



Magic Wing
ADMINISTRATION



Entrepreneur Strategies to Save Time and Rev Up Your Revenue

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Are You an Entrepreneur? Time is of the Essence!



One benefit of being an entrepreneur is that you can set your own work schedule. But that does NOT mean that you don't have to have set regular work hours. A 'hit or miss' work schedule...or rather, the lack of any work schedule at all, simply will not work.

Time really does equal money. As an entrepreneur, you need to ask yourself what the best use of your time really is because it is YOUR time that equals money. The health of your bottom line is directly affected by the way that you choose to allot your working hours.

You must set up a work schedule for yourself and then you must enforce that schedule. And you must make very good use of the time that you spend working, to efficiently accomplish the tasks that must be done. Time is of the Essence!
YOUR time!

A job as an employee of a company does two things: **(1) It provides a structure for your day** and **(2) it tells your family and friends that your**

time is spoken for during your working hours. You will notice that both of these things relate to your TIME.

So let's discuss the structure that a regular job provides and how you can apply that structure to your business. When you have a job that you go to outside your home, you are required to be at that job at a specified time on specified days of the week.

When you have your own business, you need that same kind of structure. You need to set regular working hours. The freedom that owning your business provides is that you can choose the hours...but you do have to choose!

Now let's talk about your family and friends and how they are going to view your work schedule. They would not expect you to leave your outside job in the middle of the day for non-urgent personal reasons, right? But when you're your own boss, they might think you're available at any time.

If YOU do not schedule your time and abide by your schedule yourself, others will not. Unless you see your business as a REAL job with REAL working hours, your time will be eaten up. You will not accomplish the tasks that you need to accomplish.

The best way to accomplish using your time to your own best advantage with your business is to make a schedule and tell your family and friends what that schedule is.

The same goes for clients and others with whom you do business. You need to make it clear what your hours of availability are and stick to them. You don't want to be rude, of course, but you do have to be firm. Remind them of your working hours and let them know you'll reply to them as soon as possible.

Now, if occasionally something urgent comes up that you want to handle to keep the client happy, that's your prerogative. Just don't make it habit to be at their beck and call. Believe me, I tried that, and it made me miserable and I started dreading hearing from the client. That wasn't the model I wanted for my business!

Wise Time Management Tips for Entrepreneurs



Time is an entrepreneur's single most valuable asset. Nothing can replace time! When you shave a few minutes here and a few minutes there, you will make more efficient use of your allotted work hours. Here are a few suggestions.

Schedule Your Time

No matter how many things are on your 'to-do' list, you still just get the regulation 24 hours each day. Sometimes I could use another twenty-four but that isn't going to happen. I'll bet that you could use more hours in your work day, as well.

The thing about those 24 allotted hours per day is that we can't spend all of them working. We want to spend quality time with family and friends. Because, after all, isn't that what life is all about? Our families and our friends require some of our time. Relationships must be nurtured. So...we can allow ourselves just so many work hours each day. Since our working time is limited that means that we must make the very most of the hours that we work. We can't waste time on unimportant details or on tasks that others can do.

Establish a system to help you prioritize work day. You will get a lot more done in a lot less time if you know in advance and can see at a glance what task is next

on your list. I like visual aids. I use Microsoft OneNote as well as Google Calendar to create reminders of tasks I need to accomplish and on which days.

Focus on Result Producing Activities

When you make your work day schedule, you need to be certain that the tasks that you schedule are the ones that will in fact make your business grow and thrive. Don't waste your time, effort and energy on tasks that can be done by others. You can add hours to your day each and every day when you work with an outside team. (More on that in the next section.)

Shave Time Off of Counter-Productive Activities

Like I said, your friends and families do require some of your time but you can also waste a whole ton of time on such unproductive activities as watching TV. You will be really surprised at how much of your day that you waste if you keep a record of your time expenditures over the course of several days' time.

Now don't misunderstand me. We all need down time. We all must relax our minds as well as our bodies. We can't be all business all the time but we can limit our unproductive or counterproductive activities.

Time is precious and time is limited. We need to make the very best use of every minute of every day that we possibly can.

Make Your Meetings Productive

Whether you need to meet with outside team members or clients, focus on what really needs to be discussed. A small amount of chit chat is okay for building relationships, but consider the time you're spending as time you're not spending on more productive activities.

And do you need to meet in person? There are a number of ways to meet online face-to face that don't require the attendees to spend time driving to and from the location. And video calls through Skype or Zoom, to name two, can be just as productive as meeting in person. You can even share screens and documents via these services.

Email Efficiency

The generally preferred way to not let checking your email be a time waster is to schedule specific blocks of time during the day to check email. However, if you're like me and you have clients relying on you to respond to their needs, this won't always work.

Email comes in several varieties. There are emails that are business related, emails that are important but not business related and emails that are simply frivolous and time wasting. Create separate email accounts for each type of emails. Ideally, your business email should be one that includes @yourdomain.com. You can have it redirect to your preferred email service, but your recipients should see the @yourdomain.com address.

Creating a Team: How to Get More Done in Less Time



One horse would have a very hard time pulling a large wagon by himself. But when several horses work together, it makes the work much easier. The same goes for you trying to do everything in your business yourself. Being an entrepreneur does not automatically make you a 'jack-of-all-trades'. You need a team of experts helping you.

It's your job to use your time and direct your energies on growing your business, making those contacts and closing those deals. You are the idea person. If you try to do everything yourself, whether you are good at it or not, you will use up all of your thought and energy and have nothing left to be creative and innovative, to do the things that only YOU can do to make your business grow.

It's a very inefficient use of your valuable time to spend it on tasks that you just plain aren't very good at. Or maybe you do an okay job at something but you don't enjoy doing it. You should be outsourcing that as well. Think of the more profitable ways you could be using that time!

