

## 4 Little Strategies For Big Progress

by Nancy Gerber

There are certain truths about business -- and life. Like them or not, we can't experience any real growth until we learn to accept and work with them. Even the most brilliant marketing will not work well if your basic business processes and strategies are not in place.

Here are four focus areas to get you started.

\* Expect Murphy's law to throw a wrench into your day, and plan accordingly.

Many of us tend to try to cram as much activity into a day as possible. The tighter the plan, the more items on the agenda, the greater the chance that SOMETHING will go wrong. EXPECT and ALLOW for tasks and events to take longer than you'd like.

Factor a traffic jam into the drive time, plan for a slow line at the supermarket. If everything goes smoothly, you'll actually have a few extra minutes here and there to breathe a little!

\* Hire or delegate your weaknesses.

If you're great with numbers, fine, go ahead and balance the checkbook. If not -- hire a bookkeeper -- or a cleaning service, landscaping expert, professional organizer or whatever else needs to get done that you don't have the time or expertise to do. If another person will be more efficient or effective than you, AND you don't actually enjoy the task, delegate it! Let go and give yourself more time and space.

\* Become more deliberate in your decision making process.

Do you automatically say "yes" or "no" and later regret doing so? Change your decision making pattern. Practice saying, "I'm not sure, let me get back to you" when someone asks you to work on a project with them. Repeat, "I need to think about that before I decide." out loud at least 100 times until it rolls easily off your tongue.

Ask yourself the BIG QUESTION: "If I say 'yes' to this, what am I saying 'no' to? If I say 'no' to this, what am I saying 'yes' to?"

\* Decide what is non-negotiable, then build your plans around those items.

Just as certain personal activities are daily absolutes (hygiene, eating and drinking, etc.), one of the best ways to make sure you accomplish an important task is to decide that it is non-negotiable -- and then respect that designation. Make up your mind that, no matter what, it WILL get done on this particular day or days -- even if you need to let go of other "it would be nice to do" items.

This tactic works really well with activities such as fitness programs and other "dream" projects that we often continue to put on the back burner year after year. The key is invoking the same self-management capabilities -- that self-discipline and inner strength -- that we already use to keep ourselves on track with the other non-negotiables we've incorporated into our lives.

Take your 15 minutes a day this week and think about each of these four areas. What are the first 2 or 3 small steps you can take -- THIS WEEK -- to change things for the better? How will doing this strengthen your business?

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For over 35 years Nancy Gerber, "YOUR Connection Magician", has coached and educated thousands of people worldwide on how to improve their communication and deepen their relationships with others -- and themselves. Nancy has been privileged to study and work with many of the leaders and experts in Internet and direct marketing. Her expertise in creating connections and building relationships, along with her many years as a Professional coach, give her unique insights and skills as a marketing coach and consultant. In addition to her commitment to helping entrepreneurs understand the basics of marketing, she's an expert in content development and personality marketing.

Her website <http://www.marketingmambo.com> "The Dance of Connection That Creates Lifetime Customers – One Step At A Time" -- was created for unconventional entrepreneurs who want to find and keep their best customers without losing their souls.

Sign up for "The 15 Minute Marketer" on the [Marketing Mambo.com](http://MarketingMambo.com) site and receive a practical, FREE and immediately useful

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