

ENDING ONLINE BUSINESS FRUSTRATION



**From Internet Marketing Blues
To Getting Back On The Track To Profits**

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Introduction: Analyze - Correct - Plan - Strategize - Implement

The purpose of this guide is to help you gain or regain control of your business. Though I will be bluntly honest at times, those blunt honesties are not meant to discourage you. Quite to the contrary, they are presented primarily to help you better understand what is really involved in making a decision to start or continue your own on line business and planning it takes to be successful at it.

Anybody who knows anything about running a business knows that a well organized business equates to better productivity and better productivity normally equates to more profit.

If your Internet based home business includes the management and promotion of websites to sell products or services, but you are struggling with managing your business, then you may just need to get organized. Sounds simple enough, but I mean organized to the point that you don't have to struggle in an effort to make more profits.

If you are just starting you can use this guide to help you develop your OWN plan that will prove to grow your business without the struggles you're currently experiencing. If you are an experienced Internet Marketer you can use some of these tips to help increase your online income.

Taking Control Of Your Businesses Management

I will cover taking control of your business so you can run it like a REAL business. Obviously taking control of your business means taking control of yourself by developing habits that will allow you to do just that. BE YOUR OWN BOSS!

Creating Your System To Hold You Accountable

We will cover putting a system in place that will allow you to be as productive and profitable as any one or 2 two person business can be. So we are going to cover how to analyze why you are not getting as much out of your current business "System" as you think you should be, and the time your current "System", allows you to be productive in the areas that have the potential to produce the most profit.

What Is Not Covered – Needless Filler

What we will NOT cover is a bunch of filler about the history of Internet Marketing and the obvious things you need to do with your web site or blog, to make your Internet Business more profitable. There are literal tons, (Tera-Bytes), of information on line that will help you with those efforts.

Obviously, if you are not making the kind of money that you want to with your Internet Business, and yet you know there are a lot of people out there that are. It stands to reason then that they must be doing something you are not. We are going to help you figure out why, and hopefully help you turn your business around. We're going to cover how to run your own business like a REAL systematic, well organized, highly efficient, productive and more profitable business.

So lets move ahead and take a look at why you felt a need to learn from an Ecourse like this.

Chapter 1: Analyzing The Habits Of Your First Employee - YOU!

Why Did You - Do You, Want To Start Your Own Business?

It's time to take a step back and think about the reason you started or wanted to start your own an Internet Business. By

Internet business I'm talking about any web site business that actually sells products or services directly from that web site. Not a web site that is just a web presence or support site for an existing brick and mortar business.

There are more and more people every day wanting to start their own on line business. The problem most times is that they don't know what to do to start or what they want to do to make money with online.

How Did You Get Here And Should You Stay?

The first thing any aspiring Internet Entrepreneur needs to do, even before they choose which business they want to work, is to figure out why you want to start and run a business of their own. The question is then, did you? And if you did, did you write down the reason, in a clear and detailed mission statement? The reason gives you the answer of what you want your business effort to result in providing you and or your family.

Most people want to start a business in order to earn more money, or to be able to quit their current job, stay at home and raise their kids or achieve financial independence. These are only a few of the reasons why people want to run a business of their own from home.

Everyone has their own reason(s) but you have to know what your reason is before you start or if you don't know the reason and can't say exactly what it is without hesitation right now, there is no need to move on to the next chapter until you do.

One thing that most people don't realize is that when you don't have a clearly defined reason why you want to undertake this mission of starting and running a home based business online, you are setting yourself up for failure from the start. The reason for starting or continuing with your mission is what will be your primary motivator.

The fact is, more than 90% of all Internet home-based businesses fail - not in the first year, but before they ever really get off the ground. This failure rate isn't due to a lack of hard work or a lack of funds - it's due to a lack of organization and planning.

In short, the trend toward failure is due to entrepreneurs with high hopes putting the cart before the horse, and acting without forethought, planning or caution.

Are You – Were You Honestly Ready

Part of being ready to start a new business or continue a fledgling on line business is to have a plan. But if you just jumped in after reading a few guides about "Making Money On line" and went running around from one project or sub-project to another, never seeming to get any of them completely done, you have to ask yourself NOW; will I ever do any better? Do you think you may do or be doing better by now if you had a plan.

You may have read hundreds of reports and purchased a hundred more internet marketing associated ebooks, applied some of the strategies defined, advertised your business in Adwords and produced several blogs for search engine sake, but so far there has been little or no profit, right? You have to be thinking, "I must be doing something wrong", so you continue to hunting for the next big time, never before seen guru promise of millions overnight.

Well, to be honest, you are doing something wrong! But it's not something you can attribute to lack of information or even bad information, it's due to a missing link – your reasons for owning your own on line business with the benefits of those reasons inspiring you to construct a proper, well defined and goal oriented strategy.

1. Are you in the habit of creating a plan to accomplish your goals?

2. Do you think you have the self discipline to stick to a plan? If not do you think you would be willing to learn do discipline yourself to learn how to stick to your plan?
3. Can You Sacrifice Certain Wants and Needs to Succeed?
4. Are you willing to give up the time necessary from things you currently do in your life to succeed in your on line business?

This may mean giving up:

- Some of your favorite T.V. shows
- Foregoing some of your favorite hobbies
- Foregoing other favorite activities – sports, charity work, etc.

If you answered no to any of the above questions, you need to step back and take a serious look at your reason(s) for wanting to own and run your own on line business. (Or any type of business for that matter.)

If you have not sat down and written out not just your reasons for running your own business, but the benefits of ending up with a **SUCCESSFUL** on line business then you have 2 choices.

1. Stop reading this book right now and go outside. Find a wall. Brick would be nice but any hard surfaced wall will do just fine. Stand about 2 feet from the wall. Reach forward with both hands and lean into the wall. Now lean in closed enough so you can pound your head against that wall until you realize this exorcize is exactly what you are already doing by not knowing the reasons why you want to own and run your own on line business.
2. Stop reading this book right now and **WRITE DOWN YOUR REASONS** including the benefits of what each

reason will bring you once you **HAVE** made your business a success.

(I'm not providing a guide here. This is all on you. Take the Responsibility.

Put as much time and effort into this exorcize as you need to. Let your imagination run a little wild. Be realistic but remember you are capable of doing far more than you think you can. So don't hold back.)

Developing Winner Habit Number 1

OK, so your back. Excellent! So how did you do? We don't have to analyze your reasons here. Just know this; if your reasons for wanting to own and run your own on line business successfully and the benefits you will gain as a result of doing that, did NOT get you so fired up and filled with a desire to do what ever it takes, to end up with those benefits, put this book down.

It's back to the wall for you. Why? BECAUSE APPARENTLY YOU HAVEN'T REALLY CONSIDERED ALL THE BENEFITS.

Defining Your Reasons For Wanting Your Own Business

Consider the following and see if any of the following reasons do inspire you:

- By controlling your own business organization, you will acquire the knowledge and skills required to help increase your ability to take advantage of future business opportunities.
- You are in total control over your finances. No more slaving away for a set per hour wage or salary because which is basically selling wholesaling your talent skill and abilities to your employer, who resells them for a profit. With your own business, you are in control of how much you make.

- You will save a lot of money on transportation, including gasoline costs related to going to work on a daily basis, saving wear and tear on your automobile, mileage and frequent car repairs caused from everyday use.
- And here's a biggie; Once your business is a success, you'll have more time to spend with your family. Often, a full-time job away from the home doesn't allow for a lot of family time or spending all day with your children. If you don't want to miss a minute, a home-based business may be the way to go.
- Ambition – Your ambition is only limited by your ability to grow your business. Equally, if you want to stay small, you can.
- You are in control of your schedule, the hours you work and which day(s) you work. There is no calling in sick or working late hours because you get to decide the schedule. Even if you want to work in your robe and slippers, you can because your home is your office.
- Long holidays – Providing you can organize your business to allow it, you can take as much time off as you want, whenever you want.
- You will make all of the decisions involved with the day-to-day operations regarding your business, including full creative control.
- You will learn how to gain free publicity for your business through the use of press releases, article marketing, search engine placement and link exchanges. This information is extremely valuable and will always be important if you plan to continue with your business.
- You will not be tired from standing on your feet all day, sore from lifting heavy boxes and shipments or any other labor associated with many jobs. With an at-home

business, the heaviest thing you will need to lift is that of the rare occasion when computer equipment must be moved or checked.

- You will no longer have to worry about company cutbacks, layoffs, reduction in hours or other issues that can cause financial problems with conventional jobs. If you need to earn more, you simply put in more hours to earn extra money. If you need some time off, you can determine when and how much according to your wishes.

Of course these are but a few of the reasons and benefits for owning your own on line business and I'm sure you have or have written down others. Still the question is; will your reason and their benefits be enough to inspire you to forge ahead?

If you answered yes to the above question, then you need to proceed with turning those reasons into a plan that will get you the benefits. But before we proceed, let's do a reality check and analyze your perception of what it will take to start and develop a successful on line business.

Do You Have Stinkin Thinkin?

If you are serious about succeeding at running your own home based on line business, you should considered all of the following un-realistic ways of thinking about your business:

- I'll be my own boss, so I can work as much as I do or don't want to.
Stinkin Thinkin: Until such time as you reach most of your primary goals and are profitable, you will have to work more hours every day in stead of less.
- I don't need a plan because I bought a course that says it will teach me everything I need to know to be a success on line including a plan as to how to be successful on line. (Several hundred thousand Internet Marketing Success wanna beez thought the same

thing.)

Stinkin Thinkin: While I'm not saying there are not good courses out there, you will pay a pretty penny (Upwards of \$1,000.00 +) for a complete course. The problem is the Internet is changing so fast and so many new technologies are coming along even faster, that by the time the people that write these courses get them completely researched and written, they are out of date. Not to mention their PLAN is almost always intended as a guide line. It's not a complete plan and it's not YOUR plan.

- I can start my on line business on a shoe string budget so if I fail I won't be out anything but my own time.

Stinkin Thinkin: Obviously you can start and run an on line business with far less start up capital than you can a traditional brick and mortar business or even a conventional service business out of your own home. You are going to have software costs, domain registration costs (Believe me one domain wont be enough), monthly hosting fees, monthly autoresponder fees, Internet fees, server side software costs, monthly fees for services such as .PDF conversions and the list goes on. A budget is a relative term depending on how much you are willing or able to spend to be successful how soon.

