

'What a revelation this book is. The *E-Myth* gave the world the idea to "work on your business not in it". Now Nigel and Martin have given us the *how* to do it'

Martin Norbury, The Scalability Coach

BUILD YOUR BUSINESS

IN

**90
MINUTES A DAY**

NIGEL BOTTERILL AND MARTIN GLADDISH

'Nigel constantly goes on about his 90 minutes and now I know why!! As soon as I started doing my 90 minutes my business went ballistic. Doing my 90 minutes consistently is the main reason why we have doubled in size in the last year. I now realize why it's so important. The impact it has is astounding. FACT: If you're not doing your 90 minutes regularly, you're leaving money on the table.'

—**Mark Hammond, Abacus Party Cover**

'What a revelation this book is. The E-Myth gave the world the *idea* to "work on your business, not in it". Now Nigel has given us the *how* to do it.'

—**Martin Norbury, The Scale Coach**

'I've learned many things from Nigel over the years but the most significant was how to build a super successful business – 90 minutes at a time. It's brilliant.'

—**David Browne, Scottish Shutter Company**

'90 minutes has become my secret weapon for finding new customers, keeping them happy and growing my business. It really works.'

—**Lucinda Dawes, Big Copy Studio**

'The most precious – and impactful – time of day for any business owner is the 90 minutes. It's the time when you work on your business and not in it; that's what the 90 minutes is all about.'

—**Mitch Lloyd, Petra Jewellery**

'It's the satisfaction of knowing that I've just spent a concentrated 90 minutes growing my business.'

—**Andi Hill Captain Rug Wash, Plymouth Rug Cleaning**

‘What a great book. It articulates the simplest but most powerful of concepts and really makes a difference. We’ve made huge progress since implementing 90 minutes.’

—**Keith Edmunds, Tiger Computing**

‘For me, it’s 6.30am to 8am every morning. That precious time when I can absolutely guarantee my business is growing.’

—**Richard Curtis, The Root Of It**

‘My 90 minutes is now the time I look forward to most as a business owner, it’s when I know for sure that I’ll be growing my business.’

—**Shaun Walker, Nibbletech**

‘Nigel’s passion for helping small businesses grow is immense. His guidance and encouragement, and the discipline to stick to my 90-minute regime, has made a massive difference to our business.’

—**Barry Allaway, Group Managing Director, WWMD**

‘Nigel describes himself as a “shy, retiring Yorkshireman”, when in fact what he is, is a Translator. He takes all of the business jargon, hyperbole and waffle and distils it into common sense nuggets that any business owner can implement for themselves. As he is the first to admit, there is no magic pill to transform a business, but by listening to Nigel, and following his advice (in particular his 90-minute strategy) you can’t help but see rapid growth and stellar results.’

—**Liz Baranov, Rickaby & Co**

Praise for the Entrepreneur's Circle

'I've been a member of the Entrepreneur's Circle for nearly 5 years, and although I've run a business for over 18 years – employing 24 staff – Nigel's teaching and training has enabled us to transform our performance and growth. My only criticism is "why the hell didn't you set up the EC 15 years ago!"'

—**Graham Hill, Verbatim**

'We're £20,000 up on the last quarter as a result of what we've learned from Nigel and the EC.'

—**Pauline Davidson, Partners Hair & Beauty**

'Our turnover is up by 500% in the last year thanks to Entrepreneur's Circle and Nigel's teachings.'

—**Jaroslav Wolak, Lopa Removals**

'After being a member of EC for just 4 weeks I'd increased my sales by £40,000 and we're well on track now to be a £1m business.'

—**Nik Allen, My News Mag**

'Since joining EC and learning the power of 90 minutes, I've got so much done that our turnover this year is up by 350% and we should be a million-pound company by the end of the year.'

—**Stuart Miles, Smiles Centre**

'What I've learnt from Nigel and the EC now accounts for thousands of extra cash in the business every month.'

—**Adam Butler, Easy Online Recruitment**

‘Joining the EC and doing what Nigel says, helped me put 12 years of ideas into action – and within a few weeks we’d won a new £50,000 contract.’

—**Lucy Barry, Flair Dance Academy**

‘The amount of new business and profit I get off the back of being involved with the Entrepreneur’s Circle is incredible.’

