

Productive Insights Presents

042. Chris Ducker on The Secret To A 6-Hour Day, A 4-Day Week & A Multi-Million Dollar Business



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Resources Mentioned:

- [Textexpander:](#)
- [Case Study - Employee Customer profit chain at Sears](#)

Related Podcast Episodes:

- [Episode 001: Neil Patel on Branding, Entrepreneurship, Investing and Lots More](#)
- [Episode 018: Buck Rizvi on How To Build an EIGHT figure Business Using The Right Systems And Culture](#)



Books Mentioned:

- [Crush It!: Why NOW Is the Time to Cash In on Your Passion](#)
- [Losing My Virginity: How I Survived, Had Fun, and Made a Fortune Doing Business My Way](#)

042. Chris Ducker on The Secret To A 6-Hour Day, A 4-Day Week & A Multi-Million Dollar Business

Key points (with timestamps)

- 2:21 - Chris' journey and how he built a self-sustaining business working 4 days a week and 6 hours a day
- 5:37 - How Chris works ON his business, not IN his business
- 6:40 - Build systems for repeatable processes - don't try and be superman/superwoman.
- 7:37 - How do you work through the fear of delegating tasks that involve sensitive information?
- 9:41 - It comes down to deciding to let someone into your inbox a couple of hours a day
- 13:45 - The importance of culture of the organisation
- 15:50 - [The Employee - Customer profit chain at Sears](#) - case study
- 16:40 - TextExpander is an awesome app.
- 17:47 - The common challenges in cutting back on hours while still improving profitability
- 20:16 - Productivity 101 - Multi-tasking is a myth.
- 20:30 - Amy Porterfield's mentor's take on context switching
- 24:37 - Actions a listener can take to get started with increasing productivity and profitability
- 26:49 - As our friend James Schramko says, "You can't steer a parked car."
- 27:03 - Books that have had the biggest impact on Chris
- 27:09 - Chris talks about the book 'Crush It' by Gary Vaynerchuk.
- 28:41 - How 'Losing My Virginity' by Richard Branson impacted Chris
- 32:32 - Richard Branson, if you're listening ...



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