- I don't have the time to learn all that technical stuff. I'll just pay somebody else to do it.

Stinkin Thinkin: That's fine if you have the money but do you have the knowledge and experience to manage employees or worse yet independent contractors to do most of the technical work for you? Think about it.

There are of course more things that can be added to this list but I think you get the idea. At least in the beginning you will have to learn an amazing amount of information, work more hours than you ever did at your day job, and spend enough money to put you in a position to start making money.

Thinking that starting and running an on line business will require any less and you're kidding yourself. And that is what I call **Stinking Thinkin**. Basically lying to yourself about what it will take or believing someone else's lies about how you can become a successful on line business owner cheap and easy.

CHAPTER 2: Analyzing Your Time Management Habits

Where Does The Time Go?

Before you can seriously plan anything, you need to know your own time management habits. Otherwise you will plot out a time line for a project and end up wondering why you didn't get it completed in the time it seemed like you should be able to. So let's talk about how you can best analyze your, "At Work Time" by using software tools that will help you do just that.

While I am not recommending any one of the following software products over another, they will give you an idea of the type of program you need to use to analyze your time management habits but will also allow you to continually improve on how to best use your time.

Time Analysis And Tracking Software

Just as with any job or responsibility, having the right tools can make carrying out any time management plan easier. Not only will these tools help you save time, they can also help to keep you focused on your newly formed time management plan.

The first tool that any effective time management plan should include is good time tracking software. These types of

software packages allow you to track your time precisely as you move from project to project. This feature makes it possible for you to manage your time more efficiently and to determine which projects require the most of your time.

There are numerous types of time tracking software currently on the market. The ones that we will explore, however, are easy to learn, run on windows, and include extra reporting features. Just Google the text in bold and you'll find a link to the software programs below:

1. **Smart WorkTime Tracker:** Smart WorkTime Tracker is intended for those people whose main activities are directly related to working with the computer (designers, writers, software developers, on line marketers etc.). SWTT will allow you to obtain the exact time spent on doing this or that part of your work. This is useful for both self-control and the appropriate evaluation of how much your work costs.

The important thing is that you do not have to tell the program all the time what you are doing at the moment: the program will understand it automatically by monitoring the applications you start and the documents you open in them. If you go out for a smoke with friends during your workday, you will not have to take time to inform the program about the break. Smart Work Time Tracker will exclude the break from

your work time automatically. This is extremely inexpensive considering what it does.

2. **TraxTime Time Tracking Software.** This software contains another simple to use time tracking system thanks to its "punch clock" type feature. With this type of entry system, adding start and stop times is quick and easy. This software also includes a memo feature, a customizable report feature, and the reports can be viewed in a wider variety of formats.
3. **Track-IT Light.** This software is unique in that it offers a variety of time entry methods. Using this feature, entrepreneurs can experiment with different methods until they find the one that works best for their tasks and their system. Another great feature of this software is its ability to handle multiple projects. This feature can come in handy as you work to combine your numerous responsibilities as a business owner. But, maybe best of all, this software is relatively inexpensive and does not require the large amount of computer resources that most time tracking software systems do.
4. **Responsive Time Logger.** This software is similar to the others in that it easily and efficiently allows you to track your time. It does, however, contain two unique features that may cause it to stand out from its competition. One is the drag and drop feature that

allows you to customize on-screen reports. The other is its Palm O/S interface that allows you to track your time even when you are away from your computer.

5. **Time Writer.** This software allows you to track your time via an on-screen scheduler. The entry screen consists of a weekly grid displaying hourly entry areas. The benefit from this type of screen is that entries can be made quickly and without much effort. Another benefit to this software is that aside from the time tracking feature, it also offers a great report compiling function.

With the great number of time tracking software packages to choose from it is best to start simple until you become more accustomed to their uses. Then, when you have a better idea of what features you will use the most and what type of entry system you prefer, you can upgrade if you need to. And, as your business grows and changes, so will your time tracking needs.

With a good time tracking tool in your time management arsenal, it is now time to explore the use of some other tools, namely Day Timers and calendars.

Day Timers and Schedulers

While time tracking software can help you monitor the time that you spend completing certain tasks, tools such as Day

Timers and schedulers can help you plan that time in advance. These tools are necessary when using the schedule that we will talk about in the next chapter. The key is to get that same schedule organized in three distinct ways- with a Day Timer, a calendar, and a "to do" list. Since the Day Timer and calendar are similar, we will explore those first. In the next section we will tackle the in and outs of "to do" lists.

Although it may seem repetitive at first glance, any successful time management plan really needs to utilize both a Day Timer and a calendar. The calendar will soon become your master planner, and your Day Timer will become your daily planner and the container for your "to do" list.

Day Timer software for the on line business owner is an absolute must if you are going to stay on top of your business. However, some people find it easier to use a physical Day Timer and have it open at their side. The only problem I see with this is a physical Day Timer is not going to remind you with audio-visual alerts like a Day Timer Software will. Physical Day Planners are great for road warriors but the home based business user is really better off with software.

Still most of the following can apply to either software or Day Planner note books.

Day Timer Software

You don't have to run out and buy the most expensive Organizer there is. Programs like ACT!, Microsoft Outlook and GroupWise, costing \$100 to \$300. Not to mention there are VERY steep learning curves that go along with using these programs effectively. There are plenty of good inexpensive "Day Planner / Contact Manager" software programs on line. Again I'm not going to specifically recommend any software in particular, however, one does come to mind you can find with a Google search for "Active Date Manager 2.0".

Let's start out discussion with calendars. It doesn't really matter which type of calendar you choose, however, you should pick one that contains large enough spaces in each square to hold multiple entries and notes. To use your calendar efficiently start by importing the tasks from the schedule that you completed earlier.

Since your Day Timer will contain all of the detailed information from your schedule, you do not need to make entries on your calendar like sort incoming mail at 2 p.m. You do, however, need to enter all meetings, appointments, time sensitive report running, and major deadlines.

For example, your meeting with a client at 9 a.m. on Monday, your 10 a.m. Tuesday appointment with the web designer, and your 5 p.m. deadline on Friday for advertising bids should all be included on your calendar.

Your calendar is also the place to add entries regarding entire days that need to be devoted to conferences, large computer projects, and personal events such as family dinners and birthday parties.

Since you will be recording both personal and professional entries on the same calendar, it can help if you start color-coding these entries. For example, you can record all professional entries in red or black ink. Red ink can be used to denote outside engagements, and black ink can be reserved for engagements that will take place at your office or home. Then the blue color can be used to denote all personal entries. By using this color-coding system you can more readily grasp the extent and nature of your commitments with a single glance.

Once you have entered every appropriate schedule entry onto your calendar, it is time to break out your Day Timer.

When scheduling with your Day Timer or Day Timer Software, your objective is more complex. Your calendar entries were made in order to guide your general schedule for the month and provide you with a master plan. Your Day Timer entries, however, will be used to guide your efforts on a weekly and daily schedule.

Using the same type of color-coding that you used with your calendar, you begin entering your tasks into your Day Timer.

However, this time you not only want to include more detail, but also specific time allotments that you have determined are necessary for the completion of each task.

For example, when entering the 10 a.m. appointment on Tuesday with your web designer block out the hours between 9:30 a.m. and 11:30 a.m., or however much time you will need to complete the appointment and travel to and from it. You also need to include information such as the web designer's phone number, address, and directions to the meeting.

By making detailed entries such as these in your Day Timer you can make sure that your time schedule is efficiently planned and avoid searching for supporting information each time that you prepare to move on to the next scheduled task.

Continue adding items from your calendar and schedule to your Day Timer until each day is organized and each task is assigned its own time slot. At this point, you still need to exclude "to do" list activities. Those items will be addressed later. For now just continue filling your Day Timer with the above information.

As you fill in each day and week keep the following points in mind...

- **Business And Personal Tasks Separated.** Do not schedule a stop by the bank during a lunch date with a friend unless it is absolutely necessary. Doing so could result in your getting carried away at lunch and running out of time at the bank, or taking too much time and the bank and short-changing your friend. To keep from botching your schedule, separate all tasks, assign them each their own time allotment, and concentrate on each task individually.
- **Should you use a planner for both your personal and business.** Some entrepreneurs choose to utilize two separate planners, however, this option usually results in conflict. Unless each planner is consulted in unison every time you go to use one or the other, events get double scheduled and stress arises.
- **There are rules for day planning.** Not including enough information (just copying your calendar entries), or including too much information (entering in every detail from your "to do" list) defeats the purpose of the Day Timer. Stick with the rules of entry for a Day Timer and you will ultimately produce a planner that you can and will use.
- **You have to stay flexible for your plan to work.** A time management tool is only as good as its ease of use. If you create personal rules that are too time

consuming, such as all entries must be made in printed letters using a ruler for a straight edge to ensure readability, you will eventually become frustrated and stop entering items all together. On the other hand, if you create rules that are too lax, such as allowing yourself to enter scribbles and directions in unidentifiable shorthand, your planner will not contain enough useful information and you will eventually stop carrying it around.

- **Keep your planner software or book immediately accessible.** No matter how well organized your planner is and how much information it contains, if you cannot consult it, it cannot help you. Get in the habit immediately of taking it with you everywhere you go and stopping to consult it often.
- **Use all the tools in your Planner.** Get the most benefit from your planner by taking a few moments when you first purchase it to enter important phone numbers and contact information, directions to unfamiliar places, needed account numbers, emergency contact information, and other useful information for quick reference and quick location.
- **Update your plans on the fly and major updates weekly.** Since your Day Timer will be with you every hour of every day, it will have a tricky way of

accumulating a lot of junk and clutter. At the end of each week dump the scraps of paper, receipts, business cards, and other unnecessary items into a box. Add the organization of this box to your next week's "to do" list.

Now that you have chosen a Day Timer Software, use it systematically. It's easy in the beginning to over or underestimate the time you think it will take for you to complete a given task. Don't let that frustrate you. Just make notes to remember how long the task actually took so when you schedule a similar task in the future, your estimated time of completion will be much closer to the actual time it takes.

But we need to talk about some of the things that can cause tasks to take longer to complete than just underestimating the time necessary.

