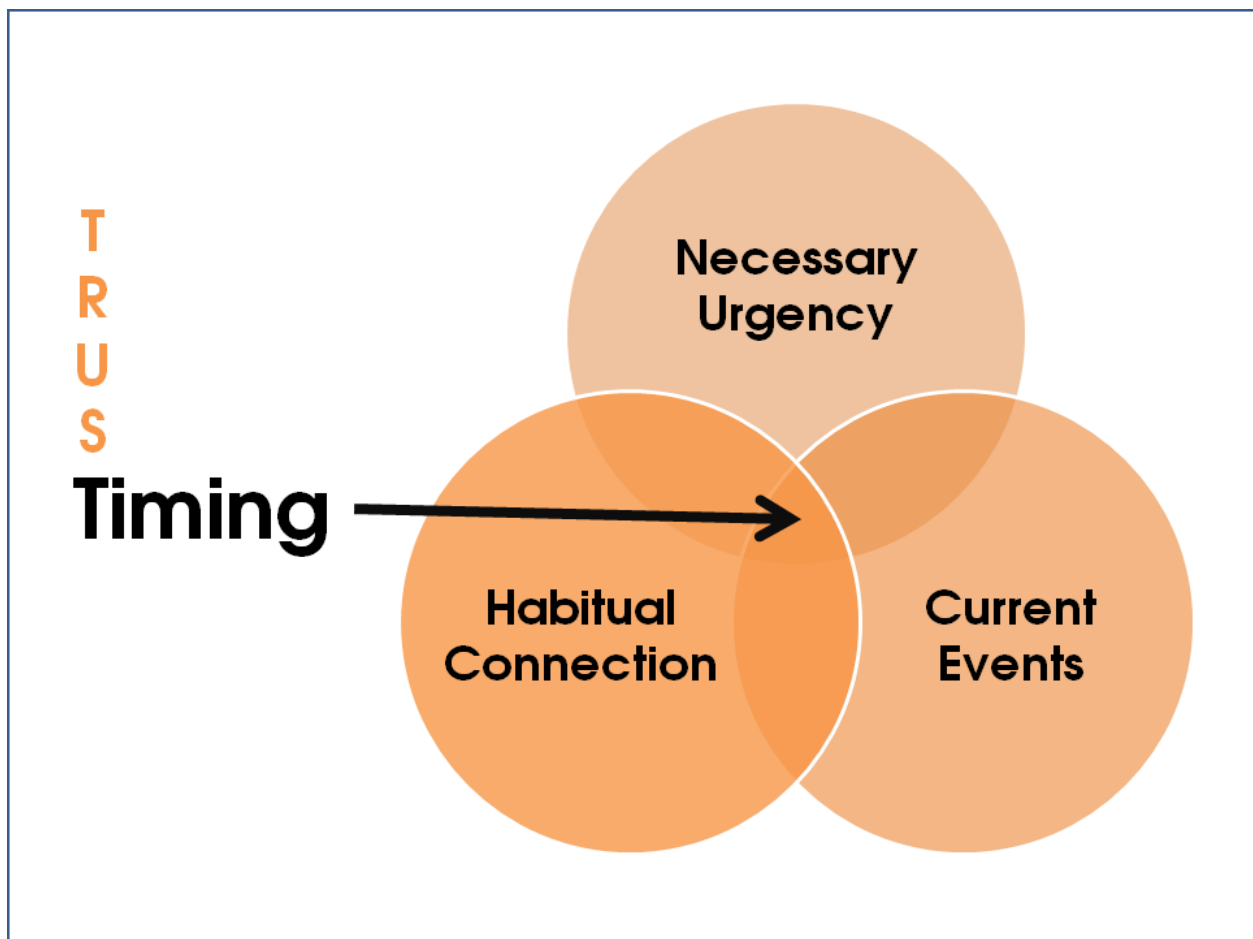


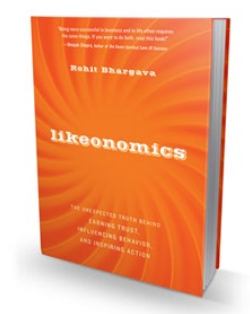
Timing —

The Workbook & Action Guide: How To Achieve The Perfect Timing



NOTE: This PDF is exclusive BONUS CONTENT designed for readers of *Likeonomics* by [Rohit Bhargava](#). Learn more about Likeonomics at www.nonobvious.com/likeonomics

How Does This “Workbook” Really Work?



This PDF is designed as an companion to Chapter 8 of Likeonomics. That chapter focuses on Timing and why you need to find the right timing in order to be more likeable and build trust.

This workbook is organized into practical advice broken down into the 3 elements of Timing shared at the end of Chapter 8, and visualized in the diagram on the first page of this workbook – necessary urgency, habitual connection, and current events.

