



Increase Productivity And Revenue

WITH SMART TIME MANAGEMENT



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Simple (yet highly effective) strategies that work well to help busy business owners and managers get more done with less effort...

Each of the activities you undertake will fall into one of the 4 categories pictured here.

Make a list of everything you would do in a workday and then fit them into one of the 4 boxes to make the most of your time. Being able to manage your time effectively means focusing on the right activities at the right time.

The activities in **Box 1** are both urgent and important. For example, a key client that rings with a big problem is both urgent and important.

In **Box 3**, the activities are urgent but are not important. A good example is the interruption of a friend phoning to tell you all about their recent overseas holiday.

Their phone call is urgent because it interrupts what you are doing, however it's not really that important because you can always talk to your friend at a later time.

Box 4 contains the activities that are not urgent and are not important. We call these activities time wasters.

Watching commercials on TV or complaining about the weather are really good examples of things that are time wasters.

Box 2 is the most interesting box of all. It contains activities that are not urgent but are still important. The activities in this box are the ones that usually have the biggest impact on your business success.

	URGENT	NOT URGENT
IMPORTANT	1	2 Gold Time
NOT IMPORTANT	3	4

We call the activities in this box **Gold Time Activities.**

(Because the time you spend doing them can be worth its weight in gold.)

Here are 3 examples of Gold Time Activities:

1: Taking time to contact your past customers in a way that adds value and makes them think positively about you and your business. (When you do this consistently you create a huge amount of easy repeat and referral sales from these happy customers.)

2: Collecting positive testimonials from existing customers that talk about why they like your business, the benefits they have experienced, and why they highly recommend your business to other people. *(Testimonials from happy customers are a powerful way to persuade new people to use your business for the first time.)*

3: Creating articles that have valuable content that relates to the types of products and services that you offer. Compelling articles automatically position you as an expert in your field and make it more likely that potential customers will choose your business to spend their hard earned money with. There are dozens of other Gold Time Activities that you can do in your business.



The problem with Gold Time Activities is that we often forget to do them because they are not urgent.

- We often forget to stay in regular contact with past customers and to provide them with value
- We forget to collect positive testimonials and use them in our marketing.
- We don't take the time to create helpful articles that show our business expertise

If Gold Time Activities are so important to our long term business success, how can we make sure that they actually get done?

The answer is simple.

Whenever possible, delegate Gold Time Activities to experts who can do them on your behalf.

When was the last time you emailed your clients just to add value? To stay in touch and remind them of the expertise your business provides?

It has probably been a while hasn't it? And if you have been sending a newsletter, it is probably taking up so much of your valuable time.

Creating, building and sending your monthly newsletter is a task you could easily delegate to us here at Big Rock Communications.

Like clockwork, we will deliver value and promote your business expertise to your database each and every month.

If you are interested in knowing more, book a free 30 minute strategy call with me today.

Summary:

Gold Time Activities are a great way to create higher levels of business success. How can you find time to do more of these Gold Time Activities yourself? Or who can you delegate some of these Gold Time Activities to so they get done on your behalf?

With the compliments of Big Rock Communications



Let's take a look at your work day and classify your existing tasks into a grid...

URGENT

NOT URGENT

IMPORTANT

1

*EXAMPLES: Client Phone Calls
Customer Emails*

2

Gold Time

The things you can delegate

- 1) Add value to past customers, stay front of mind and position yourself as an expert via a regular newsletter*
- 2) Collecting Testimonials*
- 3) Creating articles that help educate about your products and services*

3

*EXAMPLES: Personal phone calls,
Chatty Colleagues*

4

*Watching commercials on TV,
Complaining about weather*

NOT IMPORTANT