Chapter 3: Are You Guilty Of These Time Management Problems

The Web Surfing-A-Holic

Let's face it. The Internet, with its extensive amounts of information, lightening fast speeds, and varied content, has become a necessary tool for any small business owner. However, that same information and interesting content is responsible for untold amounts of time wasting each day.

It is easy to fall prey to its charms. You log on to verify a shipment or research a new possible product line and it happens... you see a blurb about the hottest new vacation spot and off you go. Hours later you have read the latest international news, checked your investments, booked your next vacation and bought a pair of house shoes. Unfortunately, however, you haven't gotten a bit of work done.

So, with all the temptation and the necessary information to contend with, what is an entrepreneur supposed to do? The answer is simple; you need to find a balance that focuses your efforts more successfully.

Start by reviewing your activity tracking worksheet again. This time, however, only scrutinize the entries that are related to Internet use. Pay close attention to the amount of

time you spent surfing compared to the amount of actual work you completed. Once you can see the problem in black and white, you can actively see the need to do something about it.

Next, make an online "to do" list. While the heading "Internet" can be a daily entry on your regular "to do" list, you need to make a separate, more detailed list for your online activities each day. Include everything related to the Internet on this list including reading emails, ordering supplies, booking your vacation, even shopping for your mother's birthday present.

Once your list is complete, reorder the entries according to priority. Next you should jot down an estimate of time next to each entry. For example, agree to let yourself spend ten minutes searching for and booking your hotel accommodations. Adjust the time allotment according to importance and degree of difficulty. Of course using one of the time tracker tools referenced in a previous chapter that tracks what program you're using and for how long, does away with making notes about your time spent on line.

Once you have your list completed and your time boundaries in place, vow to adhere to the list. Also, select a dedicated time period of each day to concentrate on your online "to do" list. This will keep you from hopping on and off the Internet at

many different times throughout the day and running the risk of varying from your online "to do" list.

So, now that you have your Internet time organized, how do you fight the temptation to wander off task? One good way is to take advantage of bookmarks. It is very easy to happen upon an interesting, and potentially important website while conducting a work related search. But, instead of ruining your well laid time management plans, bookmark the site and add exploring that site to a future "to do" list.

All browsers have a bookmark or "favorites" options that allows you to save web pages to a folder for later viewing. Take advantage of this time management tool by creating folders based on topic and interest and delegating all newly discovered sites to the appropriate folder for future viewing.

Email Can Blow Your Whole Day

There is nothing more discouraging then logging on to your email account and realizing that the high number of new messages is sure to throw off your carefully calculated time allotment for the task. But do not despair. By creating a quick and organized email plan you can ensure that all important emails are taken care of in a timely fashion, while still leaving room for the less important, or even mundane, messages.

No matter which type of mail system you are currently using (Microsoft Outlook, AOL, or any of the others) they all come equipped with tools to help you organize and prioritize your message. Spend some time now learning about these tools and organizing these systems in order to cut down on wasted time later.

- **Make routine emails easy to recognize.** Many mail systems come equipped with a color-coding option. Use this option to identify emails from regular contacts so that you can immediately determine whom the message is from and what you need to do with it. When using Microsoft Outlook, choose the heading TOOLS and then ORGANIZE to select USING COLORS in order to select the color code you want for each contact.
- **Learn to set up and use email folders.** Most people already use this option to create folders dedicated to a certain contact or resource. But, you can also use the folders to organize your mail in action categories. For example, adding folders headed with the titles Immediate, This Week, and General, will allow you to quickly move the messages into the appropriate folders and store them in the order of priority for later review.
- **Use shortcuts.** Many mail systems include navigational tricks that can help you eliminate time consuming, multiple step tasks. Microsoft Outlook, for example,

supplies navigational tools that help you move around quickly inside your in box. For example, pressing the ENTER key will open up a message and pressing ESCAPE will close it.

- **Simplify email searching.** Once a certain folder has become overcrowded with emails, use the sort option in your mail system to organize the messages in a way that agrees with your current task. For example, if you need a message that a supplier sent to you three months ago, do not waste time scrolling through the messages until you happen upon it. Instead, use the sort option to reverse the way the dates are numbered and move that message closer to the top of the list.
- **Learn to decide quickly.** Another useful way to take advantage of the folder option in your email system is to create three folders titled Action Required, No Action Required, and Unidentified. As you scan through the subject lines of each message, move the message to the appropriate folder. Read and take care of the mail in the Action folder immediately. Read and sort the mail in the No Action folder during a specified email session from your "to do" list, and ignore the Unidentified mail until the end of the week when you clean out your mail box.

Snail Mail Can Slow You Down

Now that you have the tools to organize your incoming emails, its time to apply some of those same tricks to dealing with your incoming paper mail. And luckily, the same basic principles apply. Again, organization is the key and being able to make quick decisions about each piece of mail is part of this organization.

Filing Folder Organization

Begin by dedicating five different colored folders to your desk organization system. One color should be dedicated to mail that needs to be dealt with immediately. In this folder place all mail that needs to be responded to that day, whether the response is a return letter, a phone call or even a date to be jotted on your calendar.

Next, dedicate a color to mail that needs to be dealt with this week. Delegate all the important, but not immediately pressing, mail to this folder to be dealt with at a designated time during the week.

Next, choose another color that will be dedicated solely to bills. This folder will contain all bills or invoices that need to be paid. As you place them in the folder, make sure that you place them in order by due date to free up time when it comes to bill paying day.

Another idea for organizing bills is to dedicate a folder of a similar yet different color to bills that have been paid. This can help you organize your receipts and invoices in a timely manner and make it easier to store these loose papers until filing day.

For your fifth file folder, chose a color to denote information that needs your attention eventually, like informational reading or ads for new products. Items such as magazines, flyers, letters, and newsletters should be delegated to this folder.

Then, the next time you find yourself searching for something to do while your computer defrags or you are enjoying your lunch, reach for this folder and eliminate some of its contents. Just be sure to take some sort of action with each piece after you have read it. File it, answer it, order it, or throw it away. Just be sure to never place it back in the informational folder.

Another great time saving mail option is to pay someone to sort it for you. This idea may seem extravagant, but this simple act could save you hours each week. By leaving the chore to someone else, you can more easily resist the urge to look at every halfway interesting ad or article that comes through the door. Just be sure to fully explain what is important and what can be tossed to your assistant.

Honey, It's For You

Managing Phone Calls

Phone calls, both incoming and outgoing, can cause major disruption in your workday flow. Simple five minutes phone calls turn into fifteen-minute phone calls. Repetitively left messages turn a two-minute task into a thirty-minute chore. The game of phone tag extends a twenty-minute phone call into a weeklong business meeting.

No matter how you look at it, the phone can be a major problem for any time management plan. However, since the incoming calls, the ones you really have no outside control over, can be the most disruptive, we will take a look at some time management tips for those first.

The first step in managing incoming phone calls is deciding whether or not to answer them. This step isn't really about screening your calls and deciding whom is important enough to talk to. It is more about deciding how those phone calls, no matter which contact they are from, will affect your daily work plan.

So, how do you decide then? The decision is simple if you use the three-part Quick Decision plan. Thanks to the modern marvel of Caller ID on all cell phones and most home phone systems, you can determine who is calling before you pick up

the phone. Use this technology to help you place the incoming call in one of three categories...

- 1. Requires Complete Attention.** These calls are the ones from clients, suppliers, or other contacts that will need your full attention, and most likely some support paperwork, in order for you to complete any business during the call. These calls should be put through to voice mail. Then, when you are prepared for and focused on the matter, you should return the call.
- 2. Can You Put It Off For An Hour.** The calls that fall into this category are the ones that you had planned on making or returning later on in the day, or calls that you do need to attend to but that are not "drop everything" important. These calls should also be allowed to go through to voicemail and only retrieved when you are ready to carve out time for return phone calls.
- 3. High Priority.** These are the calls that you need to take to continue working on your projects for the day, or calls that you have been waiting on and there may not be the option of a better time.

Once you have made your decision, stick with it. If you let a call go through to voice mail, do not retrieve it or return it

until the time is appropriate according to your individual time management plan.

And if you have decided to answer the call, well, you can save time there, too. Use the following simple rules to protect your time while still putting your best foot forward. After all, as an Internet marketer, most of your business is done online. What business you can do over the phone represents one of your best chances to impress your contact or customer.

- **How You Answer States Professionalism.** Unless the incoming call is from a good friend, family member, or very familiar contact, it is best to start the call off in a professional manner. By beginning the conversation with a professional statement such as "Hello, Quick Corporation, this is John Smith speaking", you set the tone for a business only, focused interaction.
- **It's rude to NOT pay attention.** Since you have decided to take the call, it can only mean that this particular call was of the utmost importance. Act accordingly and stop everything else that you are doing. Flipping through paperwork, typing on your keyboard, even quick glances at your calendar can detract from your attention and convey an attitude of disinterest. Not to mention the fact that all the extra activity will take your focus away from the matter at hand and end up costing you more time when you have to ask for certain

pieces of information again and again.

- **Step back and look again.** If you are having problems staying focused, stand up and move a few steps away from your desk. This action will move the distractions out of your line of vision and keep you from wandering back to other tasks absentmindedly.
- **Control the conversation.** Although you are not the one that initiated the call, you can still work towards controlling the conversation. If left unfettered, some callers will wander off topic or see the phone call as a chance to chat. Keep the call focused on track by asking direct, business related questions and by providing short concise answers.
- **Business done? End the call.** Sometimes a conversation can be clear, concise and quick but when the business is completed the caller tends to hang on the line. Stop this practice in a polite yet firm way and avoid the trap of wasted time by supplying a closing statement when you realize the call is essentially over. Statements such as "I am so glad that we had a chance to talk. I needed this information to continue the project so now I can get right back to work. Thank you so much for calling".

Now that we have tackled the problem of incoming phone calls, it is time to take a look at ways to manage outgoing phone calls. Since you are in charge of placing these calls, they are ultimately much easier to control. By planning ahead and taking a moment to focus your thoughts before each phone call, you can easily shave hours off of your daily phone call routine.

