



3 Toxic Lies

That Keep You Overwhelmed,
Overstretched, *and* Underearning
— and how to break free, starting now



WARNING:

What if everything you learned
about time and success is
totally wrong?

Hi, I'm Marie Forleo. I'm the author of the instant #1 New York Times Best Seller, *Everything is Figureoutable* and host of the award-winning show MarieTV and The Marie Forleo Podcast.

You may have seen me on...



For over twenty years, my work has inspired over 100 million lives. I've grown my business from the ground up to become an Inc. 500 fastest-growing company. Oprah called me "a thought leader for the next generation," I've helped over 80,000 entrepreneurs start and grow their dream businesses, and even mentored young entrepreneurs alongside Richard Branson in South Africa.

This is my most important message yet.

→ Please read this ebook and pay special attention to the end.
This may be the most important guide you've ever read.

Let's face it. If you're like most people, your experience of time is NOT working for you.

You might be feeling:

- ☹️ **Constantly overwhelmed and stressed** — like no matter how hard you work, it feels like you're never getting enough done.
- ☹️ **Scattered and unfocused.** Your brain never seems to be able to settle.
- ☹️ **Overwhelmed by everything you have to do** and unsure how to prioritize... which leads to procrastination and a ton of anxiety.
- ☹️ **Exhausted and depleted** from putting other people's needs ahead of your own, but unable to set boundaries.
- ☹️ **Fed up with all the interruptions and distractions** — text messages, social media, and the rings, dings, and pings that make it impossible for you to focus.
- ☹️ **Guilty when you relax** because the moment you stop, you feel like you're being lazy — there are so many other important things you "should" be doing.

If you've ever said to yourself, "I can't keep living this way," you're 100% RIGHT. You can't. There *is* a better way and I'm going to show you what it is.

How Do I Do It All? (I DON'T.)



A lot of people ask me, “How do you do it, Marie? You always seem genuinely happy, energized, and passionate about your work and life.” Anyone who knows me will tell you — that’s NOT an act.

The truth is that I do NOT subscribe to nonstop hustle culture. And I do NOT work 24/7.

I’ve developed a powerful system that allows me to be joyfully productive and effective as a CEO *and* have the freedom and joy that’s so important to me.

In this guide, I’m going to share it with you.

Let me be clear. I wasn’t always peaceful and productive. I spent many years in what I call “Time Stress,” following the same punishing advice that most people do. It almost crushed me. But more on that later.

Today, I want to introduce you to my system so that you, too, can make the best and wisest use of your most precious resource in the world: TIME.

Because here’s the truth: You have so much more joy and fulfillment to experience, so much more love to share with your family, so many more gifts to share with the world! But you’ll never get to any of those things if you allow yourself to stay stuck in the world of Time Stress and overwhelm! In fact, let’s talk about that...

What Keeps You STUCK?

I've seen two big "reasons" why people stay stuck in the world of Time Stress.

Reason #1: TIME

Ironically, the first reason is TIME itself!

People say, "OMG. I'm so busy doing all the things! I don't have the time to stop and figure out how to take back control of my life! I'm just trying to get through the day before I collapse in bed, wake up exhausted, and do it all over again."

Trust me, I get it. But living this way is dangerous and it's not sustainable.

We've all got a breaking point. I'm going to tell you about one of mine in a bit, but if we don't stop and *take back* control over our time, that breaking point could be catastrophic for our careers, our relationships, or — heaven forbid — our health.

Now the good news is, you do not need a catastrophe to embrace a new way to work and live. You don't need a ton of extra time to make a change. Just a few small, but meaningful, shifts can create huge results in your joy, productivity and well-being.

Reason #2: MONEY

The second reason people stay stuck in Time Stress is MONEY. Specifically, thinking they need *tons* of it in order to change how they spend their time.

Some people think, “Sure, if I had tons of cash I could hire a whole staff. But that’s not MY reality. I’m the *only one* who can do my job, run my business, take care of my kids, fold the laundry...”

First, let me be clear: **Being a Time Genius* is NOT about hiring your life away.** My system is for real people with real lives and real responsibilities.

And second, I know a lot of people make assumptions about me. They say, “Oh Marie – you’re successful. You must have people waiting on you hand and foot.”

First of all, yes, I am very successful, and second, no – those assumptions are dead wrong. Ninety percent of the time, I’m doing my own grocery shopping, laundry, cooking, and cleaning. In fact, one time I DID hire a personal assistant for a couple of months, and guess what? Constantly managing and directing

someone else in my little house was way more stressful than doing it myself!

So yes, in certain situations when I need extra hands, I’m happy to get help. But the vast majority of the time, I’m doing the normal things that are part of most people’s day-to-day lives.



The bottom line is that money

does not have to keep you stuck in Time Stress. And I promise, when you learn how to be a Time Genius, it’ll do way more than save you time. It’ll actually help you make *more* money in the long run because you’ll be more joyful and effective in everything you do!



*WHAT IS A TIME GENIUS?

A Time Genius is someone who has transformed their relationship with time by deliberately rejecting the toxic world of Time Stress. They believe that there's always time for what's most important. This allows them to focus on what matters most, ignore what doesn't, and continually make meaningful, joyful progress towards their dreams.

What You'll Learn in This Guide

By the end of this guide you'll:

1

Start to break free from the crushing and – totally ineffective – hustle culture that's been making you feel lazy, bad, and never enough.

2

Learn why working more isn't the secret to earning more – in fact, it may actually be causing you to earn LESS!

3

Discover the secret to making big progress on your most important projects, faster and without sacrificing your health, happiness, or sanity.

Why I Created This Guide for You

One day in the fall of 2020, I was on FaceTime with my best friend Kris when suddenly I winced in pain, grabbed my stomach, and said, “OW.” The conversation went something like this:



Kris:

Uh – what was that?

Me:

Oh, I’m sure it’s nothing. Maybe I’m eating something that I shouldn’t be eating. I betcha I had too much popcorn last night.

Kris:

Nice try. You need to go get an ultrasound. Like immediately.

