



Your Fall Success Checklist

6 Tips To Tame Your Time Management Challenges

By Barb Girson

Edited by Robyn Girson

I recently spoke and facilitated at a small group meeting for established entrepreneurs. The topic was time management - a challenge for most who are building a business. The issues they cited are common among entrepreneurs. So much to do and so little time. The juggle and struggle of managing professional and personal priorities is challenging. This requires planning. Set your intention to find a formula that meets the needs of work and home. When you spend too much time on your business, your family suffers! Too little time spent on the business, and your results are meager.

At different stages, your personal needs will change. What is at the forefront of responsibilities with toddlers is different from when they are in school. Summer schedules vary from a fall routine. August is the time to take in our last summer days and make your plan for a fabulous fall. Stay open to modifying your method and be minding of equilibrium.

Here is a Fall Success Checklist with 6 timely tips to help you to tame your time management challenges:

___1. Schedule your office hours - drill down designated time to fend off distractions.

Set up your fall work schedule. Not only does this mean posting your office time; but also decide whether you are working in the administrative or creative part of your business. Schedule your outbound call time blocks, as well as, when you will return phone calls and emails. By grouping these activities together, you will be more efficient in your communications. I spend about 1/3 of my time with clients, 1/3 marketing my business and 1/3 of the developing content. Figure out your key activities and divide the time accordingly.

___2. Make regular appointments with you - focus on activities that you keep putting off.

If you frequently find that you are not devoting enough time to promote and market your business, add more definition to your plan. Map it out on paper and make regular appointments with yourself to get it done. The appointments you make and keep with yourself are most important.

___3. Forget multi-tasking!

Multi-tasking is not what it was once cracked up to be. [Research](#) suggests that multi-tasking, especially when learning new information, is counter-productive. "The best thing you can do to improve your memory is to pay attention to the things you want to remember," Poldrack, co-author of the study, added. "Our data support that. When distractions force you to pay less attention to what you are doing, you don't learn as well as if you had paid full attention."

This applies to your ability to work as well. Practice giving yourself to the moment. You will be more energized and effective at the end of the day. Give your attention to what I call "HIGH IMPACT ACTIONS" (HIA). These are the actions that move your business forward with sensitivity to the best

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investment of time, money and resources; and have the potential to give you the highest return on your investment. I am constantly reviewing my list and asking, 'What are my High Impact Actions?' that need done today. To these items dedicate your full attention.

___ 4. Get strategically involved in organizations.

Being involved in a few organizations (NAWBO, LIKE MINDED MOMS, ASTD, COC) that align with my interests and connect me with people who have common goals has been instrumental in my success. It is not enough to join an organization it is important to contribute. Be selective with the assignments you accept and look for opportunities to make a difference.

___ 5. For a better balance - schedule both 'time in' and 'time off' from your business.

Not only do you need a work schedule, a marketing plan, a sales strategy, and a communication system. You need to create your vacation plan. Schedule the times you will not work. After years of coaching entrepreneurs and being one myself, the work is never done. Set parameters and follow them faithfully; success will follow.

___ 6. Set boundaries with your business - create personal policies. I strive for one pro bono speaking engagement a month, which causes me to periodically space out multiple requests. Determine what your personal policy is for volunteer work or donation of product or services. Preemptively, addressing these requests makes it easier to provide clear responses and creates a precedent for the future.

Follow this "Fall Success Checklist" and you hopefully make time for your HIGH IMPACT ACTIONS and priorities. Now is the time to map out your plan for a fabulous fall. Remember if you approach your business in the same way you have always done, you will get the same results. To grow, make your plan and set up your schedule to succeed!

1 Multitasking Hurts Learning, <http://www.webmd.com/balance/guide/20070201/multitasking-hurts-learning> (accessed 8.1.09).

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Barb Girson, International Direct Selling Industry Expert, Trainer & Coach, helps companies, teams & entrepreneurs gain confidence, get into action, & most importantly... grow sales by sharing her "Strategies That Stick™".

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