- **Plan for calls in your "to do" list.** Set aside at least two time periods each day, one in the morning and one in the late afternoon, for making and returning phone calls. This scheduling will free up your time in two ways:
 1. You will not have to stop yourself in the middle of a project each time you remember an important phone call you need to make. At the very least, you may need to stop a minute to add the phone call to your list, but then you can forget about it until the designated time.
 2. You will have time to plan for the phone call and prepare all relevant documents you need if you know exactly what time you are placing the call. This step will save you from hunting around for information while on the phone and ultimately using up more time than you had intended.

- **Enter a short agenda when you adding a call to your "to do" list.** Take a few moments to gather crucial information, think about the reasons for the call, and determine the desired outcome. By having a purpose in mind before you make the call, you will be more apt to stay focused and achieve the desired outcome of the call while taking as little time as possible away from your dedicated work hours.
- **Streamline your work station to handle calls.** Prior to dialing the number at the top of your "to do" list, clear your desk and your mind. Keeping your desk clear from anything other than information pertaining to the call at hand will keep you from becoming distracted and prevent you from attempting to multi-task.
- **Be mindful of time zones and place calls at convenient times.** Yes, you want to attempt to make all of your outgoing calls at a time that is most convenient for you, but you also need to consider the schedule of the person you are calling. If you know that a certain contact never arrives at his office until after 9 a.m. it won't do you any good to schedule a call to him at eight. Planning your calls based on your own schedule and the schedule of those you are calling will go along way toward cutting down on the amount of time you waste leaving messages, retrieving messages

and playing phone tag.

- **Know what you'll say if you reach their voice mail.**

Having a planned message in front of you just in case will ensure that you leave all of the information you originally intended to. Plus, detailed messages will help your contact know how to respond to your call and save you time when you receive a call back.

State your name, a detailed reason for your call, the time and date of your call, your contact information and the best time to contact you, and, most importantly, exactly what type of information you would like to be called back with.

Procrastination Station

Benjamin Franklin once said, "You delay, but time does not". That statement pretty much sums up the problems of procrastination. Those individuals who fall prey to procrastination often find themselves putting off important tasks, time and time again, until time has run out.

In order to beat procrastination, you must first understand why you let it happen. Maybe it comes from a subconscious fear of the project at hand. Maybe the pending task rates as the least enjoyable thing to tackle on your "to do" list. Maybe

the project seems too large to ever accomplish. Maybe you are waiting for the "best" time to take on the project – a time that never seems to come.

Whatever your reason is for allowing procrastination to destroy your plans, it is time to learn how to control this major time management problem. While you will probably not be able to beat this destructive habit overnight, taking small steps each day to improve your situation will inevitably result in success.

The first step in beating procrastination is recognizing the problem. Do you put things off because you lack motivation or because the project scares you? If the problem is lack of motivation you need to pinpoint areas that you need to change. For example, if you usually tackle high-energy projects after lunch when all you really want to do is lay down and take a nap then you need to reschedule your workday to reflect your most productive hours.

If the problem is your fear of a certain project, review the project to pinpoint exactly where the problem lies. For example, maybe the third part of the project involves using software that you are unfamiliar with. This fear can keep you from tackling the project thus allowing you to avoid the possibility of failure. To overcome this problem break the project down into achievable segments and learn what you

need to about the project to become more confident in your abilities.

After you have identified why you procrastinate you need to remove the word procrastinate from your vocabulary. The more you call yourself a procrastinator the more likely you are to become one. To help with this step, start replacing the negative word with a more positive motivating one.

For example, if you have put off deciding on a new banner ad campaign instead of saying, "I need to stop procrastinating" say "I will begin this project in one hour and impress myself with how much I can accomplish". With the first statement you are cementing the negative habit and turning the act into a self-fulfilling prophecy. With the second statement you are reinforcing a positive action and increasing positive energy.

Another way to overcome the mental causes of procrastination is to stop and think about your behavior each time that you find yourself falling into this time wasting trap. The next time you find yourself jumping at any excuse not to tackle a pending project, stop, take a breath and ask yourself what the problem really is. Why do not you want to complete or even begin the project? Even if this step doesn't motivate you to change your behavior right then and there, at least it will help you become aware of the problem and the thoughts that lead to the continuation of the cycle.

Once you have adopted the above mental tips, it is time to tackle the actual act of procrastination. The simplest, and most effective, way to do this is just to start. Many times people avoid a large or confusing project because they cannot visualize ever completing it. This fear of ending keeps them from ever beginning in the first place. The next time that you find yourself in this position, force yourself to start the project without worrying about the end.

Starting something is usually fairly easy. The actual start, or beginning of a project, consumes only a small amount of time and lacks the importance of the actual body of the project. By using that mentality for each section of a project, you can keep yourself from becoming overwhelmed and actually finish a project before you feel as though you have even begun.

So, the next time that you are facing a large project, begin each day with a vow to "start" the project. Then, pick up where you left off last time, only this time tell yourself that you will just "start" the work and see how far you get. You will probably surprise yourself once the pressure is off and work longer and more intently on the project than you first expected.

Another great way to overcome the temptation of procrastination is to remove the things that trigger these thoughts. For example, if you have to clean up your desk or sort through a stack of jumbled notes before you can even

begin working on a project, you are more apt to put it off than if it was all set up and ready to go for you.

Organize all of the paperwork on your desk. Keep your folders, both physical and those stored on your computer, organized and labeled for ease of use. Use color-coding or other organizing systems like numbering or lettering for prioritizing and to track and separate the different segments of the project and make them easier to work with.

If you have implemented all of the above techniques and still find yourself battling with the pitfalls of procrastination, motivation may not be your problem. More likely, you have problem differentiating between the importance of each task and end up doing too many things at once. This "being busy without actually accomplishing anything" mode can get out of hand and lead to your being bogged down with numerous areas of unfinished work. To defeat this type of procrastination problem, you need to learn how to better differentiate between important projects and urgent ones.

Important tasks are those that must be done in order to further your career, build your business, or add to your personal life. These projects must be done on a regular basis and are usually easy to focus on because they are driven by personal reasons to succeed.

Urgent tasks or projects, on the other hand, are those projects that require immediate action- your website is experiencing problems, your shipper cannot make a deadline, your wholesaler will be unable to deliver the promised product- yet are not as important to your overall goals as the important projects. Contacting your web designer to fix a problem with an ordering button will, of course, make business run better today, but it is still a problem that is easily fixed and will not affect the long-term outcome of your business.

Devising a company growth plan and working out the steps necessary to achieve this goal, however, will matter in the long run. Without a plan in place to research and navigate change and growth, your business will stay the same, or maybe even lose profits, a few years down the road.

While urgent projects cannot usually be planned for, they do need to be taken into account each day as you plan your work schedule. In the ideal time management plan, 75% of your actual workday will be dedicated to important tasks, those that grow your business and ensure your success. The other 25% of your day should be dedicated to urgent tasks, routine tasks, and "housekeeping".

So, what do you do if every time you sit down to work on an important task, an urgent one interrupts you? The most effective thing you can do is plan ahead. By knowing that

these tasks will pop up and having a clear plan as to what you will do when they occur, you can minimize the amount of time it takes to fix each problem or tackle each task.

You should plan ahead by making a list of the possible emergencies or urgent tasks that could pop up. Then, make a notation next to each item regarding possible actions and solutions for each scenario. Possible courses of action include documenting the names and numbers of individuals that you can effortlessly delegate the task to, documenting the names and contact information for experts you may need to rely on, and planning out step-by-step plans that will lead to a speedy solution.

If, after you have explored all of the areas of procrastination and implemented each of the above techniques, you still find yourself losing numerous hours to procrastination each day, it maybe time to bring in some outside help. The most effective option, albeit the most expensive, is to hire a procrastination coach. These experts have years of experience working with even the most stubborn procrastinators and can use their knowledge and experience to formulate a plan that addresses your individual needs.

If the cost, and maybe even the awkwardness of hiring a stranger to watch your every move, intimidates you, you may think about asking a friend or mentor to become your procrastination coach. This person could be in charge of

checking on your progress throughout the day and making you feel accountable for your actions. Usually, just knowing that someone will be judging the amount of work you have accomplished each day, especially someone that you respect or look up to, is enough to force you to let go of your procrastination habits.

If nothing else, at least try to find a friend or business associate that has overcome the habit of procrastination and ask them for advice. Sometimes just knowing that this habit can be beat is enough to motivate you to keep trying.

Whatever you choose to do about your procrastination habit, vow to start now. Tell you friends and family members about your goal, write it down on a piece of paper that you post by your desk, do what ever motivates you to avoid letting your procrastination habit kill your procrastination goal!

Chapter 4: Putting Your Time Management Plan To Work

Time Wasters Have To Go

In order to eliminate your main time wasters, review chapter 3 and use the techniques and guidelines supplied there to change your habits. These techniques include ways to deal with net surfing, emails, phone calls and procrastination. Once you have defeated these common time wasters, it is time to improve other time consuming areas of your workday.

Systems Organization

Just as organizing your incoming mail saves you time when it comes to in and again when it is time to send it out, organizing your other systems can perform double duty.

By organizing your computer files you will save time when you create a document by already have a place (folder) to save it in. And, you will save time again when you go to use that file and do not have to waste precious seconds searching for it.

Begin organizing your computer systems by reviewing your current documents, headings, and folders and devising a simpler, more organized system.

For example, to house all of your advertising documents create a main folder titled "Advertising". Then, inside of this folder, create more folders in order to designate what type of

advertising information they contain. Make separate folders for your banner ad ideas, your print ad information and your pay per click designs.

Remember to create a folder inside each of these folders that is labeled "Contract Specifications". In this folder store all of the legal and logistical information that deals with that type of advertising.

Repeat this process for every type of document you currently have. Be sure to include picture files, design files, and even personal files.

Once you have a place for everything on your computer, and you have put everything in its proper place, you will be able to save a considerable amount of time. However, even with all of your organization techniques in place, it may still be easy to misplace a file or even forget exactly where you chose to store it. This is especially true if some of your topics or documents overlap.

Solve this problem by installing and using a search tool. Yes, your computer probably already has a search tool. This would be the tool you find by clicking on the start menu and choosing "search". However, a faster and easier to use tool is available.

The Google Desktop Search Tool is one such tool. With this tool finding a document on your computer is as easy as determining the whereabouts of your college roommate on the web.

To try this tool go to Google Search:

<http://desktop.google.com/>.