Me:

WHAT? An ultrasound? I don’t need that. Kris – we’re in the middle of a raging pandemic. I’m not going to put myself at risk going to all these medical centers, getting a whole bunch of tests for a little stomach pain. I’m fine.

Kris:

NOPE. This is not a negotiation. You are going to get an ultrasound immediately.

Me:

Okay, okay. I’ll make some calls and get it checked out.

So I get a bunch of bloodwork done — turns out that's fine. Then I went for a mammogram. All clear. ✅ And then I go in for the ultrasound. I'm lying on the cold exam table in this paper gown and the radiologist is doing her thing.

All of a sudden, I see her eyes bulge out 🙄. She flips the monitor and says, "Whoa. Marie — did you know you have a tumor the size of a grapefruit growing outside of your uterus? Here, look. And it's not the only one. We need to get you to a gynecologist. Immediately."

I was in shock. 😱 What I saw on the screen was scary, to say the least. I'd just lost one of my closest friends from college, then a few days later, we lost my grandmother to COVID.

I'd barely had a moment to grieve. This news was about to send me over the edge.

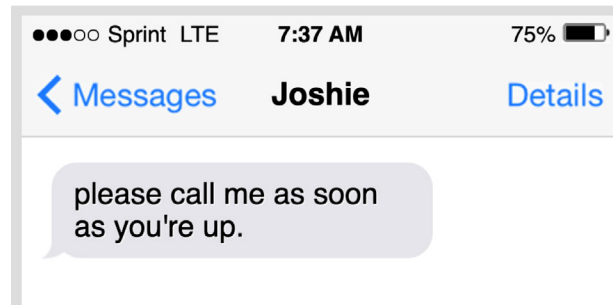
Look — I'm a CEO of company. I'm responsible for a lot of livelihoods and families. I'm used to being the strong one. And for 20 years now, I've worked my buns 🍑 off and I pride myself on showing up and being there for others, no matter what.

But as it turns out, all of that would have to come to a stop.

These fast-growing tumors were wreaking havoc on my internal organs, pushing everything out of place and creating a lot of pain. Given my options, it became clear that I needed to have an urgent hysterectomy.

I wasn't psyched about having major surgery during a global pandemic. And this gets even trickier because my partner Josh was booked to shoot a film in Ukraine, which meant I'd have to have this major surgery alone. 😞

Cut to a few days before the surgery. I'm home by myself. I'm scared, I'm anxious, I'm doing my best just to keep it together. 💪
Then I get a text from Josh, who had just landed in Ukraine:



So I call him back, excited to hear how he's settling in, and he says, "I don't want you to worry, but I have some news. I just tested positive for COVID."

I lost it. I burst into tears, 😭 and my mind went to all the dark places.

Was this it?

Was Josh going to die an awful, painful death, all alone in a foreign country?

Was I going to die on the operating table, or catch COVID during surgery and then die an awful, painful death, all alone?

2020 was a rough year for all of us. 100

Maybe it made you question everything like I did. I really had to take a step back and reassess. I asked myself the big questions like:

- *What's really important in my life?*
- *Who really matters to me and who does not deserve my energy anymore?*
- *Whose idea of "success" am I trying to live up to anyway?*
- *What, if anything, do I want to do differently in the next five, 10, or 20 years?*
- *What if life didn't have to constantly feel so... exhausting?*

Because here's the truth, and I know you know this...

Our time is our most precious, valuable, non-renewable

resource. And we're all running out of it. Moment by moment. Day by day. That clock is ticking. 🕒 And unlike money — which you can make more of — you just can't get back lost time.

I've always been obsessed with time and productivity. I'm always looking at how I can use the time I have in the most effective, joyful way possible. I've tried my best to live by a set of principles that allow me to focus on what matters most and ignore what doesn't.

But being effective with time isn't a one-time event. It's a

practice. It's something we need to keep revisiting and revising. Because as we enter different seasons and stages of life, our goals and our priorities change! ✨

Thankfully, my surgery was a success and yes, thank God, Josh recovered from COVID, too. 🙏

But that whole ordeal, having many moments of, “I don’t know if I’m going to make it through this,” and “I don’t know if my partner is going to make it through this” — it brings a lot of things into focus.

Plus, I was seeing so much suffering, with good people pushing themselves so hard, driving themselves into the ground, and not getting the results they wanted.

My mission is to make a difference, so I knew I had to do something. That’s when I sat down and said, “I’m going to document everything I’ve learned, to help people like you take back control of your time and make real change before it’s too late.”

So that’s my “why” for creating this guide. **YOU are my “why!”** You are a precious soul and you’re constantly being fed these toxic lies that won’t give you the joyful, healthy life you desire or deserve. ❤️





What is Your “Why?”

So I want you to think about this right now: What is your “why?” Why is it a must for you to take back control of your time and your life right now?

This is a crucial question to ask and answer. Your “why” is what’s going to give you the energy and commitment to make a change, once and for all.

Your “why” might be:

- Spending more quality time with the people you love.
- Finishing that book or that program you know you’re meant to create.
- Hiring more people to help you grow your business.
- Traveling abroad.
- Overhauling your health.

And this is a No Judgment Zone... if your “why” is to be able to sit down and watch an hour of Netflix without that awful guilt that you should be doing something more productive instead, then praise be! We’ll get you there!



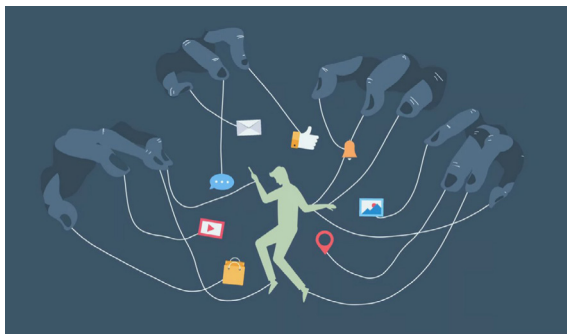
Reflect:

What's my "why" for taking back control of my time and life, starting now?

