

# Start Living in *Prime Time*

By Denis Waitley

**P** rime time is that period between 6 and 10 p.m. during which most of the general public watches television. Commercials in prime time are the most expensive, costing many thousands of dollars per minute. Your real success in life will take a quantum leap when you stop watching other people making money in their professions performing in prime time, and start living your own dreams and goals in prime time. Time is the ultimate equal opportunity employer. Time never stops to rest, never hesitates, never looks forward or backward. Life's raw material spends itself in the now, this moment, which is why how you spend your time is far more important than all the material possessions you may own or positions you may obtain. Positions change. Possessions come and go. You can earn more money. You can renew your supply of many things. But like good health, that other most precious resource, time spent is gone forever.

Each yesterday, and all of them together, are beyond your control. Literally all the money in the world can't undo or redo a single act you performed. You cannot erase a single word you said. You can't add an 'I love you', 'I'm sorry', or 'I forgive you', not even a 'thank you' you forgot to say. Each human being in every hemisphere and time zone has precisely 168 hours a week to spend. And some of those most precious hours occur in prime time.

Consider this: most of your daytime hours are likely spent helping other people solve their problems.

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The little time you have in the evenings and on weekends is all you have to spend on yourself, on your own dreams and goals, and personal development. Some thoughts to ponder:



- Have dinner with your loved ones at least two to three times per week. It's the best time for casual conversation to listen to what those close to you feel is important in their lives.



Mealtime is a time to dialogue.

- A television set is an appliance. It should be used, at most, for two



hours at a time. It should be off, unless specific programs of interest are selected. It should not be used as a one-eyed babysitter. For the most part, TV exposes us to negative role models.

- Instead of watching television, why not read a good fiction or nonfiction book, write a letter, engage in a hobby or craft, call a friend or someone in need of encouragement on the phone, network on your computer, go out to an ethnic restaurant, a home show, an entrepreneurial show, a musical recital, a play, a fitness class, or cultural event. Take an art or photography class. Use prime time to live the kind of life others put on layby.

**Action Idea:** If you and your family/friends watch TV, try not turning it on for one week. When you do watch TV, reduce by 50% the amount of time you spend watching it. Concentrate your evenings and free time into hands-on, real-life experiences you can touch, feel, smell, and engage all your senses in. Instead of virtual reality, insist on the real thing!

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