By downloading this type of search utility and allowing it to index your computer files, you are always just one word away from finding the exact document that you desire.

No longer will you have to remember the title you gave your document or the name of the folder that you stored it in. Instead, you will just need to type in one word that you know appears in the document and hit search.

Now that you are confident that you can find any document, either electronic or paper, anywhere in your office in record time, let's look at how automation can further increase your time management efforts.

Automate Your Way To Better Time Management

If you are a successful Internet marketer, or at least have plans to be, then sooner or later you will need to deal with a large volume of customers.

While achieving the mark of high volume seller is every Internet marketer's dream, the details involved with taking care of all of those customers can be time consuming. The fastest and easiest way to deal with this potential time crunch is to automate your business.

The use of autoresponders can save you time in many different areas of customer communication. For example, autoresponders can be used to answer emails that request technical support. These responders contain a message confirming the customer's request and include information regarding the timeframe in which you will fix the problem.

Autoresponders can also be used to reply to customer's requests for price lists, to answer commonly asked questions, and even to deliver a free "report" or mini-ebook on the topic of a product or service you provide.

As far as frequently asked questions go, you can also monitor those questions and opt to create an FAQ web page or add to the one you already have established. This option can be used instead of the autoresponder option.

There are many different types of autoresponder services on the market. Deciding which service will work best for your business will depend on what you want that service to accomplish. To try out a free autoresponder service, log onto

www.automatic-responder.com and see what options work for you.

Another area that you need to automate under your time management plan, if you haven't already done so, is your shipping operation. There are numerous automatic shipping options available to day that can help you with every detail from the moment a customer orders your product to the moment it arrives at their door.

By using an automated shipping system you can decrease the amount of time you spend each week or day typing and entering address, printing labels and calculating shipping costs.

Automated shipping services, such as those offered by delivery companies such as UPS and FedEx, offer a wide variety of shipping tools that include such time-savers as automatic printing of shipping labels, printing of packing slips, and one-click options for tracking packages. This last option is especially useful as it cuts down on the amount of time you spend answering such queries over the phone or via email.

If your business is still too small to benefit from a fully automated shipping system- especially true if you are still stocking your product in your basement and preparing shipments at your dining room table- then you should at least look into automating how you purchase shipping supplies.

Small businesses can buy stamps automatically and save a trip to the local post office. They can also order most shipping supplies -boxes, packing materials, labels- online and set up an automated delivery schedule to restock supplies.

Once you have set up any and all automated systems that you care to use, it is time to look into another time-saving tool:

Chapter 5: Scheduling Your Business Day

With all of the hats that an Internet marketer is expected to wear, it can become quite difficult to stay on top of every task everyday. After all, someone has to monitor the web site, organize the product, answer the phone, pack the shipments, make the coffee, and buy the stamps. And, most likely that someone is you!

In order to ensure that every task gets done in a timely manner everyday, you need to learn how to schedule every portion of your day. Scheduling is a fact of life for any business owner. There are only twenty-four hours in each day and there is nothing you can do to increase that allotment. You can however, use those hours wisely.

With a well planned daily schedule you can easily determine how much you can expect to achieve during a given time period, plan the best use of that given time period, and cut down on the stress that you experience when you inadvertently over commit your time.

Although your exact schedule will change each day, there is a basic formula you can use to ensure that you stick with your main time management plan and continue to use your time wisely.

Basic Formula for Schedule Designing

- Determine how much work you have to do and the amount of time that you are willing to devote to doing it.
- Allocate mandatory blocks of time to those tasks that are essential to the running of your business.
- Schedule all "high priority" tasks first to ensure that they get done.
- Schedule all necessary tasks such as filing, answering mail, and tidying up so that they do not get pushed aside.
- Allocate free time to dealing with unexpected events and to tasks that consume more than their original time quota.
- Schedule personal time to help separate work from pleasure.

Following this formula, begin planning your time with a monthly master schedule. On this schedule, identify exactly what tasks have to be accomplished during each specific month. Include meetings, product ordering, web site upkeep, and all other tasks that will be required to keep your business running and growing.

Next, estimate the amount of time that you will need to commit to each of these tasks each week in order to complete them in an acceptable fashion. Do not allow too little time

because the quality of your efforts may suffer. However, by allowing too much time for each task, you run the risk of wasting time that could be used completing more important tasks. Find the right balance for you and your business needs.

Now, divide those hours by five to determine how many hours you will need to devote to these tasks each workday. Once you have a clear picture of how much time you need to spend, divide that time and those tasks up throughout the week to create a simple schedule.

Be careful about how you divide your time so that you avoid over-committing yourself and losing sight of your schedule. Break bigger tasks, such as revamping your web site, into one or two hour blocks that you can spread out over a three or four weeks. This will help keep you on track without breaking your time budget.

Also, assign blocks of time on two or three days each week that you can devote to necessary tasks such as supply ordering. To help you stick with your schedule you can schedule these types of tasks for the same days and hours each week.

Each day, be sure to include smaller time allotments for such tasks as returning phone calls and answering mail. You may even want to schedule these tasks two to three times a day for fifteen minutes each time.

On your daily schedule, also remember to include free time so that you can take a break, clear your mind, and take a moment to review your schedule to keep yourself on track.

Once you have a solid schedule in place, you can benefit by going back over your schedule and setting some time limits on certain activities.

Time Limits Are Guides, But . . .

The term "time limit" makes most people think of racing the clock. "I only have five minutes to do this!" or "Hurry, I have to finish this project in the next ten minutes or it is over!" But, time limits do not necessarily have to conjure up fears of rushed time. In fact, the act of setting time limits can actually make your work efforts more efficient and lead to a better organization and use of your allotted time.

So, how can you use time limits in your management plan in a positive way? Start by timing some of your more mundane activities. Do you need to file a stack of invoices? Make a list of supplies to reorder? If so, use these activities to become more comfortable with racing the clock. Since they are not important, thought consuming activities, there will be no pressure from making sure the job is extremely well done.

Beat the Clock

Start by setting a kitchen timer or other type of timepiece to a ten-minute limit. See how much you can accomplish in that allotted amount of time. Did you finish filing the invoices, or did you need more time? Use the results of that time limit test to acquaint yourself with the amount of time it takes to realistically complete these types of tasks.

Then, the next time that your schedule calls for filing or list making, break out your timer and race yourself. Can you beat your last time? And if so, by how many seconds or minutes?

These "beat the clock" games can make mundane tasks seem more exciting and actually work to keep you focused, increase your productivity, and increase your interest in a repetitive task.

Another way to positively use time limits is to use your knowledge of how long certain tasks take. If you know that it takes you ten minutes to sort through your incoming emails, or to print that weekly sales report, you can use that time limit to tackle other tasks that also take that long to finish. And, since the time limit is so short, you can use race the clock to quicken your efforts.

For instance, if you are adhering to your written schedule and find yourself waiting for a report to process or print, you can

tackle a few or all of the tasks on your "ten minute" time limit list.

The final way that you can use time limits in your new time management plan is by limiting the amount of time you spend taking on extra tasks. Although you may want to believe that you can do everything –run a business, spend time with your family, host a charity event- the truth is that no one person can possibly take on every responsibility.

Your time is important and how you choose to spend that time and mean the difference between a successful Internet business and one that no one will remember five years from now.

Use realistic time limits to determine exactly how much you can commit to doing. Learn how to say no in a positive way to the things that would ultimately tie up too much time without adding enough benefit. The art of saying no is a very useful time limit technique. Use this technique to protect your time and your business. In other words, use the word no to set time limits in a way that reflects how highly you regard your time.

Aside from using time limits to maximize your efforts, there is another way that you can ensure that you get the most benefit from the time that you spend working. This option involves the use of routines.

Routine Habits Pay Big Time Dividends

Think about your current routines for a moment. Your morning routine of showering, shaving, brushing your teeth and getting dressed, or, your starting-work routine of bringing in the mail, making your coffee and clearing off your desk. These are all things, or tasks, that you do each day, usually around the same time each day. What's more, you probably do them without giving them much thought.

In fact, while working through these acts you probably do not think about the actions that you are performing at all.

Instead, you probably let your mind become occupied with other thoughts such as items to add to your "to do" list, or the logistics of changing your web site. The great thing about these routines is that they allow you accomplish a great deal of mundane tasks while simultaneously allowing you to let your creative thoughts flow.

So, what does all of this talk about routines mean to you and your new time management plan? By establishing certain routines each day in order to complete your mundane tasks, you can accomplish more items on your "to do" list while still managing to carve out time for free flowing thoughts and brainstorming.

There are two keys to establishing good routines. First, make sure that the items that you place in the same routine category are similar in act, or at least in location. Secondly,

make sure that these items can be completed during the hour of each day.

For example, sorting your incoming mail, clearing your desk of paperwork, and paying bills can all be included in the same routine. These items are mostly similar in act, they are all done at the same location –your desk–, and they can all be done around the same time each day.

If you schedule this routine first thing in the morning on your "to do" list, then you can use the time to think about the day ahead and mentally review your schedule. If you plan this routine towards the end of your business day, you can use the time to contemplate your "to do" list for the next day.

No matter which set of actions you choose to incorporate into routines, or what time of day you choose to complete them, once they are established you will begin to save time almost effortlessly.

Now that we have explored a number of ways to implement your new time management plan, it is time to look at a common mistakes that will cost you time.

Chapter 6: Avoiding The Usual Time Traps

There are some mistakes that everyone makes when they first start their internet marketing business. These are ones that everyone can count on making. You just need to remember that you can make them one time, then learn from them and never make the same mistake twice. Here are some of the common mistakes that you will more than likely make as you start growing your internet marketing business.

Not taking the time to educate yourself

This is one big mistake that too many people make. When you first start your business you will be in the dark about how to get it making money. Some people try and figure this out on their own without any help. That is fine if that is what you want to do but you will be a long time from achieving success of any kind.

There are all kinds of places that you can start your education and learn what you need to. You can get an internet marketing guide, eBook, go to forums, read articles, blogs or anything else that has to do with internet marketing. One of the best ways to learn is to find a forum where the internet marketing people hang out who have achieved what you are trying to. One great forum for this is the forum:

<http://www.warriorforum.com> However you need to be aware, all forums can become time traps. Stay focused, get in, search and get out. A quick and easy way to search this

particular forum is here:

<http://www.robertplank.com/warriors/search.php>

This is a well known forum that has a lot of internet marketing experts that contribute to it. They will be more than happy to help you with any area that you need help in. You can ask them questions, ask their advice on where you can learn what you need to, or find out what guide they would recommend to help you along the way. You have to take the time to educate yourself on every aspect of internet marketing in order to ever be successful. There is no if, ands or buts about it. This is a must if you ever want to get your business to the top where you want it.