Write it below. Ex: Spending more time with my loved ones, finally getting my business off the ground, practicing self-care without guilt, prioritizing my physical and emotional health, etc.

Now, before we go any further, I need you to hear me on this: **If you're stuck in the world of Time Stress** — feeling overwhelmed, spread too thin, torn between competing priorities, working all the time yet never feeling like you get anything significant done — **it's NOT your fault!**

The truth is that we've all developed some unhelpful and downright destructive habits around time. Many of us have allowed technology and non-existent boundaries to fracture our attention and focus.



If this is you, don't beat yourself up. That's why you're here, and we're going to get this handled, together!

I mean it. If you feel discouraged or like you've been a failure when it comes

to how you manage your time, it's not your fault. You're not bad or stupid or weak. Most of us have inherited a punishing and destructive relationship with time and it's cultural! This warped reality creates a deadly cycle of exhaustion, overwhelm, fractured thinking, and burnout.

Plus, companies with billions of dollars are employing some of the most intelligent, creative humans on the planet to mastermind new ways to lure us into spending more and more of our time on their apps and their platforms.

Remember, stock prices rely on keeping engagement metrics high. Many tech companies' very survival is based on continuously inventing new ways to capture an ever-growing share of your time and attention. If you think you're a customer of these products and platforms, think again. Your time, your attention, and your data ARE the product.

Now let's dive into Toxic Lie #1...

TOXIC LIE #1

“If I’m not constantly hustling, that means I’m lazy.”

OOF. If you’ve accidentally bought into this lie, you’re not alone. Based on my research, literally thousands of folks feel exactly like you do. I used to believe it, too, and it was so destructive.

Where could this toxic belief have come from? The short answer is, it’s cultural. Just think about the “motivational” quotes like this one plastered all over the internet.



What the hell does that even mean? Somehow it doesn’t leave me feeling very good about myself OR motivated.

How about this one...



Clearly, that person doesn't understand much about basic physiology or science. And, by the way, that dream won't be worth jack if your body is so drenched in stress that you wind up sick, depressed, or dead.

How about this gem?



I love how they try to make it seem spiritual by adding a freaking lotus flower. This one makes me want to shake somebody. Nothing like a little abusive self-talk to get you back on track, right?

Look, a strong work ethic is crucial for success and happiness, but there's a big difference between a strong work ethic and subscribing to this toxic notion that you've got to hustle 24/7/365. Not only is this idea dumb, but it's deadly.

Quotes like these are the Dogma of Hustle Culture, where people take pride in driving themselves into the ground. With messages like this shoved in your face, no wonder most people think, "Hey, if I'm not constantly working and doing something and hustling every second of every day, I must be lazy!"

We sent out a survey asking folks about their biggest struggles with time. Here are just a few of over 7,000 heartbreaking responses:

- *"Every time I try to relax I'm always thinking, "There is so much to do for my business... right now is NOT a time to be lazy."*
- *"If I could take a day off, take breaks more often to go for a walk, or just disconnect for 20 minutes, I would be more committed when I'm actually sitting down to work. But the guilt of not working ruins it for me."*
- *"I want to be present with my family, but when I'm with my kids, I'm constantly thinking of what I should be doing for work."*

Can you relate? I know I sure can. I remember those feelings SO well.

Let me make this crystal clear: **Success is not a race where the busiest and most stressed-out person wins. Do not confuse activity with accomplishment.**

Because I promise you, that's not the only path to success. For some people, maybe driving themselves into the ground works. I don't know, maybe they're masochists. But keeping up a punishing pace, nonstop for years and years on end — it's not sustainable. People like us believe in work ethic, of course, but we also believe in being effective with our time and having a full, rich, multifaceted, and multidimensional life!

TRUTH:

Nonstop hustling and constant overwhelm is dangerous, misery-making, and completely ineffective — especially if you want to make great money and have a healthy, joyful life, too.

Don't believe me? Let's talk facts.

A [study](#) released in the Journal of the American Heart Association found that working 10 hours or more a day, just 50 days per year, can increase your risk of stroke by 29%. That's as easy as working from 8am to 6pm just ONE DAY a week.

That's how dangerous hustle culture can be for your health.

I understand how difficult it can be to break free from this nonstop-work mentality, but here's the deeper truth I've learned over the past decade...

TRUTH:

Top performers in every field prioritize rest, recovery, and play.

Reed Hastings, co-founder of Netflix, takes *six weeks* of vacation a year because it's important for work-life balance and perspective.

Richard Branson leaves his phone at home for days at a time and brings a notepad with him instead. He says, "Freed from the daily stresses of my working life, I find that I am more likely to have new insights into old problems and other flashes of inspiration."

I'd argue that play is one of the most undervalued success strategies out there! Play helps improve brain functionality, stimulate our imagination, and deepen our relationships. That's why I shut down my entire company for four weeks every year so everyone gets time off to play, rest, recharge, and be with their families.

Let's turn this insight into action...

ACTION STEP #1

Upgrade Your Time Mindset

Your mission, should you choose to accept it, is to draw a line in the sand and commit to rejecting the world of Time Stress. That means you **start saying no to the culture of busyness, overwork, and overwhelm.**

Have the courage to question the so-called conventional wisdom.

The first and most important step you must take is to **upgrade your Time Mindset.** What do I mean by that? I mean consciously shifting your thoughts, attitudes, beliefs, and your language around time.

For example:

- Labeling yourself as having poor self-control actually leads to poor self-control.
- Calling yourself a chronic procrastinator leads to chronic procrastination.
- Constantly saying you “never have enough time” leads to the feeling and experience of never having enough time.

This isn't woo-woo positive self-talk. It's common sense, confirmed by scientific research.

Until you make the Time Genius Mindset Shift — that upgrade of your beliefs, attitudes and even your language around time — no productivity techniques, planners, scheduling tricks, or apps will ever get you the results you deserve.

That's because time is ultimately an emotional experience.

And your emotions are rooted in your attitude — your conscious and subconscious beliefs and stories about your time.

Now you may be thinking, “I get it. This makes total sense Marie, but where do I even begin?”

