Rock Star U, we love asking for help! It's part of having an entourage. In creating your Virtual 25th hour, consider asking. Not only is it okay to ask for help, it is absolutely critical to your success professionally and personally to ask. Tiger Woods would not be the golf phenom he is without the help of his dad, Earl Woods. Michael Jordan without his coaches and teammates to pass would not have been in the Hall of Fame. The same goes for U2's Bono without The Edge, or even Oprah without her staff of producers and angels! The same goes for you. The help is there, but you must be ready to ask for it, and receive it.

Everyone's version of help varies. Sometimes, help means asking a relative or friend to watch the kids for your conference call (A-task!). To others, it may mean hiring a housekeeper and lawn guy! Find where you can make it work, and ask.

For your 25th hour, there will be some rules in what to do after you have asked for help. If you are hiring for help in the office, consider hiring both locally and virtual assistants for help with C tasks. Understand thorough training will need to occur for efficient help with B tasks, and the A tasks must stay on your plate. Are you willing to schedule the training time in? Not doing so is a common mistake, and one that will result in certain frustration down the road as you find yourself trying to backtrack and scramble on a task by task basis. How defeating to your cause! Hire, train, and *then* delegate so you can focus on your own talents, and the most important B tasks and A tasks.

When juggling so many tasks, sometimes the best hire is help not in the office, but in the home. If finances allow, hired housekeepers may be the best investment yet because not only do they take much of the work load off, they also remove some of the stress of having unfinished work around the home or from just living around a mess. Most importantly, having housekeeping help allows more time for Family zone, Me zone, and Spouse zone! Even if your office help or housework help can only happen once per month, with proper planning, you will be amazed at just how much four hours of help here and there can add up to equal twice the efficiency for you!

With this book in hand, commit yourself to a new efficiency and a new life. Commit to this program for thirty days and watch how, somehow, it eventually all gets done. Watch how your work becomes more enjoyable and prosperous, and watch how your family appreciates a less stressed you. Sure, it will take an effort to implement the routine, and there will be

curve balls as you go along. This is not a program about tasks or expectations going away. It is simply about enjoying the tasks and expectations of life so much more. When it is all said and done, you will smile in the mirror and say, "I did it." And it all happens in your 25th hour.

About the Author: **Aly Calvo**

It all started by arguing with the priest. The priest that read Aly and her identical twin sister, Andrea, their last rites just a few short hours after their gravely premature birth. They were never supposed to live through the night. Lets just say its been a very long night.

While growing up with her severely visually impaired twin, Aly took on the role as best friend and mentor, alongside their amazing mother and four brothers. While normal sibling rivalry existed, most often it was a well-spirited competition to encourage each other academically, athletically, and personally. Aly lead simply by expecting more of her sister, as if she were not blind at all.

By age 10, Aly was a multi-event world champion baton twirler with hundreds of trophies and thousands of medals to her name. She later enjoyed her role as captain of the University of Texas Cheerleading team while earning her undergraduate degree in Psychology with Physical Therapy.

While Aly is proud to have taught and inspired thousands of athletes and coaches throughout her

cheerleading career, she is most moved by the inspiration she has been able to be for her sister. Andrea was so inspired by Aly that she nominated her as someone who “Lights the Fire Within” during the Olympic Torch Relay for the Salt Lake City Olympics. Thanks to Andrea’s nomination, Aly was selected for the relay by title sponsors Coca-Cola and Chevy, along with the Olympic Committee. On December 10, 2001, she carried the Olympic torch on its way to Salt Lake, one of her most cherished memories.

Aly has also spent a number of years in the corporate world as Marketing Director for a Houston Real Estate company, and later as founder of a nationwide collegiate licensed infant wear company. But these days, you will not see Aly in a typical office. Instead, you will find Aly either on stage or on camera.

After being “discovered” in the yogurt aisle of a grocery store, Aly has appeared in hundreds of commercials for clients across the nation. She is also often tapped to host, conduct interviews, and emcee events for clients across the nation.

Although her schedule now keeps her quite busy, Aly still finds time to give back via her involvement with foundations like Meals on Wheels, Make-A-Wish, and as an occasional children’s ministry teacher at her church. With a platform to reach so many others, Rock Star U remains Aly’s favorite platform to make an impact.

Aly is married to her high-school sweetheart, Brandon, and they have two rock star children. She is grateful for the life she gets to live each day. She is most grateful, however, for the many struggles and adversities she has faced because it was through those boulders that she has been shaped, and continues to be shaped....into a rock star.

See more about Aly, and her identical twin sister, Andrea at <http://www.rockstarsrock.com>. There, you can see more about their work and learn how to book personal appearances with the coolest motivational speakers ever.

Aly & Andrea's Rock Star U

Neither Aly or Andrea can sing very well, but they learned early on how to use the skills and God-given talents they were born with (we all have them!) to become "Rock Stars!" Growing up, Andrea learned to cope with a **severe visual impairment** (a result of complications from their **premature birth**) by keeping stride with her fully-sighted twin, Aly. Growing up, coping skills permeated both of their lives, enabling them to achieve dreams together as well as individual dreams in their own lives. In their journey to Rock Star status, Aly & Andrea **learned to use obstacles and mistakes to create success**, and now between them they carry titles of **World Champion baton twirlers** (yes, a blind world champion baton twirler!), **University of Texas cheerleaders, Olympic Torch bearer, kidney cancer survivor, international business owner, TV spokesperson, Authors, Motivational speakers and Coaches**, and their favorite titles: wife and mommy!

The road to "Rock Stardom" they share with audiences now is one that **will inspire your every day actions to take on a whole new level at work, at home, and in your personal life because YOU can be a Rock Star, too!**

Available for keynotes, PR events, workshops, and media training... See more about Rock Stars Aly & Andrea at <http://www.RockStarsRock.com>

