



## **“SIMPLIFY GUIDE”**

### 52 Ways to Simplify Your Business

One for every week of the year!

#### **Focus**

- 1)** Your life is not part of your business; your business is *part* of your life.
- 2)** Take the time to set business goals and develop a corporate mission statement. Then follow them.
- 3)** Read the following books or listen to them on CD: *The Bible*, *The E-Myth Revisited*, *System Buster*, *Guerilla Marketing*, and *Give to Get Marketing Solution*.
- 4)** Learn how to honestly and ethically run your business from the first book above. Learn how to manage, systematize and work *on* your business from the second and third books. Learn how to market and sell from the last two books.
- 5)** Read autobiographies, personal growth books and study your bible. Listen to motivational tapes and cd's. Hang out with positive like minded people. Watch inspirational movies. Charlie Tremendous Jones says – “You’ll be

the same five years from now as you are today except for the people you meet and the books you read”

- 6)** Attend continuing education classes and spend a weekend each quarter at a personal development seminar. These are great places to sharpen your ax. You can make new contacts, and get fresh ideas to solve problems.
- 7)** Know your niche market or markets and then say no to other business. If you specialize in a certain area you will become very efficient and effective in this niche market. You’ll become the expert.
- 8)** Manage your weaknesses by surrounding yourself with key people, and focus on your strengths. Realize that your company might be very good at making widgets or providing widget service; but you have certain strengths and weaknesses like everyone else in this world.
- 9)** Develop relationships with an accountant, attorney, banker, financial planner, property insurance agent, and maybe even a coach or business consultant in your expertise.
- 10)** Don’t allow for interruptions. If the average person answered every phone call and email in a given day they would experience at least 50 interruptions.

### **Plan**

- 11)** Take a day or half day per week and just think and meditate. Thinking is the highest paid profession.

- 12)** Plan your week one week in advance. I learned this technique from Frank Bettger's book *How I Raised Myself from Failure to Success in Selling*. Take time each Saturday morning or Friday afternoon if you become really good to plan your next weeks appointments, calls, projects, and meetings.
- 13)** Keep all your appointments, meetings, and recurring events in one place, and use one source to reference all calendar entries.
- 14)** Use an online calendar, or outlook to work from your desktop and then sync that calendar with your phone or PDA.
- 15)** Use a planner or journal and keep it with you at all times.
- 16)** Carry with you a small notepad that fits in your back pocket or small purse. When you can't feasibly take your planner this notepad saves the day.
- 17)** For other Time Management tips **(See our Simplify Your Life Guide)**
- 18)** Spend time researching new processes, technologies, and products in your industry. If you don't have the time, then delegate someone on your staff to do the research.
- 19)** Hold a weekly team meeting that starts and finishes on time and stays on track. Use an agenda that doesn't vary, and that holds everyone accountable.

- 20)** Don't schedule meetings with every salesman, networker, and supplier who calls on you. The real persistent ones will find their way to you anyway and they are probably the ones you need to be doing business with.
- 21)** Avoid borrowing when possible but when you do have to borrow always get more than you need. Things rarely go exactly as planned.
- 22)** Save! "If you do not save the seed of success is not in you"... Peter J Daniels.
- 23)** Set up your business banking, savings, and personal checking in different accounts. Do not use your business debit or credit card for personal expenses and vice versa.
- 24)** Pay bills on time and avoid having too many bank accounts or credit cards. Use a good ledger book or a program like Quickbooks to manage your cash flow and budget. **(See our Simplify Your Finances Guide)**
- 25)** Avoid bartering too much; one party will always feel they are owed something by the other.
- 26)** Set aside a time at the beginning or end of each day to group priority issues. Don't make 30 phone calls to your assistant, superintendent, project manager, sales manager, or office manager each day.
- 27)** Communicate via email when possible so that each person can respond without being interrupted.

## **Organization**

- 28)** Consider what options best fit your company- should you have employees or are you better suited to work with independent contractors or subcontractors? Should you provide big benefits or would your employees appreciate the extra cash flow? Is the big office or shop still what you need or would a small suite or home office suite you better?
- 29)** Network all of your computers to either a hardwired or wireless DSL/broadband connection.
- 30)** Maintain a very organized contact database. This might be the most powerful tool you ever use. You're only as strong as your network.
- 31)** Perform routine back ups to all your critical information. Thumb and flash drives have made this process so much easier.
- 32)** Keep your office clean especially in areas that customer, vendors, suppliers occupy. We're supposed to look upon the heart, but we rarely do. First impressions are big!
- 33)** Keep only that which you need on hand. Minimize excess in all supplies, and extras.
- 34)** Use forms to standardize all your business processes. Utilize templates that others have shared online and those available through Microsoft.
- 35)** Lay out your file system on paper before you actually begin arranging or purging files.

- 36)** Use the *Sort, Purge, Assign, Containerize, and Assess* system. *Sort* through your old files, determine which you should keep. *Purge* those that you no longer need. *Assign* like-files together. *Containerize* the files by labeling them and creating a file map. Continually *assess* your organizational needs.
- 37)** Never buy storage bins, containers, shelves, cubbies or any other organizing supply until after you have sorted, purged and assigned your items a home. **(See our Simplify Your Home Guide)**
- 38)** Store old files that you don't access on a regular basis in a backroom or offsite. Digital record-keeping is also a great option for removing the clutter.
- 39)** Join a warehouse club like Costco to purchase many of your bulk business supplies.
- 40)** Order other office supplies online and have them shipped to your office. This will save lots of time.
- 41)** Use a **Model Week** to block out time periods in which you'll tackle certain tasks.
- 42)** Answer emails and phone calls two times per day. I choose 11AM, and between four and five PM.
- 43)** Develop a standard company logo, slogan and tag line. Use these on every web page, advertisement, company vehicle, business card, and brochure.

- 44)** Order apparel for your staff and yourself that display your logo and slogan. You and your staff are walking billboards for your products or services.
- 45)** Use publicity to advertise and market your business. Does your local paper have a section featuring local business owners? If they do then submit your company.
- 46)** Create a website for your company. It's 2007, and I don't care what kind of business you operate, if you're not on the web you're missing most prospects under the age of 45.
- 47)** Communicate with your clients, customers, prospects, vendors, subcontractors, professionals, and suppliers often. Send a monthly newsletter, a weekly ezine (email newsletter) or drop them a quarterly postcard.
- 48)** Follow up with your prospects to generate first time customers. Follow up with your customers to generate repeat sales. While this may sound obvious, most small businesses do not do it.
- 49)** Participate in golf scramble fundraisers. You get to rub elbows with 100-150 potential prospects for 5 or 6 hours, play golf with 3 customers or suppliers, and you get to advertise your business by supporting good causes.

- 50)** Read Harvey Mackay's books on networking and then put them into practice. You can purchase them from my website: *How to Swim with Sharks, Shark Proof, and Dig Your Well Before Your Thirsty.*
- 51)** Take on the motto of Zig Ziglar, John F Kennedy, Jim Rohn, and Jesus. Service to many leads to greatness.
- 52)** Study, plan and act. Abe Lincoln said "I will prepare and some day my chance will come".

Bryce Raley

Professional Organizer/Business Consultant

For help on your specific needs call for a free consultation. Show this guide and receive \$75 off one of our organizing packages.

502.664.0290

For more Simplify Guides email me and I'll send them to you for free!

[bryce@simplifiedsolutionsllc.com](mailto:bryce@simplifiedsolutionsllc.com)

Visit us on the web to see to whole range of products and services we provide.

[www.simplifiedsolutionsllc.com](http://www.simplifiedsolutionsllc.com)