FIRST, NOTICE HOW YOU THINK AND TALK ABOUT TIME.



Reflect:

What are some things you think to yourself — or say out loud — about time?

List them below. *Ex: “Ughhh... I’m always soooooo busy.” “No matter what I do I never have enough time!” “OMG, I’m so overwhelmed — there just aren’t enough hours in the day!” “No, I can’t take a break right now — I have to keep pushing through!”*

Once you start paying attention to how you talk about time — both in your own head and to other people — you'll see exactly how corrupted your Time Mindset currently is.

I guarantee that if you struggle in this area, your mindset is rooted in the world of Time Stress.

Here's why that matters. By continuing to use the language of Time Stress, you're further cementing yourself in a world of scarcity, misery, stress, and overwhelm.

So what do we do about it?

Bring Awareness to How Often You Use Time Stress Language.

🤔 **Just for today, pay attention to how often you say the phrases you listed above**, whether silently in your own head or out loud to your family, friends, or colleagues. List your go-to phrases in the left column, and mark a tick in the right column each time it comes up.

MY TIME STRESS TALK	DAILY TALLY

TOTAL TIME STRESS THOUGHTS IN A DAY:

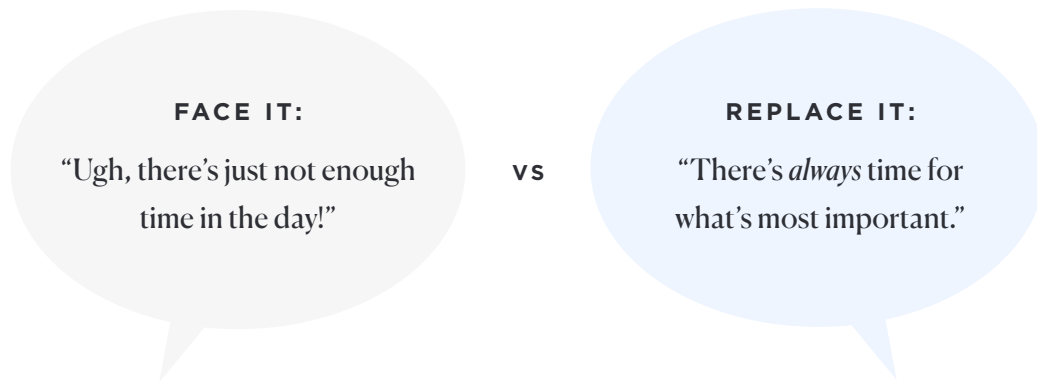


Face It — Then Replace It.

When it comes to negative, limiting, and toxic beliefs — if you don't FACE it, you can't REPLACE it.

✔ **Do this:** The next time you catch yourself saying any of the Time Stress language you listed above, stop and FACE that negative thought/belief.

Then immediately REPLACE it with the opposite, positive thought/belief.



BONUS: Create a list of “reframes” now — positive affirmations about time that flip the script on your negative beliefs — so you have them at the ready next time you slip into Time Stress:

FACE IT: MY TIME STRESS TALK	REPLACE IT: MY TIME GENIUS REFRAME

That's just one small way you can start to untangle yourself from the world of Time Stress.

Once you have awareness of your current beliefs, the real results come when you begin to consciously and intentionally reprogram your own mind, so that the only reality you live in is one of Time Abundance. Of Time ENOUGHNESS. **And yes — that's possible!**

For now, just know that bringing awareness to your language — what you say to yourself and others — is critical to upgrading your Time Mindset and escaping the toxic world of Time Stress for good.

Let's move onto Lie #2....

TOXIC LIE #2

“The more I work, the more money I’ll make!”

This lie — thinking that all those extra hours you put in are going to magically lead to more income — is just dead wrong. Another corollary to this toxic lie goes like this...

“Sitting in front of my computer for 10-12 hour days must mean I’m on my way to huge success.”

Do you know anyone who believes this, or at least acts this way? They’re glued to their work from the moment they wake until their head hits the pillow at night?

When you believe these toxic lies, you wind up filling up your time with random meetings and commitments, desperately hoping to stumble upon a breakthrough that’s going to change everything. You’re constantly grinding, but in reality, you’re getting nowhere fast.

When I dug deep into our survey research — it became painfully clear that **so many hardworking folks are caught in this trap**. Here’s some of what people shared:

- *“I work 12-hour days, over 70 hours a week.”*
- *“I feel like my daily tasks are endless.”*
- *“It’s like I’m always running a marathon at a sprint’s pace and never fully present. Sometimes I never leave my desk but I still physically feel out of breath trying to keep up. I’m just always WORKING!”*

Does any of this sound familiar? If so, it’s time for you to break free. There’s a better, smarter, healthier way. Because here’s the truth...

TRUTH:

Long hours of work do NOT guarantee success.

Not materially and not financially.

In fact, the more hours you work beyond what's optimal, the more it costs you — in terms of your energy, your creativity and, yes, your income. People who overwork quickly hit diminishing returns, to say nothing about the negative impact chronic long hours have on your health, relationships, and joy.

Let me tell you a quick story about how trying to do more and more and more nearly crushed me.

Around 2011, my little coaching business finally began thriving beyond anything I could've imagined. I had one-on-one clients and I was also leading a high-level group mentorship program. I was creating video content every week for my new show MarieTV, running a business conference in NYC, *and* launching multiple group coaching programs.

I had one full-time employee and a handful of contractors. I was working so hard, from morning till night, six to seven days a week.

I knew in my bones that I had so much more potential that wasn't being realized. I had this vision of making a bigger impact in the world, but my bandwidth was at full capacity. There were literally no more hours in the day.

Everything I was doing, from a financial perspective, was starting to work. I started my business deep in debt, and for years I was barely

scraping by. I was finally starting to make more money, but I was also driving myself into the ground.

I would lie awake at night, so stressed and so overwhelmed and think to myself, “Who am I kidding? I’m not meant to be an entrepreneur. Maybe I’m a pretty good coach, but as a CEO — I suck. I’m a total fraud...”

