

Fierce Time Management for Small Business Owners

What days are you setting “doctor’s hours”? When are you setting aside blocks of time to see clients, run classes, answer questions? Doing so will allow you to put stakes in the ground so you are not being pulled in every direction.

Identify who is taking your time, see where the leaks are and plug them.

Have the difficult conversations to set boundaries with friends and family. Take a non-negotiable approach to who gets a “piece of you.” There will always be someone, but it gets easier when you are disciplined, focus and purposeful with your goals. Eliminate Facebook, change the home page of your browsers to <blank> so you are not pulled away by bright shiny objects which are likely to become time sucks.

What non-creative tasks are you doing that you can delegate? Here are some slots you can schedule into your weekly schedule. The following are items to get you started. Look at everywhere your time is going and plot it out.

- Administration Tasks (paperwork, scheduling appointments, billing, compliance, taxes)
- Meetings (Team, Management)
- Clients (in person)
- Clients (phone calls, questions)
- Training
- Market Research
- Preparing presentations
- Personal Care – Health and Wellness (gym, massage, walking, swimming)
- Delegating marketing materials and website updates
- Prospects
- Newsletter
- Recruiting
- Attending events
- Recording videos
- Publishing Articles
- Contacting: Referral sources, Centers of Influence, Organizations, Strategic Alliances
- Scheduling speaking opportunities
- Your *alone* time. 😊