Within each element, you will find advice based on the types of activities that you will likely need to do:

1. **Thinking Advice** – Consider this the more “strategic” aspect of timing. The questions in this section will help you to think through how to achieve the perfect timing.
2. **Doing Advice** – In many situations, getting the right timing requires more than just changing your own behaviour. Often you need to influence others or perhaps change an entire business culture. This is the “tactical” side, and here you will find ideas for how to take your thinking and really bring it to life.

Necessary Urgency = *The first element in getting timing right is having a built-in sense of urgency so it is clear that someone needs to act or pay attention in the moment that matters.*

Necessary Urgency: Advice For Thinking

Question To Ask ...	What Your Response Will Tell You ...
Why should someone care about what you have to offer or an idea that you want to share <i>right now</i> ?	Urgency is the real secret to action, as it is only when the vast majority of people think that something is really urgent , that they will act. As you think about how to describe your response, imagine the commonly asked question as a journalist might care about it ... why should someone care about what you have to offer right now, and why are you talking about it now instead of six months ago? What's different today? These are all nuances that will help you have a better answer to the timing question.
What might you do to make your point of view, idea or business more urgent for right now so more people see it as relevant for today?	Sometimes urgency is inherent in what you do, and sometimes you need to think of ways that you can add it. This may mean creating some sort of special offer, or putting a time limit on some of the things that you are doing. Either way, urgency is a key quality in why people pay attention to anything right now.

If someone asked you why they should care about what you have to offer, what would you answer? Also, what are three ways that you might demonstrate an urgency with any message you are already communicating?

Habitual Connection = *The best timing will connect your message or idea to a habit that the people you are trying to influence already have.*

Habitual Connection: Advice For Thinking

Question To Ask ...	What Your Response Will Tell You ...
When you think about the normal everyday behaviour of the people you are trying to reach, what does their ordinary day look like and what part might you take in it?	We all have habits and rituals that make up our normal days. When you can get a better understanding of how someone's normal day flows, you can find the right moments in which you might be able to reach them. Timing, in part, is all about finding ways to reach someone at times that are adding to their personal experiences rather than trying to interrupt them.

EXERCISE – Daily ritual map ... start to write down what an ordinary day looks like for the person you are trying to reach. What media do they consume? How do they travel? What are the moments in their day when they might be open to hearing from you? This sort of daily map will help you start to spot the ideal timing moments when they would be likely to respond to your messages.

Current Events = *There are plenty of external factors that can influence getting timing right, so linking something to current events can only help with relevance.*

Current Events: Advice For Thinking

Question To Ask ...	What Your Response Will Tell You ...
What are the moments during the year when you can predict how people will behave and what they will be interested in – and how can you relate those to what you do?	Every year you have more than a dozen moments when you know various things about how people will be behaving and what they will care about. Valentine’s Day, back to school, Election Day ... each are predictable moments in time when people will be paying attention to particular things ... so the real question is, how can you use those moments in time to make yourself relevant – or at least avoid wasting your time and attention in a moment that will be very hard for you to break through the clutter.

Make a list of 5 big current events that happened in the past week which the audience you want to reach are likely to be paying attention to. These are your opportunities to work in real time to

How To Achieve The Perfect Timing: Advice For Doing

- ✓ **Use the “real time” aspects of social media in the way they are intended** – A big value that comes from social media is the ability to engage with lots of different audiences in real time. That means having conversations with people instantly, but it also means there are real opportunities to hit the perfect timing because you know exactly what moments someone is online and may care about seeing your message. On Twitter, in particular, many people often take the time to share their comments and updates via Twitter at the same time as they are reading updates on the platform. So if you want to best chance of catching someone when they are actually online and in a moment when they are able to pay attention to what you have to share, watch the real time updates and conversations on social media.
- ✓ **Predict what people will care about before they care** – Back to school is the perfect example of timing in a retail environment that many retailers are able to predict and prepare for before consumers are actively thinking about it. Consider those sorts of moments in your business, or the situation that you are preparing for. Of course people will want to lose weight before the summer, or search for new hires after all their college student employees go back to school after August. Thinking about these sorts of predictable moments before they happen will help you to be ready to take advantage by timing anything you do for that exact moment when you know people are most likely to care.
- ✓ **Be part of the trend instead of defining the trend** – Who doesn't want to be a trend setter? Those people and organizations are cool –and they set the direction for everything from fashion to behaviour. The only problem is, that balance between trendy and loner is very hard to hit. Instead, if you can watch the trends that are already happening and find a good way to build on the trend by incorporating it into what you or your business does ... you can realize the value from the trend without having to necessarily set it yourself.
- ✓ **Make time-saving your priority** – In almost any business, there are companies and people who save you time and those who cost you time. Guess which ones tend to be more successful? Every moment that you force your customer or people interacting with you to do more work is a moment when you are creating a less positive experience for them. Instead, make time saving your priority. If they are already giving you their ZIP code, save them time by not requiring them to enter their city and state – technology can do that already. What are the other ways that you can save people time? The more you are able to focus on this, the more you can give people the most powerful benefit in the world ... more of their own time.