I knew there had to be a better way, because there was no chance in hell I was about to quit this dream business I’d worked my face off to build for the past decade. And thankfully I realized: **since I’m the source of this problem, that means I’m also the solution!**

So I sat down and mapped out every single activity I was doing to run the business. That included producing free content and all of the different revenue streams I had going at that time.

I asked myself...

- ✓ How long did each activity take?
- ✓ How much revenue and profit did it generate?
- ✓ Did it bring me energy and joy?
- ✓ What was the mental, emotional, or psychological cost of each activity?

Once I had it all down on paper, one thing became crystal clear.

I needed to **SIMPLIFY in order to AMPLIFY!**

I needed to radically cut back on the amount of things I was doing in order to have the time and focus for what mattered most.



Simplify to Amplify means that you deliberately focus on fewer things, but execute them on a way higher level.

Here's an example. At the time I had two in-person offerings: an annual conference and a year-long mastermind program. Even though both were extremely profitable and extremely satisfying on a soul level, they cost me in terms of my emotional bandwidth. Plus, they both had a limit on the number of people I was able to reach.

It also became clear that there were two enormous **opportunity zones.**

- ★ **Opportunity Zone #1:** I saw that a program I'd developed called B-School could radically transform millions of lives! B-School had huge potential in terms of scale and joy.
- ★ **Opportunity Zone #2:** My show, MarieTV, also had the potential to positively impact millions of lives all around the world — all for free — if I could find the bandwidth that project needed to grow. ”

In a culture that's constantly pushing us to do more and be more and *take on* more and grow, grow, GROW — I chose to scale *back*, do less, and be a Time Genius instead.

I walked away from both in-person events — which totaled over a million dollars in revenue — so that I could focus on the two biggest areas of opportunity. And you know what happened?



- **Our profits EXPLODED.**
I'm talking 10X growth.
- **Oprah's producers called.**
- **We made the Inc. 500 list.**
- **We started transforming tens of thousands of business owners' lives through B-School.**



And, get this — I started taking regular vacations — something I almost never did as an adult. Once I was able to harness my full energy, focus, and creativity, my entire life changed. Not by doing more, but by deliberately and intentionally doing less.

That one simple exercise I mentioned changed everything. It gave me the clarity I needed to start every day knowing exactly what to focus on and what to ignore.



In my Time Genius training program, I walk you through that exact same proprietary process, called The Simplify to Amplify Audit, so that you can figure out — once and for all — exactly where you should focus your time and energy. Not just to make the most money, but to have the most joy, impact, and fulfillment!



But first, let's walk through some math so you can see, in a very plain and simple way, how working MORE hours beyond what's optimal actually leads to you making LESS money.

Let's take Overworked Olivia. Her business is earning \$100k per year (yay, Olivia!). The problem is, she's exhausted. She's on the edge of burnout. She's grinding away 10 hours a day, six days a week, for 306 days out of the year. She can't remember the last time she disconnected from email, much less took a proper vacation.

Now here's the wild part: It's impossible that all 10 of those hours, every day, are productive and money-making. In fact, some research shows that the best many of us can hope for is a *maximum* of four highly-focused and productive hours a day.

But let's be generous and say that Olivia makes it rain for 8 out of 10 of her working hours. Even so, when you do the math on that kind of grinding, **Olivia is earning \$32.68 an hour.**

Now, don't miss my point: There's absolutely no shame in earning \$32.68 an hour. If you're like me — who spent *many* years earning far less as a waiter, bartender and personal assistant — 32 bucks an hour is wonderful.

The *sheer inefficiency* of the way Olivia's using her time and the punishing, unsustainable schedule she's keeping in order to earn that \$32.68 is what I want you to pay attention to.

There *is* a better way.

Let's contrast Overworked Olivia with another entrepreneur — let's call her Time Genius Tiffany — who runs the same kind of business and also earns \$100k a year.

As a Time Genius, Tiffany figured out that working long hours creates massively diminishing returns. **She knows the real productive value of her time**, focuses exclusively on what produces the most ROI, and delegates the rest.

She works effectively for about six hours a day, four days a week. She takes eight weeks off every year to spend time with her family. Sometimes she even lives in France for a month!

→ She still earns \$100,000 — but she's only working 176 days a year and is making \$94.70 per hour instead!

Can you see the difference? Even though they're both technically bringing in \$100k, Time Genius Tiffany is actually making WAY more money than Overworked Olivia.

→ In fact, \$94.70 an hour is a 189% INCREASE over what her burned out, stressed out colleague makes.

When you really do the math and start to see how you spend your time from a new perspective, you begin to realize that putting in more and more hours — without having a concrete understanding of the value of your time — means that the more you work, the less you earn!

→ Now you might be thinking, "Okay Marie... This concept makes sense for entrepreneurs. But I'm an employee and I can't set my own hours! Can I really be a Time Genius too?"

My answer is YES, YES, and MORE YES!!

Time Genius has helped many smart employees **earn more peace, productivity, and freedom in their lives.** Like Merlene...



Before Time Genius, I always felt really stressed to start work at 9am. Like I had nothing of my day for myself. By 3pm I'd be staring at the clock. I felt like Fred Flintstone when the whistle blows at the quarry - I'd jump off work at 5:00pm and collapse on the sofa.

With Time Genius, Marie convinced me I'm a Creative Scientist, so I tweaked my mornings. My boss agreed to let me work from 10-6pm. Just that one tweak has made a huge impact on my mood and my productivity.

*Now **I have a solid 3 hours in the morning to work on my business, meditate, take a walk with my dogs, and enjoy a cup of coffee.** And when 10am comes and my workday begins, I no longer dread it. I feel energized and eager to get down to business. Now I feel like I'm batting both personal and career out of the park.*


I'm certain that you can get those kinds of results too... if you're willing to think creatively and have the courage to live your life differently.

But for now, let's turn this insight into action.