Here are some ideas for great team members you can surround yourself with

- **Bookkeeper:** Every business must keep a record of its day to day financial transactions and even the smallest of transactions add up to big tax deductions over the period of a year. Bookkeepers have the training and experience to know how to manage your business's financial records so you have the most accurate information on the status of your business and can make informed decisions.
- **Customer service administrator:** An administrator who specializes in customer service in areas such as maintaining contact lists, preparing newsletters/emails, presentations and collateral materials, and posting to social media, can save you hours of time and can maintain the schedule so you don't forget an important communication.
- **Marketing consultant:** A marketing consultant can help you plan a strategy to determine the best course of action for your business and where to make changes.

There are only just so many hours in a day and you can only spend just so many of those hours working at making your business successful. There IS still life outside of business. You have friends and family that you want to have quality time with. That makes it even more vital that you use your time to make your business grow and not waste it doing the everyday tasks that can take so much of your valuable time.

Guerrilla Methods: How to Save Money and Spend Less than Your Competitors



Okay, I know gorilla is different than guerrilla, but you get the point!

Oh, the dreaded BUDGET word! The formula for determining profit is a really simple one and the one that all budgets are based upon: **Income – Expenses = Profit.**

It isn't complicated and you don't need to be a rocket scientist to figure out that there are two ways to improve your profit: **(1) increase income** or **(2) decrease expenses.**

It's great to increase income when you can but you can always find ways to decrease expenses if you look for them. When you spend less, you make more and that will blow your competitors away!

It would be really nice if we could just crank up the burners and make more money, wouldn't it? Unfortunately, increasing income is much harder than decreasing expenses when it comes to improving your bottom line.

Fortunately, I would guess the majority of entrepreneurs work at home, and that comes with some built-in savings right up front. You save on gasoline and wear and tear on your car since you don't need to travel to and from work. You don't have to keep your working wardrobe up to date. You can eat lunch in your own kitchen.

And all of these are good money-saving things that just come with the territory when you work at home. There are, however, some other measures that you can take to help decrease your expenses.

Here are some money saving ideas:

Don't Buy More than You Need

Many of us are software junkies. We LOVE software...all kinds of software...and before we know it we have software on top of software and more software than we need or even can use. Carefully research the program to make sure it will actually be a benefit to your business. And if you do find a software program that will benefit your business, don't buy a bigger program than you need. Often programs that help us accomplish the necessary tasks are offered in various sizes. For example, you might be planning on having a contact list of 10,000 next year but you don't need software to manage that large a list this year. You can always upgrade when the time comes. Today you need to save the bucks and go with only what you need today.

Reduce Debt

Pay down credit cards first. The interest you pay on those balances will eat up a ton of your income.

Renegotiate or Downgrade Services

Check your insurance policies. Is your coverage more than you really need? What about your TV and internet and phone services? Can you negotiate a better price? Or maybe eliminate some of those premium services.

Leverage Free Services and Options

Take full advantage of free methods to build your business and your credibility. There are free ways to create visibility that are very effective. Some of these methods are:

1. **Write e-books and articles and submit them to e-book repositories and article banks for others to use free of charge.** These articles and e-books include your resource box and includes your name and your website address.
2. **Post to blogs and forums.** You can cross-post (you post on theirs and they post on yours) with another reputable blog that attracts your ideal clients and is related to the products and services that you sell. You both include links to your own website. And you can post to forums with those same qualifications.
3. **Joint venture with another website owner.** Find a reputable partner who promotes products and services that are complimentary to the products and services you sell.
4. **Build a long and impressive opt-in list.** Offer free reports, videos, etc., to your website visitors in exchange for their email address to add to your list. Keep in mind that you need the recipient's permission to send emails. And encourage the recipients of your emails to share them with friends and family. Include buttons in your emails and on your website that make it easy for readers to share your content as well as follow you on social media.

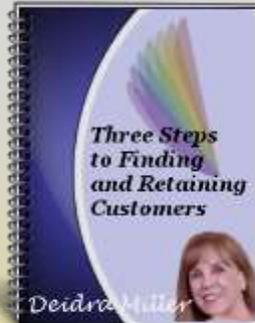
Takeaways



- **Establish a work schedule and stick to it!**
- **Focus on result producing activities**
- **Find ways to reduce or eliminate the amount of time you spend on nonproductive activities**
- **Build an outside team of professionals to help you with those tasks you aren't good at or don't like to do**
- **Find ways to save money and reduce expenses so you keep more of your income**

More Free Resources

Here are more informative **FREE** resources you might be interested in.
Click on the image for access.



Special Report:

***Three Steps to Finding
and Retaining Customers***



Ebook:

Magic Email Strategies

About the Author

Deidra Miller is owner of Magic Wing Administration, providing administrative consultation analyzing the administrative tasks of her clients' businesses. She works with her clients to determine how they can best create systems to manage those tasks so they have time to focus on the revenue-generating activities they do best to grow their business. One of her focus areas is customer relationship management and follow-up. Her loyal clients have shared that she has excellent communication skills and is exceptional at organization.



Deidra is the author of the ebooks *Strategies to Optimize Your Business* and *Magic Email Strategies*. She has also published several articles on business strategies at <http://www.ezinearticles.com>.

Deidra began her career in the corporate world, learning hands-on in various roles – as executive assistant, office manager and project manager. But she decided to leave that path to follow her passion and use the skills she acquired to help entrepreneurs create the business they love.

To request a complimentary consultation on how to optimize your business, email Deidra at deidra@magicwingadmin.com or call (949) 544-1334. You can also fill out the contact form on her website <http://www.deidramiller.com/contact>.

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