People who have achieved success are the best ones to get help from because they have done what you are trying to do. You will find that almost everyone who has been successful would love to help you get to where they are. You just have to ask for their help. They will tell you that education on all aspects of internet marketing is a must for everyone trying to build their business. Too many people get impatient and think they can do it themselves with no help. They are usually the ones that end up quitting. Don't make the same mistake that they do. Learn what you need to.

You're Not Alone – Need Help?

As you read above, asking for help is crucial for any business to succeed, not just internet marketing businesses. You have to be able to let people know that you are lost and don't know what to do next.

There are a lot of people online who are willing to help you.

Why Pay Good Money On Useless Tools And Products

You have to be careful about where and how you spend your money when you start an internet marketing business. You will find yourself bombarded by people who know exactly what you need to do, and they will tell you for \$XX.XX.

They only want your money. They may know something but more than likely it will be information that you can find for free. So be very careful about what you buy and how you spend your money. Otherwise, you will find yourself in debt so deep that you will never get out of it. This has happened to so many people. It could very easily happen to you if you are not careful. So don't just buy anything and everything. Take the time to find out as much as you can about it. Even go into forums and see what other people are saying about a certain product.

Once you have as much information as you can about something, then you can make a much more informed decision about whether it is worth your time or your money.

If You Rush It, You May Wreck It

When you start an internet marketing business you have to realize right away that it will take some time for your business to start seeing any kind of results. This can't be helped. When you first start your business you will have a learning curve.

This is just a fact that you need to accept and deal with. You don't want to just barrel your way through anything until you know how to do it, especially on the internet. This is very important because if you try and do things too fast and you don't see the results that you want, it is very easy to become discouraged and start feeling like nothing you do is ever going to work for you to achieve success.

This is not true but there are too many people who never take the time to slow down and do things one step at a time.

Building your business is just like learning to walk, you have to do it one step at a time or you will end up falling down and failing every time you try. So remember that it will take time and lots of patience to get to where you want your business to be. The faster you realize that, the faster you can move on

and start doing the little steps one at a time to make your business successful.

Focus Focus Focus!

When you are trying to build a business it is very important that you keep yourself focused. There are so many things on the internet that will keep you distracted for a whole day if you let them.

You have to ignore everything and do whatever needs to be done that day. When you can't stay focused you will never be able to achieve success of any kind. You may have to train yourself on how to do this but it can be done.

Don't check your email except in the morning before you start working and again at night when everything is done.

Don't start reading emails or looking at product sales letters that people want you to buy. You have to do the work that needs to be done for that day before you start letting yourself do things that won't help build your business.

This is something that a lot of people have a hard time with because it is so easy to let yourself become distracted. You need to learn to resist this and keep yourself focused on what you are doing.

These are all common mistakes that too many people make when they start an internet marketing business.

You have to do what needs to be done, no matter what that is, in order to achieve success. This is very important if you are ever going to make your dreams come true.

You can avoid all of these mistakes when and you can learn from the ones that you can't avoid. This is so important to the growth of your business, which brings you to the next big mistake that too many people make.

Now lets talk about your physical surroundings and how you set up your office space can save you time and therefore make you money.

More Work Habits Analysis

One of the most significant problems with starting a home-based business is the inability of the at-home entrepreneur to separate the working life from the domestic one. Distractions abound, as does the constant temptation to leave the office space and go do something else. After all, it's all within easy reach now that you work at home.

The trick to beating this urge and overcoming distractions lies in finding an office space that is sufficiently isolated and private to provide the illusion that you are at work rather than at home. Also, it's important to provide yourself with a space that is conducive to work - not only private, but clean and comfortable as well.

In order to most effectively construct an office space that suits your needs, you'll need to know exactly what those needs are. You will need to be absolutely blunt and honest in your self-analysis of your work habits, and your organizational strengths and weaknesses. Before you tear out

walls and rewire the house for your new T1 line, take the time to analyze yourself and understand your habits.

Work style and habits are basically a function of the natural way that your brain and body are most efficient and effective. Whether you know it or not, your efficiency and productivity are profoundly affected by your natural tendencies. Reduced productivity is the ultimate result of fighting these natural habits. But now that you are your own boss and your home is your office, you can work within the constraints of your natural work preferences.

Let's think about noise pollution. How well do you work with noise distractions? And remember, just because you've been successful in an office environment while phones ring and the intercom grumbles, it doesn't mean that you were at your peak efficiency. This is your chance to set up an office structure that will remove all noise (if it is something that distracts you). Are you the type of person who works early in the morning? Or do you need several hours to get in the groove? Well, your days of 8-to-5 are over. It's time to

maximize your scheduled productivity based on your personal preferences and performance. Do you like to think standing up and walking around? Or do you prefer to concentrate by staring at a computer screen?

Knowing your preferences is essential to designing your working environment. Your office should be a natural extension of your work habits, and not the other way around. Starting a home-based business is your chance to design an office that will maximize productivity, and your enjoyment of work.

Chapter 7: The Outside World Creeping In

This is certainly easier said than done. As you explore your new workspace and spend increasing amounts of time there, you will become aware of the subtle ways that the outside world can creep in and distract you in a way that was never possible at the old corporate office. When you finally settle on a space that is as secluded as you can make it, do your best to set up boundaries between work and home, between your work time and free time, and between the outside world and the inner sanctum of your new home office.

Make sure that your office is as separate as you can make it. If this is accomplished with a paper screen or by locating your office in the loft of an old barn on the other side of the property, the best gift you can give yourself is privacy.

Next, be sure that you know when work is over. This is especially true if your office absolutely has to be located in the midst of your personal life, such as in the bedroom or kitchen. Be sure that quitting time really means quitting time.

If you are working in a house with children, be sure that they understand that just because you are at home, doesn't mean that you're available. This goes for other members of your family and friends as well. Firm segregation of your time and roles is essential to success in a home-based business.

If you can (and this is discussed briefly later), further separate your personal and work lives by adding an additional phone line. If you have a home phone and a business phone, not only will it appear to be more professional, but it will also allow you to set more rigid boundaries on your time. You can let voicemail take the business call that comes in at 7 PM.

Finally, if you can afford it and it's practical, utilize some soundproofing. This can be as simple as a carpet and some wall hangings, or as complex as commercially available material that is hung on the walls and absorbs a large percentage of outside sound.

These are just a few tips that you might find helpful when setting out boundaries. Whatever you choose to do, be sure that the boundaries are firm and well-understood by those who might be in the house during the day. There's no reason to totally isolate yourself - after all, that takes some of the joy and relaxation out of a home based business - but boundaries are essential to success.

A Room of Your Own: Locating Your Office

You should decide on an area of your house or apartment based on its level of privacy. Spend a day working there and you'll probably become aware of noises and traffic patterns that you may have never noticed before. It won't do you any good to commit to an area of the house without having fully experienced the negative aspects of it. Make sure it isn't near the main bathroom, kitchen, or other heavily trafficked area of the house. Of course, if you live alone a large chunk of your potential problems are already solved, but family isn't the only source of noise and distraction. If you find yourself in a room with a window, make sure that there isn't too much traffic noise from outside. After you spend your day investigating the potential of your new claim, spend another

day and another after that if you can. Make sure that you can work in peace before you commit to the space by moving furniture and hanging cables.

Now, determine what kind of space requirements your business needs now, and may need in the future. Make a list of the computer equipment, printers, scanners, or other hardware that you'll need to move into the office. Imagine all of the other possibilities as well - such as a television or sound system.

If you are starting a high-tech business that has hefty hardware requirements, your hopes of taking over a small attic space or anteroom are probably out the window.

Isolating yourself in an overcrowded room can be particularly unproductive, and so you'll want to have a full inventory of your office's potential equipment load before you move anything in. Get a realistic picture of the space your equipment will occupy and then proceed to search for an acceptable area. Like living alone, having a spare bedroom or finished basement solves much of your problem. Most

people's situations, however, are more complex than that and will require more ingenuity and imagination.

In the most extreme circumstances, and depending on your resources, home remodeling and renovation may be an option. This is obviously a more expensive and time-consuming option than using available space, but for some people, particularly those with small homes and a lot of interior traffic, remodeling might be the best way to add space for your new endeavor. Remodeling and renovation can turn basements, garages and attics into amazing office spaces. And because you're basically starting from scratch, they can be perfectly suited to your needs, with everything included - from windows to wiring.

Obviously, if you live in an apartment you will be severely limited in the number of things you can change and the ways in which you can change them. That said, restrictions should never stop you from having a well-designed home office that will boost your productivity and keep you on the road to success. In the case of an apartment, you should consider

maximizing your space. Even though it's small, a walk-in closet can be an excellent office with the right lighting and space saving hardware. In most circumstances, using your bedroom as a hub of business is generally a very bad idea. It becomes too easy to blur the boundaries between work and home, and at night it's even easier to get up from bed and start working when you have a new and exciting idea. In an apartment, however, you may not have a choice, and a bedroom might be the only place you can set up an office. If you absolutely have to, divide the room with screens or curtains, keeping the office separate from your sleeping quarters.

Office Necessities

When you finally locate your office, your next priority will be to outfit it. For many people, this can be the most fun part of beginning a home-based business because it is real and tangible evidence that a new company is being created. Unfortunately, it can be one of the trickiest parts as well, because (as with so many parts of a home-based startup) new business owners too often move away from the fact that

despite the fact that the business is located in their home, it's a real business just the same. Pens and pencils, printers and faxes, files and fire boxes are all required, just as they would be in a corporate office setting. A little caution and a lot of forethought are necessary when outfitting your new office space.

Your Filing Systems

One of the temptations of setting up your office is that you will want to centralize operations. This is a natural instinct and a good instinct for an organized person. Unfortunately, most home offices will not have sufficient room to maintain extensive files within easy reach, and so additional storage will have to be utilized. Think about the attic (if it's cool), the basement (if it's dry), and the garage if it has any space. Paper files and office supplies can be stashed there until they're needed.