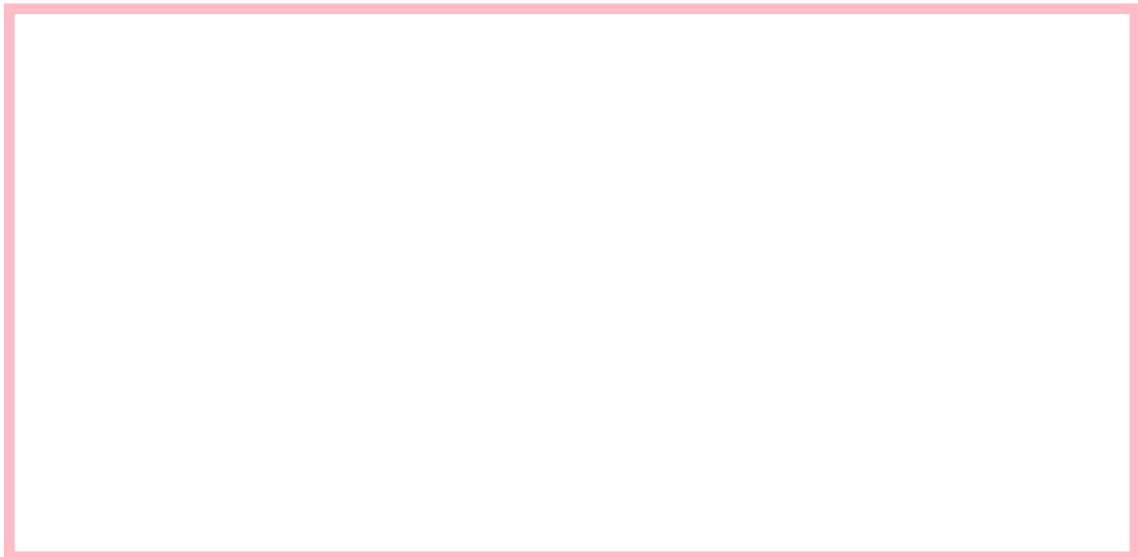
Do Less So You Can Earn More

In order to do less so you can earn more, you must understand the real productive value of your time — then be ruthless, brave, and willing to let things go.

Get Clear on the Value of Your Time.

-  **What activities eat up your time — but aren't bringing you the results you want?**


Ex: Client meetings that could be emails, trying to keep up a presence on every social media platform, saying “yes” to low-paying projects from a scarcity mindset.



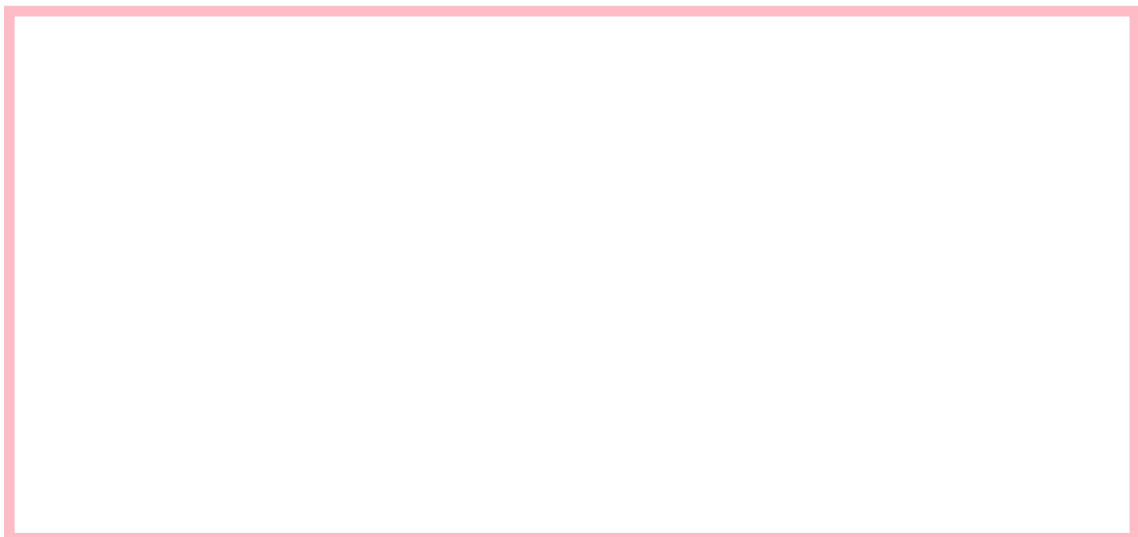
 **Where — and how — are you overworking?**

Ex. I take on tasks that my team could handle, I write and rewrite and rewrite my content until it's "perfect," I work late nights even when my productivity is shot (hello, diminishing returns!).



 **What distractions or interruptions keep you from focusing on what matters most?**

Ex: Social media, my partner constantly chats with me when I'm working from home, 1:1 coaching sessions leave no time to work on my new product.



Let (At Least) One Thing Go.


 What's the one action step you can take right now to let that thing go?

Ex: Remove Instagram from my phone, put a sign on my door so my partner doesn't barge in while I'm working, stop offering that product/service that's not getting me the ROI that I want.

Remember — it's your right and responsibility to maximize your revenue and profit in the most efficient, elegant, and sustainable way possible.

Because long hours of busywork do not guarantee success. And if you don't put a clear value on your time, you can't expect anyone else to.

Thought-starter for employees:

 How can you be a “creative scientist” and look at your work situation with fresh eyes?

Can you speak with your boss and restructure your schedule (EX. transition from full time in the office to hybrid/work from home)? Could you wake up an hour earlier to carve out some peaceful time for yourself before your workday begins? (Don't forget to move your bedtime up — a Time Genius doesn't sacrifice sleep!) Get curious and brainstorm some possibilities here.

You're doing great! Now let's move onto the third and final toxic lie that keeps you overwhelmed, overstretched, and underearning...

TOXIC LIE #3

“I have to do it all and be **EVERYWHERE** all the time if I want to be successful.”

Oh lordy. This is a big one, especially for entrepreneurs and creatives. The mistaken belief that you have to say yes to every invitation or opportunity, show up to every meeting, have your hands in every project, chase every bright, shiny object, and — here’s the worst — be on every social media platform under the sun.

