

# Making the most of your time

1. Use your online marketing tools: social media is FREE!
2. Play catch up – take care of the lists
3. Review and Revise Strategic Plans
4. Update Processes, Job Descriptions, Organization Chart, Customer Flow
5. Analyze and Assess your systems
6. Challenge your finances – job costing
7. Review/Revise your mission and vision
8. Educate yourself on something you DON'T know – train staff
9. Eliminate unnecessary expenses
10. Send "Thanks for Business" cards
11. Research new products and services
12. Clear out old files and organize
13. Dream – Remember those first days in business wondering how you would make it
14. Take inventory – What do you have?
15. Look at your competition; what are they doing?
16. Complete a SWAT analysis
17. Remodel, rearrange, paint, clean
18. Take a break – there is nothing you can do right now.
19. Revise policies, contracts and legal documents
20. Make calls for collections...send invoices
21. Look at convenient pay plans
22. Use job costing to calculate profitability
23. Shorten A/R – Lengthen A/P
24. Bring in a partner
25. Keep Marketing!
26. Help others
27. Design/Revise an Exit Strategy
28. Update your website & software
29. Renegotiate costs of goods
30. Clean out the emails!
31. Renew your commitment
32. Review benefits programs
33. Create a Business Advisory Team
34. Identify your value proposition
35. Work in the business – Work on the business
36. Know your target audience – identify current customer profiles
37. Backup your computers, phones, and other electronics.
38. Is there a disconnect anywhere?
39. Have you saved any seeds for the future of your business?
40. Survey customers for needs and wants – ask for testimonials
41. Brainstorm with staff – they are in the field and know your business
42. Create resources for your team, customers, vendors and suppliers
43. Identify your competitive advantage – what makes you stand out
44. Create a calendar of posts for website/social media
45. Make 5, 10, 50, 100 phone calls a day to "check in" with customers and others
46. Write the history of your business – Document your growth and how successes
47. Learn how to use your financial statements – balance sheet v profit and loss statements
48. Take a leap and change focus for a while
49. Test markets – you may be on to something different
50. Stay focused, positive and prepare for the future



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