



BOOK REVIEW

Time Hacks

The 4-Hour Work Week Review

MUSHFIQUR RAHMAN SHANTO

Everyone wants to make more money. While there are a lot of ways to earn money, one thing is for sure: You have to invest time. Time is a fleeting resource and most people feel that their time is the biggest thing they are losing in their quest for money. Well, you have to sacrifice something to gain something, right? American entrepreneur Timothy Ferriss, in his book "The 4-Hour Work Week", claims to have an alternative.

The overall theme of the book is that, it's not money you're after. Rather you want to fulfill your needs and desires and the money is just a medium. And there is a method to designing your work and lifestyle in such a way that you can have what you desire while putting minimal effort.

The foundation of the book is the idea of relative income and absolute income. Someone who earns BDT 10,000 a week working for 10 hours each week is considered to have a higher relative income than someone who earns BDT 20,000 a week but has to work for 40 hours. Relative income is essentially the amount earned for per unit of time spent working. The purpose of the book is to teach you ways to increase your relative income rather than absolute income, thus freeing up your time.

The book provides a lot of methods for maximising your relative income. Sadly, most of them cannot be easily implemented and have notable limitations, especially in Bangladesh. But the core principles taught in the book are very effective and can be applied to most situations. The most important of these principles are "Elimination" and "Outsourcing".

Elimination is a process that is based on the 80/20 rule of statistics. Essentially it states that in a given system, approximately 80 percent of the output is a result of 20 percent of the input, and vice versa.

For example, if you run a business, you'll likely see that a big chunk of your revenue is coming from just a fraction of your customers. All your other customers contribute to a small portion of that revenue. Thus, if you eliminate the other customers and direct your resources to the highly profitable group, you'll have much higher profit with much less resources and time spent.

Outsourcing is just what it sounds like, hiring someone else to do the less important and time consuming tasks. Let's say I earn BDT 2000 for every hour of work. Usually, I spend 2 hours working and 2 hours doing household chores each day. So my per-day earning is BDT 4000. But then one day I hire someone to do my chores for BDT 500. Thus, 2 hours of my day was freed. So I decide to dedicate one extra hour of my day to my work. As a result, not only has my daily income increased to 4500 but I also have one additional hour of valuable free time.

"The 4-Hour Work Week" was a great read and will definitely be worthwhile for anyone looking to improve their life situation. Despite the limitations and additional risks that the book's suggestions have, there are more than enough valuable concepts which if learned and implemented properly will have a positive effect on your life.

Mushfiqur Rahman Shanto is a lost and confused soul going through his early twenties' crisis. Send him life advice at mushfiqshanto1234@gmail.com

JETLAG
A blessing in disguise?

RABITA SALEH

Jetlag isn't a pleasant experience. Falling asleep at 3 o'clock in the afternoon and being wide awake after midnight is the last thing you want when you're trying to put your life at home in order. However, jetlag *can* have some unanticipated benefits.

AVOID AWKWARD INTERACTIONS BY LITERALLY FALLING ASLEEP

You now have a perfectly acceptable excuse to avoid any conversation. Your aunt had apparently called to ask how your journey went, but has somehow steered the conversation towards why eighteen is the best age to get married. Just tell her you are jetlagged and plan to sleep till twenty-five. The mother of the kid you tutor sounds like she wants you to make up some extra hours for the ones you missed while on vacation. Well, that's not happening because you've already slipped into your subconscious while she blabbers on.

SAY WHAT'S ON YOUR MIND WITHOUT FEAR OF REPERCUSSIONS

Jetlag can be used like pseudo-inebriation in that you can say whatever is really on your mind, without worrying about what people think. Don't think your friend should wear that dress? Just tell them they look like a house-elf in a hobo suit. You can always say, "Sorry, it's the jetlag speaking." But you'll still get the point across.

You can also get your kicks out of boring conversations by babbling nonsense. Your friend will end up laughing because they think you're

jetlagged and not sure of what you're saying, while you're just relieved you got them to stop going on about their tedious work story.

STAY AWAKE AND BINGE WATCH ALL THE SHOWS YOU WANT

On any given day, your family is bound to have a problem with you lying in bed watching TV shows all day. When you're jetlagged, however, you can just go on ahead watching shows at night while your family gently sleeps. And if your mother does walk into your room at five in the morning to see you glued to your screen, you just say that you couldn't fall asleep, and for once she actually believes you.

REDISCOVER MORNINGS

Depending on the type of jetlag you have, you might end up awake in the wee hours of the day. Birds are chirping, the sun is just out, and you feel like you have all the energy in the world. Waking up at six in the morning makes you appreciate how long a day really is. If you use your time wisely, either being productive or just catching up on hobbies, by the time it's noon – which is when you would usually wake up, you feel like you've already got so much done.

FINALLY FIX THAT SLEEP CYCLE

Have you been saying you'll fix your sleep cycle since you were twelve, and haven't gotten to it yet? Well, now's your chance. As you recover from your jetlag, you'll begin to notice that you can fall asleep at hours that you hadn't been able to sleep at for a long time, like 11 PM. *gasp* I know, it sounds unheard of. Don't let yourself slip into old habits again. Use this opportunity to turn a new leaf and put a halt to that insomnia.