You’ve been sold a lie that you have to constantly be on...



You’ve been pressured to constantly engage, create content, answer every DM, respond to and like every comment.

Let me let you in on a little secret. I run an extremely successful and profitable online business, and the amount of time I spend on social media has become practically nonexistent.

How is that possible? The reason is because I know exactly what activities in my life give me the most ROI — in terms of where I can make the most impact, create the most profit, and give me the most joy and fulfillment. Spending a lot of time on social media isn’t one of them.

I learned a long time ago that by not saying yes to everything, by not trying to live up to impossible societal expectations — by not pressuring myself to be everywhere at once — I’m able to make my highest and best contribution to the world.

I've seen this too many times (especially with entrepreneurs):

“OH God — If I'm not on [insert-the-social-platform-*du-jour*], I'll be left behind and I'll be irrelevant!”

This kind of FOMO paranoia can crush your ability to get actual money-making activities *done* so you can have time and bandwidth for the other important areas of your life, too.

In fact, I've even seen would-be successful entrepreneurs sabotage their own success because they're afraid they wouldn't be able to keep up with the demands of being uber-successful! **Check out this DM I got recently:**

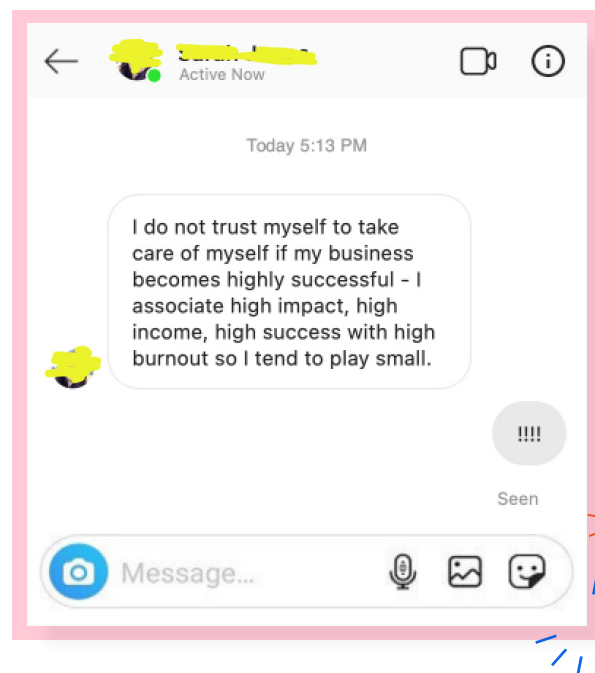
What a shame, right? This person is playing small because they believe the toxic lie that big success has to come with big burnout. Please trust me when I tell you this — you do not have to be everywhere all the time in order to be successful. I'm living proof!

Let's be real. Running around like a chicken with your head cut off isn't going to get you the wealth or fulfillment or the longevity in your career that you desire!

Plus, it's *impossible* for one human being to be everywhere, all the time, and *still* have open space for thinking, resting, playing, and being.

The reality is, every single one of us has limited time, energy, and cognitive fuel each day. When you take the time to step back and get crystal clear on the specific goal or project that *really* matters most to you right now — and you put a system in place to help you achieve it — you can start making major progress faster and easier, without sacrificing your health, happiness, or sanity.

Here's a truth that I live by, that is a core belief of being a Time Genius...



TRUTH:

**When you know what's important,
you can ignore what's not.**

Now let's take this insight and turn it into action...

ACTION STEP #2

Decide what matters most.

Answer the following questions — and be honest with yourself!

Decide What Matters Most

1

What's your single most important goal or project at this stage and season of your life?



2

What's the biggest opportunity in your business or career right now?

Hint: It's the one that you're not getting to because you're too overwhelmed and scattered trying to be in a gazillion places at once!



3


How much income would that goal bring in if you could figure out how to focus on it and get it done?

Really be honest with yourself here: \$25,000? \$100,000? \$1 MILLION or more - over the course of your career?



4

What would it be worth to you – financially, emotionally, and spiritually – to to cross that finish line?




Now, Imagine How It Will Feel to Get It Done.

Seriously. Close your eyes and imagine all the lives you'll change and all the people you'll get to inspire. Imagine all the satisfaction and pride you'll feel when this thing is finally complete.

5

Take five minutes to journal about it here.




Fantastic work!

The point here is that it's totally possible for you to have that result — to get that big project or goal done. But not if you continue to spread yourself too thin and play the losing game of trying to do everything and be everywhere at the same time.

If you truly want to have faster and more joyful progress reaching your biggest and most important goals — then there's two more steps you need to take.

1

Write down the #1 work project that if you focused on it and got it done — you know it would make an extraordinary difference in your business or career.




2

Write down your #1 life goal or project.

Ex: Overhauling my health, getting my relationship back on track, renovating my kitchen, diving deep into my passion project (creating art, learning a language).



The harsh truth is this: If you don't have clarity on your most important career goal or your most important quality of life goal, you won't get the speed of results that you deserve.



***Clarity is power* when it comes
to how to spend your time.**

Once you have that clarity, you need a simple and foolproof system to get it done — one that doesn't rely on chance or willpower or how you feel. A system that helps you automatically focus on what matters and blissfully ignore everything that doesn't. A process you can follow every day that will make all the shiny objects and a gazillion distractions and all the things that could get you off track — disappear.

If you don't know what your primary project should be right now, or you don't have a system to help you prioritize your time, I'd love to show you a simpler, saner, more joyful path to success.

Make no mistake, if you struggle with time, overwhelm, and your ability to get the right things done, here's something I know to be true....

TRUTH:

You're either going to change by design or by disaster.

If you know my work, then you know I like to keep it real — even if it stings for a minute.

Because if you don't make a change, at some point you will hit a wall. You might be starting to see the cracks already.

Maybe you don't have as much energy as you used to.

Maybe you're having pain in your body or other health issues, like I did.

Maybe you're having more fights with your significant other, and maybe you're wondering whether you should even stay together.

