



Time Management Tips For The Busy Entrepreneur

Face it, there will never be enough hours in the day to accomplish everything you need to do. But if you methodically review how you spend your days and instill focus and discipline while completing daily priorities, you will soon find more time to work on the long-term success of your business. Here are six ways to do it.

1. CONDUCT A TIME AUDIT.

Sit down and review three months of activity. The data from the analysis will show where you spent your time (which projects, tasks and priorities demanded your attention) and with whom you collaborated to get the work done. The audit will also shed light on areas where you were distracted, where you were the most productive and which tasks/projects took more (or less) time than anticipated.

2. ELIMINATE TIME DRAINS.

These are the kinds of things that sneak up on you and steal time and can be better put to use growing your business. Look for these time drains: not delegating tasks, not managing meetings efficiently (Tip: always have an agenda!) and spending too much time writing/responding to e-mails. If you've done your job as a leader, members of your team can handle a majority of meetings and e-mails. You hired great people. Now let them do their jobs.

3. TAKE CONTROL OF YOUR CALENDAR.

Remember: you drive your schedule; don't let others drive it. Block time throughout your day and guard against changing your schedule to work on tasks that are not important or urgent. The way you allocate your time has a direct correlation to your effectiveness as a leader and, ultimately, the performance of your business.

Prudent calendar management will also send a strong signal to your team that you take this seriously.

4. PLAN YOUR DAY.

When you know your priorities for the day, you will be better prepared to reset your work schedule if the unexpected comes your way. Once your schedule is set, block off chunks of time to work on your priorities. I recommend 90-minute blocks so you can concentrate on big-picture items or work on a group of related tasks. Stay disciplined and don't allow yourself to go over that allotted time.

5. LIMIT INTERRUPTIONS.

Now comes the hard part. Once you start working on each priority, you need to remain focused. Close the door and don't answer the phone unless it's a critical issue. Avoid checking e-mail. Don't let distractions slow you down.

6. HOLD YOURSELF ACCOUNTABLE.

Share your tasks, priorities and deadlines with a colleague. Meet with that person at least monthly to review how well you managed your time. The probability of success increases when you have someone watching your progress and coaching you across the finish line.

Andy Bailey is the founder, CEO and lead business coach at Petra.

January 2020

2020 Calendar: Scheduled Monthly Maintenance to keep your Computer Running Safely & Smoothly

- **Clean Your Hard Drive** - sort through all of the files you have accumulated save the ones you still working on, store old ones on an external hard drive. Get rid of duplicates and uninstall programs that you are no longer using.
- **Defrag Your Hard Drive** - This rearranges fragmented data so that it is easier to read, allowing your computer to work more efficiently. Note: Windows 10 Defrags Automatically.
- **Physically Clean** - prevent overheating and dust from building up inside your laptop fans and exposed ports. Keep a can of compressed air around and give your PC a few blasts, don't forget your screen too!
- **Full Back Up** - performing a monthly back up is a surefire way of preventing data loss.
- **Updates** - keep your anti-virus and firewall software up-to-date. You should also schedule some time every month for software program updates, most of them address issues that help keep your PC and data safe.

Better yet, give Wyant a call, let us take care of all your Monthly PC & Network Maintenance!
231-946-5969



This monthly publication provided courtesy of Tom Wyant, President of Wyant Computer Services.

Top Strategies I Learned To Fight Off Complacency And Get Out Of My Comfort Zone



Jesse Itzler is a man of many talents. He spoke at a recent conference this past fall and brought a lot of great business insight with him. Itzler got his start as a rapper in the early '90s. He worked with artists including Tone Lōc, wrote a song that made it to the Billboard Hot 100 ("Shake It Like A White Girl") and wrote and sang the New York Knicks theme song, "Go NY Go." He then went on to write the theme songs for over 50 other professional sports teams.

But it turned out that as much as he loved the music business, it wasn't his true passion. Itzler was an entrepreneur at heart. He had a lot of ideas he wanted to turn into reality. One of those ideas stemmed from his short music career. In 1996, he founded Alphabet City Sports Records with a friend. The business served pro sports teams and remixed songs for their use. In 1998, Itzler and his friend sold the company.

Then in 2001, Itzler moved on to his next major venture: Marquis Jet. This company would quickly become one of the biggest and best-known private jet companies ever. They offered prepaid access to private jets, and it became wildly popular. In fact, in 2009, Warren Buffett's Berkshire Hathaway bought Marquis Jet (Berkshire Hathaway is also the parent company of NetJets, which offers fractional ownership in private jets).

Itzler didn't stop there. He founded 100 Mile Group, a brand incubator. He partnered with ZICO Coconut Water, which exploded in popularity and was acquired by Coca-Cola.

And to top it all off, he lived with a former Navy SEAL and wrote a book about the experience: *Living With A SEAL: 31 Days Training With The Toughest Man On The Planet*. All these accomplishments only scratch the surface of Itzler's professional life.

