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# Small Business

# “Street Smarts”

(in no particular order)

1. The fatal mistake of many business people - thinking that because they are a good mechanic, baker, accountant, that they understand what it takes to **run** a mechanical business, bakery business, accountancy business. The most important skill for any business person is to know **how to run a business**. How much **management & business & marketing** training have you invested in yourself?
  2. Make sure you clearly understand the concept of working **on** your business as distinct from working **in** your business. The most successful business owners spend a great deal of time working **on** their business - learn from them! Read *The E Myth* by Michael Gerber - a **must** read!
  3. Work out what it would take in dollars to pay someone to do what you do, for the *hours* you put into your business. Are you paying yourself the same amount? If not, why not? You are clearly worth it! Many people would argue that if you are not paying yourself that same amount, then you don't have a **business**, you have bought yourself a **job** - *and perhaps a low paid one!*
  4. Learn from other people, especially their mistakes - you cannot live long enough to make them all yourself! This means that you must be willing to **embrace change** - in every aspect of what you do. The one certainty is that change will continue and increase! *The definition of insanity is “doing the same things in the same way and expecting different result.”* If you want a different or better outcome - **change!**
  5. Can your business run without you for up to a month? If it cannot, then you have a **job**, not a **business**. Are you taking a holiday each year? Why not, your staff do! If you are a one or two person business, then bring in a relief person for the time you are away. Pharmacists, doctors, & dentists, do it all the time - why not mechanics, bakers, accountants or home based businesses?
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9. To get where you want to go, mix with people who are already there. Talk to the best people in your business - you will learn from them. Avoid the negative complainers - they’ll drag you down.
10. It doesn’t matter how much money your business makes. What matters is how much you **keep!**
11. **Bonus Point!!** If you are in business, then you are in marketing. The more time you spend on marketing your business, the more profitable your business will become.

  
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David Julian Price • The short guy who helps you Walk Tall

# Time Management for *Busy People*

## 20 Tips to Manage Your Time at Work

1. **Get yourself organised.** Set up a system that works for you then make it work. The systems will be easy to set up, keeping it working is the challenge! Design a system that works for you.
2. **Have a giant clean out of the rubbish and unnecessary paper, books, stationery, collectibles, etc. in your work area.** If you have not looked at it or used it for 12 months, you probably don't need it. Almost every piece of information you need is now available elsewhere or on the net so you don't need to keep anywhere near as much as you used to.
3. **Make sure that you know the top 3 things you must get done today - work on them first!** If nothing else gets done, make sure these top 3 do get done. Work on them first.
4. **Write lists.** Keep a list of everything you need to do and then constantly prioritise and re-prioritise it. Use Outlook if you can - see the next point.
5. **Use technology to your advantage.** If you are using Microsoft Outlook (different from Outlook Express), then learn and use the "Task" tools. Outlook will increase your effectiveness more than you can imagine. Set Outlook to default to "Outlook Today" so that every day when you fire up your computer, you can see exactly what you have to do that day. If you put your tasks in, they will come up as well and there before you, is your day's work. If you are on the road or out of the office, investigate the Palm Pilot, or the Compaq Ipaq. The Ipaq enables you to take even your Word documents and Excel spreadsheets with you wherever you go because it runs Pocket PC®.
6. **Set your email to check just twice a day, instead of continuously.** If you leave it continuous, then you are constantly distracted every time an email comes in.
7. **Be willing to close your door if you can.** Don't be afraid to put up the "Do Not Disturb" sign if your work allows it. Everyone needs undisturbed working time.
8. **Start using a diary.** Especially if you are appointment based. Even if you are not, use a diary to schedule things you need to do. Loose leaf diaries work best - get the pages that suit your work.
9. **Carry a notebook and pen with you everywhere.** A small spiral notebook costs 50¢ and will last you a long time. You also appear to others to be far more organised and reliable if you write things down and people see you writing things down.
10. **Stop talking time - talk priorities.** Time is finite - everyone has the same amount so there is no point in saying you don't have time - you do. What differs from one person to the next, is their priorities and how they allocate their time. **You cannot save time - you can only spend it!**

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# Time Management for Busy People

11. **Work on effectiveness first, then worry about efficiency.** Effectiveness is doing the right things. Efficiency is doing things right. It doesn't matter how efficient you are if you are working on the wrong thing! Be effective first, then worry about efficiency and you'll find that it will fall into place. Remember just because you are busy, doesn't make you effective or successful.
12. **Be punctual - always.** Have you noticed that the people who are late, are always late. People are either punctual or not. If you are a person who is always late, try this - work backwards calculating the time you need to get to where you need to with time to spare. Then leave at that time no matter what! Also be aware that people who are punctual, make very negative judgements about people who are not. **Being busy is no excuse - everyone is busy!**
13. **Don't blame anyone else for your lack of results!** No-one else is to blame for your own poor time management - take responsibility and get your act together!
14. **Be willing to say "no".** Put your own work priorities first. Say "yes" to the people who reciprocate and are willing to assist you when you need it, and to the people who have a role in you achieving your targets. Spread yourself sensibly among everyone and everything else. In spite of what you may think - you are not indispensable!
15. **Use the bowling ball principle.** Bowling balls are the most important things you have to do - your highest priorities. If you imagine a drum, (your time) you can only fit so many bowling balls into it. But you could fit lots of smaller balls. If you think of the smaller balls as your lower priorities then you must make sure you do your bowling balls first. Some people work on the tennis balls and golf balls first because they are often quicker, more enjoyable or easier. The problem is, if you fill your "drum of time" with smaller balls, there is no room for the big ones - your high priorities. Working on the bowling balls is making sure you are effective!
16. **Make difficult phone calls or do difficult tasks early in the day.** If you have a job where difficult phone calls or difficult tasks are necessary, do them early in the day. It gets them out of the way and out of your "mentality".
17. **Make sure you are driven by importance first, urgency second.** This is best described as Quadrant 2 Time Management. You need to spend time working on the important, but not urgent things. It is here, in Quadrant 2 that you do your anticipating, evaluating, planning, reviewing. It is here also that you avoid almost all of the crises which could occur. Read Stephen Covey's First Things First for more about Quadrant 2. This is a "must read"!
18. **Use your Peak Performance Period to your advantage.** The Peak Performance Period (PPP) is the time of day (usually not more than 2 hours) where you are at your peak - top performance level. Once you know when it is, deliberately use that time for your highest priorities, your most important bowling balls. You may find that you can lengthen your PPP by exercise and monitoring your nutrition. What you eat has a huge impact on your performance. Lack of water for instance, is the greatest cause of afternoon fatigue. Get to know what works for you.
19. **Set up a "Tickler File".** A tickler file is a file into which you put anything at all which needs to be done at a later time. You have a file for each month, and a file for each day in the current month. Then you put things into the file they belong in. Visit our website [www.walktall.biz](http://www.walktall.biz) for more information about how to set up and use a tickler file.
20. **Time management is 90% mentality and 10% strategy.** Remember, the most organised people tend to get the most done and achieve the most. The reverse is also the case. Get your act together and get organised, then work on **keeping** organised.. You can do it!

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