Two ratios: a quarter of the meeting, right before it — and prep hours set by the stakes.

Everyday calls and meetings

The everyday ratio

1. **Block a quarter, right before it**
   A 40-minute call gets 10 minutes of prep, booked straight before it. As you get practised, that quarter shrinks towards a tenth. After two months, Elina needed about 5 minutes.
2. **Look up every person who will be there**
   Their role, how long they have been in it, where they are based, and any recent news. Two minutes of searching each is usually enough.
3. **Write three lines on a notepad**
   Background: what you already know. Purpose: what this meeting has to decide. Problem: the one thing the client needs solved. Keep the same page in Systex.
4. **See the client the way their customers do**
   Visit their website, try their booking page, read a few reviews. Before one call with a dental clinic, Elina found the booking form did not work on phones.
5. **Open with one detail in the first minute**
   “I saw you opened your second clinic in March.” The conversation starts at the problem, not the basics.

Elina · IT support · Riga (example)

Setting **IT support company, Riga**	Team **Six technicians**
Monthly support contract **$1,200 each**	First calls each month **About 12**
Closed, before the routine **About 2 of 12**	Closed, after three months **About 4 of 12**
Call length / first prep **40 minutes / 10 minutes (a quarter)**	Prep after two months **About 5 minutes (towards a tenth)**
Calls shorter by **About 10 minutes on average**	Total prep **Around 2 hours a month**
Each extra contract **$1,200 of monthly revenue**	Tracked in **Systex**

Mistakes to avoid

1. Prepping days ahead and forgetting it all by the meeting.
2. Fact-finding live, asking things you could have looked up in two minutes.
3. Over-preparing a small call for an hour. The ratio is also a ceiling.

These are examples, not promises. Example figures. General education, not financial advice. Results vary. USD.

The everyday key point

A quarter of the meeting’s length, booked right before it, spent on the people, the purpose and the problem.

Big, one-time moments

The stakes ratio

1. **Set prep hours by the audience and the stakes**
   A rough guide: about 4 hours for a room of ten, and far more for a stage in front of a thousand. Rafael faced six decision-makers and budgeted 12 hours over two weeks.
2. **Master the material before you polish the slides**
   The last two years of events, your costs, and the ten hardest questions, written out in full.
3. **Rehearse in conditions close to the day itself**
   Standing up, same slides, same clicker, same time limit. Two managers played the other side and interrupted on purpose. Put the rehearsal dates in Systex.
4. **Prepare for what you cannot control**
   If the screen fails: printed one-page summaries. If an extra stakeholder joins: a short recap. If the time gets cut: a ten-minute version, already timed.
5. **Treat nerves as a signal, not a verdict**
   Ask which part worries you, and prepare that part again. For Rafael it was pricing questions.

Rafael · Event planning · Santo Domingo (example)

Setting **Event planning, Santo Domingo**	Team **Nine staff**
Hotel-group pitch **About $90,000 for a year of corporate events**	Past win rate **About 1 big pitch in 5**
Decision-makers **Six**	Guide / budget **About 4 hours for a room of ten; he budgeted 12 hours over two weeks**
Hard questions written out **10 (the head of finance asked 3, word for word)**	On the day **Screen failed for the first 5 minutes; he handed out one-page summaries**
Result **Won the contract, worth about $90,000 over the year**	Reuse **Pitch kit, answers, one-pager and short version, kept in Systex**

This week

- [ ] Open your calendar and add a prep block before every meeting, about a quarter of its length, right before it.
- [ ] Use the three lines: background, purpose, problem. Put them in Systex.
- [ ] Pick your next big moment (a pitch, a talk or a tough negotiation) and write down how many hours it deserves and when you will rehearse.
- [ ] After two weeks, compare the meetings you prepared for with the ones you did not.
- [ ] Put a date in your calendar to check it again in 30 days, and put this week's list into Systex.

Systex is our own product. You can find it at loftybiz.net. Click the link in the description.
Planned free URL (not live yet): https://loftybiz.net/free/prep-ratio-planner. No phone numbers or LoftyBiz / Systex contacts.

The stakes key point

Prep hours set by the stakes, the material mastered first, and rehearsals that feel like the presentation day.

Example figures. General education, not financial advice. Results vary.