Itzler accomplished all of this over the last 30 years because he wasn't complacent. He routinely pushed himself out of his comfort zone and made choices to get to the next level. It's not an easy thing to do, but he knew that if he wanted to be successful, he had to push himself. It's something we all have to do.

One major piece of advice he offered to the Producers Club crowd was to differentiate. He used a great analogy: "Your brownies have to be different from all of the other brownies on the market." This was in reference to a brownie business he worked on in college. You must ask yourself how you're going to stand out in the market, because chances are there's another guy out there offering the same thing you are. You have to set yourself apart. This is why Itzler got out of the rap game and started producing music for sports teams – he set himself apart.

Another strategy to fight complacency that he recommends is this: You need to put yourself in a position where luck will find you. You have to put yourself out there. Early in his career, Itzler was cold-calling all the way to the top. He'd cold-call CEOs to get their attention when he was working on his music career. Later, when he was running Marquis Jet, he was getting himself in front of celebrities like Matt Damon and Ben Affleck.

Continued pg. 3

LOCAL COMMUNITY EVENTS

- 7th
TCNew Tech (Operahouse.org)
- 21st
Mentor-Protégé Programs in Federal Contracting Webinar (Networksnorthwest.org)
- 24th– 25th
Northern Michigan Small Farm conference (https://10times.com/nmsfc)
- 25th
MI Fish Producers Assoc. Annual Conference (michiganseagrant.org)
- 29th
Annual No Spills Conference (10times.com/annual-no-spill-conference-traverse)
- For full Calendar:
Google.com/traverse city events January 2020

Feedback Favorites

"Dustin did a great job! He was patient and kind and didn't laugh too hard when I found out the scanner was unplugged. I appreciate his great customer service."

Chris Garthe/ The Windward Group

"AGAIN AWESOME"

Jennifer Goodhue/ ABI Mechanical

"Love" Ratings From:

Elizabeth K. Bunn/ Parker Harvey

Deb Aldridge/ Benzie Leelanau District Health Dept

Barry O'Brien/ Select Fine Wine

Carla Barcey/ Easling Construction

Jeffrey Sandman/ Frankfort Community Federal Credit Union

Mary Lints/ Dr. Ron R. Lints DDS MS

Ken Goodhue/ ABI Mechanical

He took major risks getting his name and company in front of influential people, but by being willing to take those risks, luck, as he put it, found him.

Another of his strategies that really stood out to me was when you have momentum, you have to double down and "hit the gas." For instance, when you accomplish a goal, go after even bigger goals. Complacency is what happens when you don't hit the gas. On top of that, you can't negotiate your goals and change them because you don't want to put the effort into doubling down. It's okay if how you get to the goal changes, but the final goal shouldn't change. After all, you set goals for a reason – you do want to push yourself; you just have to put in the effort.

And that leads into yet another important piece of advice from Itzler: You need to push yourself. You need pressure behind you. You need to see how far you can really go. "When your brain says you're done, you're at 40%." This was a great piece of insight. Your brain, as Itzler explained it, doesn't want you to be uncomfortable, so it fights against you. After you hit 40%, your brain works to convince you to stop what you're doing. This is when you feel things like embarrassment or discomfort. It's like when muscles start to ache after a run. But if you listen to your brain, you don't go past that 40%. That's yet another way we end up complacent.

WYANT WORD SCRAMBLE

CONGRATS to Debbie Korson from Ferguson & Lawshe, Inc. for winning last month's Drawing!

December's Answers: AUTONONMOUS, GENERATION, PREDICTIVE, MEDICINE, STREAM, VISION, FUTURE Bonus: FATHER TIME

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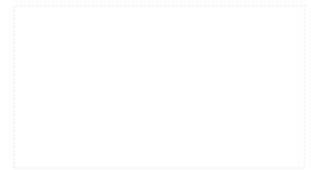


Bonus Clue: COZY SPACE

Email: wendy@gowyant.com with Word Scramble Answers for a chance to WIN A GIFT CARD!



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Inside January's News Letter!

- Time Management Tips For The Busy Entrepreneur by Andy Bailey pg.1
- Top Strategies I Learned To Fight Off Complacency And Get Out Of My Comfort Zone by Jesse Itzer pg. 2

Top Strategies For Leading Your Company Through Rapid Change

Technologies change and businesses change. Sometimes they happen faster than we'd like and it can be stressful. But there are strategies you can implement with your team in those moments when things start to move at a breakneck pace.

Keep everyone in the loop. Stress can be tempered when you keep everyone in the loop. Everyone needs to know what is going on, and they also need to know that their feedback is being heard.

Define the future. As things change around you, one of the best things you can do is define your vision of the future. You need to know where you're going and how changes, in whatever form they take, are going to affect you and the business. What is your purpose?

Facilitate learning. This is crucial, especially as you introduce new technologies, systems or processes into the mix. You don't want to leave anyone behind. You want to make sure everyone has everything they need to come up to speed. Management needs to fully support their team. *Inc., 10/16/2019.*

Free Report Download: The Business Owner's Guide To IT Services And Fees

You'll learn:

- The three most common ways IT companies charge for their services and the pros and cons of each approach.
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.



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