Also, think about moving to a more purely digital office. Paper copies are sometimes necessary, but increasingly, as business is conducted via the internet, hard copies are less preferred. An office without the clutter of paper files will be a cleaner

and more easily organized office. But be warned – if you adapt a paperless model of doing business, then you must be religious about conducting backups. A hard drive crash that is irritating to a paper-based office is an unimaginable calamity to a business that runs purely virtually.

Even if you do have room for files and supplies in your office, you may want to consider storing them - along with anything else that might not be frequently accessed - somewhere else. The cleaner and more open your office is, the more productive you will likely be. External storage may be a matter of preference rather than necessity.

Phone Systems

Any business is going to require a telephone, but a home-based business is going to require an *additional* telephone. There are several reasons for this, each one alone being reason enough.

The first is a matter of professionalism. You may think that you will simply answer your telephone as if you were a

business from 9 to 5, and then afterward, your teenage daughter can take over as usual. But this isn't the case. Many times, someone might intentionally call after hours to leave a voicemail or hear an informational message. If a potential customer calls expecting to hear an office message and gets a private line instead, it will seem profoundly unprofessional.

Safety is another reason to separate your work and home phone. A telephone number is a key piece of information that might allow a potentially disgruntled customer to use a reverse directory to find your home. Not only should you keep your home and work telephones separate, you should keep any other information that might connect your business to your domestic address separate as well.

Finally, separating the telephone lines is a matter of mental health. Being constantly accessible for work related issues through your home phone will make you feel as if you're working day and night. You will need a break sometimes, and separating the business and personal lines can go a long way in helping you to relax.

You can buy a 2-line telephone at an office supply or electronics store for under \$200. Look for a unit with two handsets and an included earpiece for hands-free operation.

Fax/Printer

All of the major printer manufacturers produce some type of multipurpose/multifunction machine. This is particularly important when choosing equipment for your new office, considering space will probably be the limiting factor. For between \$200 and \$500, you should be able to find a multifunction machine that includes a printer, scanner, and fax with copier functionality. The more money you spend, the more features you'll get, so try to focus on the most important.

What kind of printing do you intend to do? Photographic printing will require an entirely different set of equipment that high-quality color, or just simple grayscale. As a general rule in the world of electronics, try to find equipment that

specializes. No one thing does everything well. The possible exception to this is a combination fax/printer/scanner/copier that isn't intended for professional-grade color imagery. The technology involved in these basic tasks is sufficiently inexpensive that you should easily find one machine for all your needs.

Once you have your multipurpose machine, avoid putting it on the floor, no matter how tempting this might be. Opening up desk space gives a sense of cleanliness and organization, but the trouble that will be caused by arranging your printer on the floor just isn't worth it, particularly if you have several documents to copy, scan, or fax.

Computer

Your computer is the nerve center of your entire home-based business. In all likelihood, the majority of your customer interactions will be via internet, and it's possible that your entire business model is that of an e-business. In any case, your computer will act as a filing cabinet, a document

generator, a source for research, marketing, and a portal to your online presence. Your computer will manage printing, scanning, faxing, and online communication. With the advent of VoIP or "Voice Over Internet Protocol," your computer and accompanying broadband connection might even manage your telephone communication. A computer is absolutely the most essential piece of office equipment you will buy, and it's a purchase that will require a great deal of research. You may already own a computer or two, but this doesn't necessarily mean that you don't need to buy a new one for your office space. Just like having separate phone lines and establishing privacy, making sure that you have a dedicated computer in your office will increase productivity, privacy, and your ability to separate work from home.

If you know something about computers already, then consider yourself lucky. It's more likely, however, that you own a computer but purchased it for general purposes without really analyzing your needs. The kinds of computer that you buy for your office will depend on what your needs are. Ask yourself these questions before you consider buying.

- Will your business involve high-end web content?
- Will your business involve image or video editing?
- Will you need to store large files such as graphics or video?
- What kinds of files will you be viewing?
- How big will your screen be?
- Will you conduct business exclusively from your home, or do you anticipate meetings at other locations?

Answering those questions will help you to determine what size and type of computer you should investigate. Buying a computer is no small task, and the decisions that need to be considered could easily fill an entire book of advice, but basically, the elements of a computer that you should consider are:

Processors: This roughly translates to speed. All processors available in new computers should handle the majority of the workload you will run. High-end video and graphics projects should affect your processor choice, but in the end, this

probably won't be a major factor in your decision. You will see processor speeds such as "2.1GHz" or more. These are processors "clock speeds" that are a rough estimator of how fast a program will run. The type of processor can make these values inconsistent, however. A 2.1 gigahertz Celeron processor will behave differently and have different practical speeds, for instance, than a 2.1 gigahertz AMD processor. But don't worry - all of these technicalities are really not important if you intend to use your computer for basic work functionality such as document generation and file storage.

Memory: The overall speed of your computer is also a function of memory. The more memory you have, the less work the processor has to do when you are conducting multiple complex operations at once. No matter what you plan on using your computer for, look for the system with the most RAM you can find. Expansion upgrades can be easy for someone with experience, but for an inexperienced computer user, the time and money involved with upgrading can be saved by purchasing a computer with large amounts of RAM from the outset.

Hard Drive: This is one of the most important things to be considered when selecting a computer, but it's also one of the easiest. Hard drives come in fairly uniform sizes. Bigger is better. It's a difficult component to upgrade after the fact, however, as you would need to transfer programs and an operating system. Suffice it to say, it's better to spend the money sooner than later. 80 gigabytes should be more than enough for all the programs you might want to load, though remember that if you're dealing with professional graphics files or video, you should have at least a 120 gigabyte core hard disk with possible external expansion.

Monitor: The computer monitor is your window into the workings of your system. It's the interface you will look at for the majority of your day. Probably the worst type of monitor you can have is a small screen area CRT. These units are older "cathode ray tube" television-style monitors that are still sold with low-end new computers. These take up an enormous amount of space and give you a proportionally small screen area. A better option is a "flat panel" monitor.

Once the computer periphery of the wealthy, the flat panel monitor has plummeted in price and is an excellent option for the space-conscious office. Small, low-end flat panels still exist, however, and these aren't worth the money you'll pay. Make sure that the resolution is good and that the screen is easy on your eyes. Depending on how much you want to pay, the size of these monitors can rival a living room television and come in widescreen 16:9 ratio.

Portability: Finally, the issue of portability needs to be *the* determining factor in whether you get a laptop or desktop PC. Generally speaking, the pros and cons of laptops and desktops are straightforward. Laptops are mobile and take up less space, but are hard to upgrade and usually require more expensive externally connected peripherals. Generally speaking, they are also more expensive than desktops for similar levels of performance and features.

Desktops are bigger and take up valuable office space, but are relatively easy to upgrade and the upgrade components

(such as ram, drives, and expansion cards) are far less expensive. The price of a desktop is usually less expensive as well. You should think about how you will be conducting business. Will work be done from the home office exclusively? Or will you travel to other locations for meetings. If you think that some of your work may be done "off site," then you should seriously consider a laptop computer. If you plan on running your business exclusively from home, this is less of a worry, so you can focus on price and general functionality.

Work Space Furnishings

Office furniture is primarily a matter of taste, and secondarily a matter of budget. Of course, this can be the other way around if you're on a particularly tight budget! Another factor to consider when choosing furniture is space. These three points work together in a dynamic triangle - taste, budget, and space, pulling you in different directions. When these three points align, you're in luck. If they don't it's up to you to make decisions that will be most beneficial for your business and your working mindset.

You may have a particular desire to replicate the enormous corner office of a Fortune 500 CEO. This might not be possible, given the constraints of budget and space. You may have all the money you could want to spend but limited space, or you may not want a sprawling office. Maybe your dream setup is a quaint nook with a little privacy.

Depending on your tastes, your office could range from a chair and a table to a massive desk and multimedia display system. When looking for furniture, check out the popular home furnishing store IKEA (www.ikea.com) for great value on designer European furniture styles. For an even more affordable option, office supply stores such as Office Depot (www.officedepot.com) or Staples (www.staples.com) have relatively quality unassembled furniture.

Wherever you look for your office furnishings, pay particular attention to the chair you choose. Set aside a little extra money for a high quality office chair. You'll spend a lot of time

sitting in it, so make it a chair that you love. In the long run, the extra money you spend on it will be worth every penny.

Odds and Ends

Just like a brick and mortar office, your new home-based business is going to require office supplies. More importantly, because of likely space constraints, its will require a certain organizational efficiency. In a small office, collecting too many office supplies can result in the inaccessibility of cabinets and other storage. Pick the things you'll need most, first. Having a large back stock of supplies may save a little time, but it may also drive you crazy by constantly being in your way.

Things you'll need on your first trip to the office supply store

(in no particular order):

- Pens
- Pencils
- Calendar
- Sticky notes

- Dry erase marker board with magnets and/or a corkboard
- Yellow legal pads for notes
- Several reams of paper (not too many!)
- Extra printer ink (be sure to buy the right kind)
- A spool of CD-Rs or DVD-Rs for backup of files and storage.
- A power strip or extension cords
- Mouse pad

There are many discount office supply stores online, but you may find that they have minimum orders amounts or a requirement to start an "account." Of course this is all standard for larger companies who order in bulk, but for a new home-based startup, you may find these minimum orders to be prohibitive. Until your company grows, small trips to the office supply store may be your best option.

In Conclusion

To sum up this chapter, let's review a few of the questions you should ask yourself before you start the process of putting together your office.

What kind of traffic are you able or willing to accept in or around your workspace? Having family around the house can be distracting, but imagine the problems that might stem from bringing potential clients or employees through your living room while your family is home. Think of all the potential conflicts that might arise from your proximity to the rest of the house and situate the office accordingly.

Will you need additional space? Not only for storage, but for holding an inventory or shipping things from your home office! If you need something more like a warehouse, you'll need to figure this into your plan for your workspace.

Additionally, if you plan on actually doing light manufacturing from home - such as would be the case in a craft-based business - you will need to set aside space for a workroom or assembly area as well as a shipping area.

