



The Contrarian  
Entrepreneur Show

Episode Notes

## Episode 007

# The Minute Bucket Theory of Time

*Note: this document contains the essential content of this episode but is not a complete verbatim transcript. It may also contain bonus content that was not included in the episode.*

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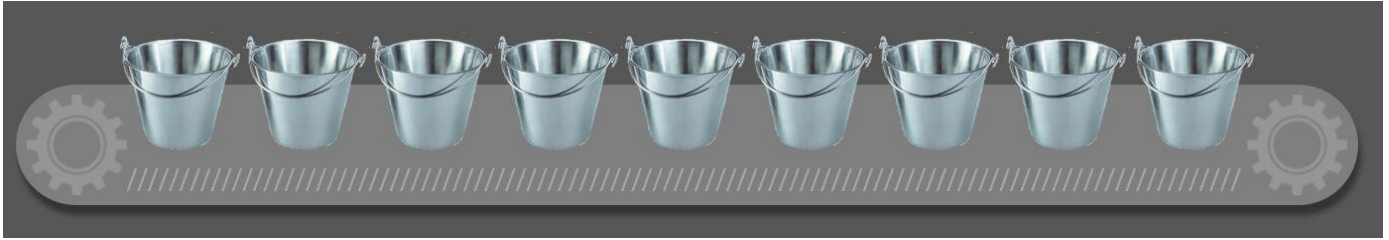
In this Episode...

## 01 - The Minute Bucket Theory of Time

- 02 – Wisdom for Entrepreneurs
- 03 – Snippet of Business Wisdom
- 04 – Snippet of Marketing Wisdom
- 05 – Book Recommendation
- 06 – Snippet of Website Wisdom
- 07 – Today's Profound Thought
- 08 – Speaking of Magic
- 09 – Upcoming Episodes

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# Page 01 - The Minute Bucket Theory of Time



Imagine that time is a conveyor belt that passes right in front of you. And on this belt is a continuous succession of small buckets. And it takes exactly one minute for each bucket to pass by you.

The conveyor belt is the Time Stream.

The buckets are minutes.

Minute Buckets.

You receive 60 brand-new, empty Minute Buckets each hour, 1,440 of them each day, 10,000 each week, 44,000 each month, and approximately 526,000 each year.

If you live to age 80, you would have lived for 42,000,000 minutes and had that same number of buckets to put something in.

But let's subtract from birth to age 18, leaving 33,000,000 minutes, representing your adult life.

33,000,000 Minute Buckets to fill with something.

What are you putting into your Minute Buckets?

Things that will benefit you?

Or benefit someone else?

Or things that don't matter to anyone, and won't be remembered by anyone?

Each of your buckets deserves to be filled with something good, something worthwhile, something that will somehow, in some small way, leave something or someone better than before that little bucket passed your way.

1 bucket = 1 minute  
60 buckets = 1 hour  
1,440 buckets = 1 day  
10,000 buckets = 1 week  
44,000 buckets = 1 month  
526,000 buckets = 1 year  
33,000,000 buckets = 62 years (your adult life)

What have you put in your buckets so far?

What are you going to put in your remaining buckets?

Remember that the Time Stream never waits, pauses, or slows down, nor does it care what you put into your buckets.

Once a Minute Bucket has passed, you can never retrieve it.

*“Time lost is never found again.”*

*~ Benjamin Franklin*

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## Page 02 – Wisdom for Entrepreneurs

*Entrepreneurs use tools to create things.*

*Employees function as someone else's tools.*

*So everyone has to decide if they want to USE a tool or just BE a tool.*

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## Page 03 – Snippet of Business Wisdom

*"Our job is to make change. Our job is to connect to people, to interact with them in a way that leaves them better than we found them; more able to get where they'd like to go. Every time we waste that opportunity, every page or sentence that doesn't do enough to advance the cause is waste."*

~ Seth Godin

Take the magic moments that you have been given and go change something today.

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## Page 04 - Snippet of Marketing Wisdom

The old marketing was about monologues - businesses talking to you or, worse yet, at you.

It was called advertising.

The new marketing is about dialogues - you and businesses talking with each other, and customers and clients of those businesses talking with each other.

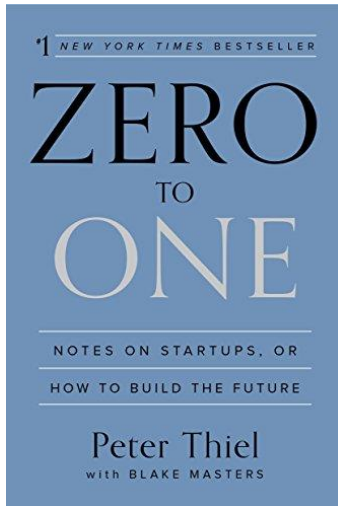
It's called relationships.

If you can understand and internalize the idea that business is now based on relationships, and not on convincing, persuading and manipulating, you'll be on the right track.

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## Page 05 – Book Recommendation

“Zero to One” by Peter Thiel



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## Page 06 - Snippet of Website Wisdom

Your website is your stand-in when you can't be there.

As a business owner, you probably would like to be available, in person, to speak with everyone who might be remotely interested in your products and services. After all, you can do a much better job of that than anyone else. But you can't be everywhere all the time.

Let's say it's 11:45 PM, and you're in bed asleep. But at that same time there are other people who are wide awake, sitting at their computers, looking for a product or service much like yours.

And they stumble upon your website.

And they have questions. And you're in bed asleep.

Who's going to handle their questions?

Answer? Your website.

When you're not available, your website is your stand-in, your duly-appointed representative, and your authorized agent.

So you better have a website that does a good job of that. If you hired a salesperson, or anyone in any capacity that represented your business, you'd be very careful to hire someone who represented you well.

Is your website representing you well?

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## Page 07 – Today's Profound Thought

*“You have to put in many, many, many tiny efforts that nobody sees or appreciates before you achieve anything worthwhile.”*

*~ Brian Tracy*

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## Page 08 – Speaking of Magic

*The magic is in the doing.*

*Many people will pick up a book.*

*Some will flip through the pages.*

*Several will read it cover to cover.*

*But only a few will do the work.*

*I challenge you to be one of the few who will do the work.*

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## Page 09 - Upcoming Episodes

- Nobody Can Motivate You
- How Not to Crash and Burn
- Business Makes Me Crazy
- BBB-DDD Is Not Enough
- Outsmarting the Enemy
- Your Business Structure
- The Human Condition

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## Where can you find this show?

- My website: [tomharris.us/ces](http://tomharris.us/ces)
  - WATCH the video version
  - LISTEN to the audio (podcast) version
  - READ episode notes (downloadable PDF and web page)
- LISTEN to the show as a podcast on **iTunes**.
  - Open iTunes on your computer.
  - Navigate to Podcasts
  - Search “contrarian entrepreneur show”
- WATCH the show as a video on **YouTube**.
  - <https://www.youtube.com/channel/UCGPAJS6OU3Uz9AFF-QbMHOw>

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# THINK

Think for yourself. If you don't think for yourself, then other people will do your thinking for you, and that's not a good thing.

# LEARN

Read books. Read blogs. Watch videos. Watch TED Talks. Listen to podcasts. Learn something new every single day. Never stop learning. You cannot foretell when a piece of knowledge will become useful to you.

# CREATE

Create something -- something good -- something that wasn't there before and would never have been there if you hadn't shown up.

# Think - Learn - Create Be Brave - Be Bold



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