—**Mike Loughton, Sir Tax Accountants**

‘Since joining EC and learning from Nigel we’ve more than doubled our turnover and increased profits massively.’

—**Kate Lester, Diamond Logistics**

‘With the help of Nigel and the EC we now turnover £400,000 with a team of 7, all from a standing start just four years ago.’

—**James Sheard, The Accountancy People**

‘Nigel’s team are brilliant, and since joining EC three years ago our profit has doubled year-on-year, and our turnover is now 800% higher than when we started. I’m so glad I got involved.’

—**Tracy Irwin, TI Payroll**

‘Following Nigel’s advice, I’ve seen a 40% uplift in profits since joining the Entrepreneur’s Circle – and it’s getting stronger.’

—**Alice Jackson, Madson Interim Solutions**

‘I wish I’d known about the Entrepreneur’s Circle years ago. The service is second to none, they keep me on track and they really do care.’

—**Adam Payne, TCMUK**

**Build Your
Business in
90 Minutes A Day**

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**Nigel Botterill
Martin Gladdish**



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This edition first published 2015
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John Wiley and Sons Ltd, The Atrium, Southern Gate, Chichester, West Sussex, PO19 8SQ, United Kingdom

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Library of Congress Cataloging-in-Publication Data

Botterill, Nigel.

Build your business in 90 minutes a day / Nigel Botterill and Martin Gladdish.

pages cm

ISBN 978-0-85708-601-3 (paperback)

1. Small business—Management. 2. Small business—Growth.

3. Entrepreneurship. 4. Success in business. I. Gladdish, Martin, 1968— II. Title.

III. Title: Build your business in ninety minutes a day.

HD62.7.B673 2015

658.02'2—dc23

2015001924

A catalogue record for this book is available from the British Library.

ISBN 978-0-857-08601-3 (pbk) ISBN 978-0-857-08603-7 (ebk)

ISBN 978-0-857-08602-0 (ebk)

Cover design: Kathy Davis/Wiley

Set in 13.5/17pt CaslonPro by Aptara Inc., New Delhi, India

Printed in Great Britain by TJJ International Ltd, Padstow, Cornwall, UK

*'For all the members of the Entrepreneur's Circle who
do their 90 minutes every day...*

...we salute you.'

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HOW TO READ THIS BOOK

The stories and lessons contained within the rich array of pages you hold in your hand have been laid out in a carefully planned order. Each one in turn has its own little gem or treasure trove of wisdom to reveal to you, and by way of introduction to the individual sections you will see that they are headed by one of the following five themes:



90 minutes that changed the world



The science of 90 minutes



Your 90-minutes-a-day stories



Practical 90-minutes guidelines



The 90-minute fact file

INTRODUCTION

Time is indisputably the most precious resource available to today's busy entrepreneurs. The wisest amongst them would pay a high price for more of it. Yet despite the fact that time itself is absolute and there is no way for us to create more, many smart people still strive to fill the time they have with 'busyness', rather than using it to enhance their productivity. Whatever strategy or strategies you've been employing to get your business to where it is today, there is no doubt that it would be in an even better position if you had more time available to you.

But what if a 'type of' additional time was available and delivered to you in a manner that saw you at your most productive, brilliant best each day? Imagine what a difference that would make!

Well, that is exactly what this book has been designed to reveal to you. So hold tight as we take you back through the richness of antiquity, blast you up to the edge of space and walk you through the lives of some extraordinary people to discover the secrets that lie within the time you already have. We

promise you adventure, intrigue, science and real-life, proven wisdom that might just change your life forever. So read on and enjoy the journey.

This book has been designed to be read in 90 minutes.

In fact, we conceived, planned and pitched the idea for this book during a 90-minute chunk of time, and wrote it across a series of pre-planned 90-minute time slots. In it, we share amazing stories of how the great and the good changed history in the space of just 90 minutes. It even delves into the science behind such achievements.

Finally, and perhaps most interestingly, it gives insight and education into the 90-minute milestones that led to success and new horizons for business owners just like you and me. If you are prepared to test and take on board its message, it will help you to find and use 90 minutes of quality time each and every day to build your business.

We sincerely hope that you embrace its lessons, enjoy its wonderful stories and are inspired by all of its other content and contributors.

– Nigel and Martin