Do you need to have an open space with natural light? Or are you comfortable in a finished basement or interior room with artificial lighting? An office is often chosen without proper

regard for the importance that natural light and a view have in efficient work habits and a happy disposition. The choice of an office shouldn't be made simply based on the available space you have in the house. It should be made with the presence of natural light and a window in mind as well.

Think about the growth potential for your business. How much space do you have to grow? If you start in a small closet and are considering expanding your production to a multi-state operation, you may have a conflict. Most of the time, the trouble isn't so clear cut. Usually, the growth is slow and involves a second or a third computer, and additional printer, or other equipment purchased piecemeal. Eventually, there isn't enough room for your feet under your desk, and the door to your office is bumping against the new copy machine. Think ahead when choosing an office, and don't be afraid to think big. It will save you time and money in the long run.

Chapter 8: Break Your Reasons Down Into Goals

By now you should have written down your reasons for starting or continuing your own on line business from the exercise in Chapter 1. Now that you have taken the time with your time tracker software to analyze your work habits, you have your Day Timer / Task Organizer software set up, learned how to avoid common time traps, and set up your work space for efficient production allowing the least possible distractions, it's time to set your business goals.

You do this by breaking down the reasons why you want to own and run an on line business.

The ability to set goals is a key factor in any time management plan. Without proper goal setting knowledge and skill, the best laid time management plans will never lead to success.

In order to reach your destination - successful time management - you must first be able to define exactly what you want to achieve and the steps that it will take to get there.

The first step in mastering the ability to goal set is to understand the purpose of setting goals. The act of setting goals gives you a long-term vision of how you are going to end up with the benefits of your reasons for going into

business. Seeing your goals in writing enables you to visualize your future and what you have expected to achieve.

Goal setting helps you keep your focus. By seeing concrete levels of success in writing, you are able to focus your time, concentrate your resources, and organize your efforts in a way that will better enable you to achieve your goals.

The act of setting goals, and achieving those goals, also increases your motivation. Once you achieve a goal, your self-confidence increases and you are propelled to try to achieve even more.

You can also use goal setting as a way to track your progress and measure your success. By meeting the deadlines that you have set forth for each goal, you build a record of achievement. This written record helps you keep track of your progress and determine how much longer you will need to continue working on a goal.

Goal setting also allows you to monitor your efforts and enables you to catch problems before they get out of hand. For example, if a deadline for a goal is fast approaching and the action steps that you are currently taking are not moving you towards that goal, you can change your action steps before the deadline has come and gone.

Now that you understand the purpose of goals, you need to know the most effective way to define and write them.

Defining Your Goals

Let's start with how to define your goals. Begin by making a quick list of the things that you want to accomplish by learning how to better manage your time. This list can include things such as general items as work less hours each day, or accomplish more each month. But, it can also include more specific items such as find time to research more sales leads, or spend less time filing paperwork.

Now that you have a direction that your time management goals need to take you, you need to break these goals down into smaller ones that can include more detail and actual action steps that lead in that direction.

No matter what your ultimate goals are, there are a few smaller goals, or action steps, that are universal to all time management plans. These goals include such things as organizing your systems, delegating and outsourcing nonessential tasks, and eliminating tasks that waste your time. In the next chapter we will explore these goals in more detail. For now, we will look at ways to write a goal to ensure its effectiveness.

Goals Written The Right Way

Although the main point is that you get your goals in writing, it helps to know how to write the goals in order to ensure effectiveness and achievability. The following is a list of goal writing tips and techniques that will increase the success of any time management plan.

- Make sure that the goal is achievable. Working one hour less each day is an achievable goal. However, vowing to answer fewer emails each week is an unattainable goal because the numbers are never the same. This fluctuation would make it impossible to document your success or improvements.
- Make sure that your goal is realistic. It will not do you or your long-term vision any good if the goals that you set may be unreachable. It is OK to dream about reaching ten million dollars in Internet sales within one year, but not necessarily realistic. This is especially true if your current sales have only reached \$100,000!
- Make sure that the goal is in keeping with your main, larger goals. If your main goal is to increase your time management skills, yet one of your smaller goals is to eat fast food less often each week, then that particular goal does not belong in this goal plan.
- Make sure that your goal isn't too difficult or too easy. Goals that are too easy do not cause change and goals that are too difficult cause frustration. Balance the

difficulty of each goal so that you stay motivated while still affecting improvement in your daily habits.

- Write the goal in a positive manner. Negative goals, such as "I will stop being a procrastinator" only work to make you feel bad about yourself and your current shortcomings. Goals with positive spins, such as "I will execute each task in a timely manner" will motivate you and increase your confidence about achieving the goal.
- Phrase the goal in the present tense. By using the words "I will" instead of "I want" you place the goal in the present tense. This simple trick can cause your subconscious to view the goal as already achieved. Once your mind believes that you have reached a goal, it drives your actions and thoughts to act accordingly.
- If necessary, add motivation to the goal. If you have written a goal that you think will be hard to achieve but that is still necessary to your overall plan, you may need to include some extra motivation. For these goals, jot down a line or two of incentives to keep you focused on achieving the goal.

Now that you have learned how to write an effective goal, let's look at a few examples of well-constructed goals. As you read the following goal statements, take note of how each of them incorporates the main points from the guidelines above.

"I will increase my sales by 2% this month by increasing my use of banner ads."

"I will decrease my rate of returns by 5% in the next six months by rewriting my product specifications."

"By the end of the year, I will stop working twenty minutes earlier each day by delegating my filing to my assistant."

Notice that each goal statement follows a similar pattern. Each goal statement contains a specific goal, an action step, and a deadline.

Now that you have mastered proper goal writing, take a few moments to write a few of your own goals.

The goals that you have just written will form the basis for your new time management plan. Take a moment to review the goal management plan provided in the appendix and add your personal goals and actions to that basic formula. Once you have your own individual plan complete, it is time to start implementing that plan.

Chapter 9: Summing It All Up

Time management is not a lofty goal; it is an achievable reality that just about anyone capable of owning a business can implement. Good time management is a goal that is well worth aspiring to. Time management starts with the commitment to change and evolves as your commitment strengthens.

As you have learned, the key to effective time management is detailed planning of your time and the adamant wish to protect that planned time. Without proper planning your time is lost to chance and circumstance.

Time management is also a time sensitive goal. You cannot benefit from it immediately, like all things it takes time to learn and become comfortable with. So, the key is to start now. The longer you wait, the more time you will have wasted doing things the hard way.

And finally, time management is a necessary goal. As your business grows and becomes more successful, your responsibilities will grow too. Without the skills to manage your time you run the risk of losing control of your tasks and losing your business in the process.

Start changing the way you do business today by changing the way you use your time. Vow to be successful, vow to grow and flourish in your professional and personal life, vow to become a time management master to allow yourself to succeed without frustration!

Internet marketing resources

Private Label Resell Rights Products you can resell as your own <http://www.sourcecodegoldmine.com> & www.PLRights.com

"How to write and publish your own OUTRAGEOUSLY Profitable eBook in as little as 7 days - even if you can't write, can't type and failed high school English class!" Go to <http://www.jeremyburns.com/a/7dayebook> to get started

Merchant Account Authorize / e-OnlineData –
www.e-onlinedata.com/accuratemarketing

This is our 1st choice recommendation for merchant accounts, this is a very easy place to get approved and in the many systems we have tested are the easiest to work with! **Super Low Rates!!**

Shopping Cart 1ShoppingCart.com –
<http://www.webmarketingmagic.com>: Instant merchant accounts and real-time payment gateway services. This is a private label of the 1sc system and provides great service!

Now that you are on your way to becoming a Mentor Marketing Expert, don't stop there! The next step is the Holy Grail of Internet Marketing How To Guides... Read on for details!

"Learn how to make a life-changing income of \$100,000 to \$250,000 with your Internet business... even if you're a computer dummy!"

Review: "The Insider Secrets to Marketing Your Business on the Internet" by Corey Rudl"

I've just finished reading the brand-new version of Corey Rudl's top-selling Internet marketing system, "*The Insider Secrets To Marketing Your Business On The Internet*," and frankly, I'm overwhelmed by the huge

amount of critical wealth-building information he's managed to pack into these **two hefty binders and 3 CDs!**

But I guess I shouldn't be surprised; after all, when the box containing these materials showed up at my door, it weighed in at **over 10 pounds!**

That's 10 pounds of the most comprehensive **marketing strategies, test results, case studies, tools, and ideas** for generating a life-changing income online (from \$1,000s to over \$1 million) you're ever likely to read!

I'm talking about information like...

- Step-by-step advice for starting your own Internet business **in as little as 48 hours!**
- How to build a top-selling web site... for less than \$100!
- Where to find hot products to sell (in 20 minutes or LESS)!
- 100s of FREE and cheap online tools, resources, and software
- How to get 1,000s of qualified NEW visitors to your web site... for FREE!
- How to **get #1 rankings in the search engines** and get tons of FREE traffic from the "Big Guys" like Google!
- Secrets to writing sales copy that can **increase sales by up to 400% (or MORE)!** And much more!

If you're unsure who Corey is, you should know that he's been a recognized expert in online marketing for a decade now. Not only has he generated **\$40,000,000 in online sales**, his sites also attract **450,000 visitor a week!**

What's *really* great about Corey is that he can show ANYONE how to have a **wildly profitable Internet business** (that takes just a few hours each day to run)...

... ***even if you're an absolute computer dummy!***

And if you *already* have an Internet business, he can help YOU, too. The advanced sections of his system show you how you can **increase your sales by 400%... 700%... even as much as 1,000%!**



I give Corey's system the highest rating possible! Its 1,300+ pages of step-by-step lessons contain the exact SAME tested and proven fast-growth strategies he has personally used to generate over \$40 million in online sales -- *starting on a shoestring budget!*

And it's the SAME SYSTEM that literally **1,000s of his students have used** to drive "truckloads" of cash out of the Internet.

I strongly urge you to check out Corey's wealth-building system as soon as possible! Go to www.JeremyBurns.com/a/tips for a FREE preview.



Free Bonus

Private Label Rights Tips -

PLR Rights Marketing Tutorial

Package Value \$97.00

Private Label Right's products are hot right now! There is a killing to be made from these ready made turn-key products if you know the insider secrets to making them work. I have worked out a special deal with Jeremy Burns where you can grab a copy of PLR Tips with your purchase of this package as my gift to you! PLRTips.com