

# [BE FOUNDATIONS] TIME DISCOUNTING



Humans don't value a dollar today the same as a dollar tomorrow. Use this worksheet to learn how TIME DISCOUNTING impacts your business.

## THE "I'LL START MONDAY" EFFECT

Think of all those things you have said you would "start on Monday" but didn't quite pan out: diets, exercise programs, saving money, quitting smoking, being more organized, flossing...whatever. These all impact us because of time discounting. Every human experiences this at some point or another, and it is impacting your business in many ways. Consider how it impacts:

### 1) YOU

**What are you putting off for tomorrow that you should do today?**

Putting too many goals and tasks on the to do list means nothing gets done, what if there was only one item that had to be done each day?

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### 2) YOUR EMPLOYEES/COWORKERS

**What do they want to do, but don't get around to?**

86% of people say they planned to change their retirement contributions soon, but 4 months later none had taken any action.

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### 3) YOUR CUSTOMERS (CURRENT OR POTENTIAL)

**Where are people delaying buying from you/taking action? Or making a bad choice?**

When planning for the week, 74% chose fruit. When planning for the day, 70% chose chocolate.

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HELP?**

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