You might be looking at your finances or your business metrics and every number is going in the wrong direction.

But here's the thing — if the cracks in your life are already starting to appear — please hear me when I say **it's NOT too late!!**

You still have time to make a change and turn things around!

What we talked about today was just the tip of the iceberg. Now your job is to actually take action. Let's quickly review your three-step action plan:

ACTION STEP 1: Upgrade Your Time Mindset.

Start by bringing awareness to the language you use. Then you must consciously and intentionally reprogram your mind and beliefs.

ACTION STEP 2: Do Less So You Can Earn More.

Make some tough choices about what needs to GO. Less really is more.

ACTION STEP 3: Decide What Matters Most.

This is where the rubber meets the road. You're going to decide the critical few things that are going to get the vast majority of your time and attention.

You can't just think about it, you need to BE about it.

And if you're thinking, "This is amazing, Marie, I'm super fired up. But what exactly do I do next to make sure I put these ideas into practice and get results?"

Great question! You should join us for [Time Genius](#), my revolutionary training program that'll help you set the right priorities, double your creative output, and skyrocket your energy, joy, and profits.

time
genius

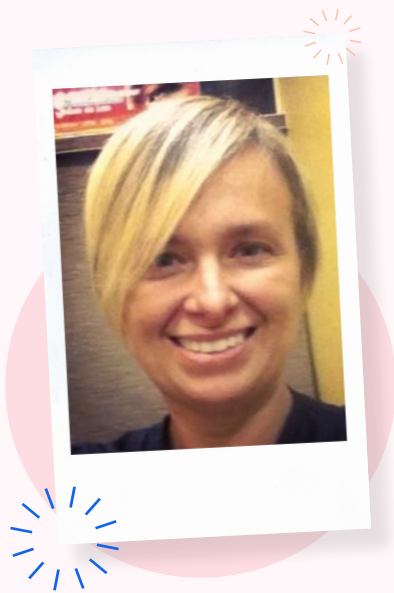
INTRODUCING TIME GENIUS...

Take Back Your Time.
Get Back Your Life.

LEARN MORE

Time Genius WILL Change Your Life — GUARANTEED. ✨

We have over 1,200 pages of stories submitted by real students who changed their lives in less than 2 weeks. Here are just a few...



“I finished my novel on time. I wrote it in two weeks as I was doing Time Genius. And I did it with joy. I also signed up for singing lessons because now I have the time to do them.”

Time Genius is life changing. The tools are simple and straightforward but OMG they are powerful. I'm still wrapping my head around that.

— DOMINIKA WACLAWIAK BEST

“I’ve raised my rates and I’m set to 4x them again. As a result, I’ve created 4 new programs that I’m super excited about. I wish I had this 10 years ago, I know I would already be at multiple 7-figures.”

I’ve rearranged my entire work week. I’m setting and sticking to boundaries around client hours and access to me. I’ve been working toward these goals for over a decade and I was beginning to feel like maybe I just couldn’t do it.

Time Genius is the ONE course you need. I wish I had this 10 years ago, I know I would already be at multiple 7-figures.

— SAMARIA WILLIAMS



“As a psychiatrist with ADHD, who helps people with ADHD, I feel like I’ve read just about everything that exists on time management. But Time Genius is a paradigm shift. Even if you just apply 10% of what you learn to your life, it will be worth it.”

— DR. RAJAN GREWAL

"72 hrs this week, RECLAIMED!"

Before the end of my second focus block this morning, I had completed my scheduled/important work for today... tomorrow... and the next day! I expected to be doing this over the weekend. Instead I got 3 days back! 72 hrs this week, RECLAIMED! SWEET RELIEF! Thank you, Marie & Team Forleo!

— KENDA DONAHUE



“Time Genius saved me from ongoing health problems, prevented me from filing bankruptcy, and gave me time and energy to connect with my loved ones.”

Now that I've implemented Time Genius strategies, my mornings are energizing and full of possibility. My work hours are focused, disciplined and a hell of a lot shorter. My days feel spacious and nourishing rather than noisy and draining. I am in sheer awe of how delightfully effective this new approach to living is!

— BREE DILLON



“Marie’s Success Plan alone boosted my productivity by 200%.”

Last week I had the best sleep in two years. I finally got clear on my priorities and I said no to extra responsibilities in my job, for the first time in my life. I’m not staying up late and I woke up earlier than I used to. Every day, I do yoga in the morning instead of checking my phone. I no longer work until 8 PM. I have time for my partner, my soul project, and I read 3 books in 2 weeks.

I feel like the girl I used to be in high school — happy, creative and determined to pursue my dreams. It’s been a long time since I enjoyed my life this much. Life begins the moment you become a Time Genius. You can’t put a price tag on this life-changing program.

— ROMANA HAJDUKOVÁ



“This program is one of the most transformative things I’ve ever done for my mental health.”

Becoming a Time Genius has taken a lot of weight off of my chest, guilt out of my heart, and racing thoughts out of my head. One of the best, if not the best, investment I’ve ever made in myself!

— MARY LYNN SPROWLES



“My 5-year old just told me, out of the blue, ‘Mami, you look so happy.’ This same little girl once told me that she didn't think I liked being a mom because I was always so tired. You can't put a price on that kind of change in such a short amount of time, y'all. You just can't.”

— LAURA LORTA, COPYWRITER



“My mornings are like I injected them with STEROIDS. Today is Wednesday and I’ve achieved SO MUCH I keep wondering why and how it isn't already the weekend.”

JOIN YESTERDAY. I’ve already asked my friends to join the next round. I cannot stop raving, Plus, they’ve been noticing it in me BIG TIME.

— NGOZI AJAERO



Skyrocket Your Profits & Joy *Without Working Harder*

Time Genius will help you work less, make more
and FINALLY get the freedom you deserve.



CLICK HERE TO LEARN MORE
(hop on the waitlist if we're sold out!)



Stop conforming to the toxic
culture of overwork. Stand up
for yourself and start living
the joyful life you deserve.

time
genius