

Shared by Linda Kaminski, President & Co-Founder of L'BRI

Every successful business owes its success in part to using basic sound business principles. Your L'BRI business is no different. To make the most of your business means to make the most of your time. Good time management yields higher profits. By planning your time, you can focus on the important aspects of your business—Shows, opportunity appointments, customer care calls—yet still have time for your business and personal time.



Time organization means spending your time effectively. You can do many things to be busy like organizing your desk drawer every day, but if you didn't book or hold Shows or have any business appointments, you didn't spend your time effectively.

If I were to name one quality necessary for success in our business, it would have to be good time management. How Consultants manage their time is vital to their success. Everyone is busy. We hear that all the time. Yet it is interesting to observe how some Consultants have four or five children, run a busy household and are yet very successful in their L'BRI business. Then there are others who have one or two children, work a part-time job and just can't seem to accomplish as much. The difference is that the successful, busy Consultants have goals and a plan. They have a sense of urgency about getting things done and moving ahead. This is the key factor.

You have to have a sense of urgency about wanting to achieve your goals. You simply cannot stroll to a goal. We all have the same 24 hours in a day. How you use that time determines your success. Goal setting, planning and setting priorities are the keys to effective time management.

The one thing you cannot get more of, once wasted, is time. Time is our most valuable asset, yet we tend to waste it, kill it, and spend it rather than invest it. Controlling your time begins with planning. Every work-related action you perform should take you closer to achieving your goals. When I am doing a task I often say to myself, "Is what I am doing bringing me closer to my goals?" If not, stop doing it and do something that will.

SET YOUR GOALS – Effective time management begins when you define your dreams and then set goals to achieve those dreams. The more you want something, the more you will figure out a way to get it. Know for sure what your personal dream is. Do you want to be a Supervisor, an Executive Manager? Do you want to earn enough for a fabulous vacation? Do you want a new home? How long will it take and what must you do to realize that goal? Decide what you want to achieve and give yourself a deadline.

1. Set daily goals. What will it take for you to reach your long-term goals? How many people must you speak with to book the number of Shows you need to hold in order to reach your goals? Set specific, challenging and achievable daily goals for yourself.
2. Write down your goals, set a daily schedule and stick to it. Include family time, recreation time, along with your business appointments and activities.
3. Review your goals daily. Evaluate your progress and ask yourself what you can do differently if you aren't meeting your daily goals.

MAKE A PLAN – Once your goals are clearly outlined, you will want to develop a plan so you will know what you need to accomplish each day to ultimately reach your long-term goals. Have you ever had a day when you got up in the morning and didn't have a single thing planned to do? You drift from one thing to

another and by the end of the day you realize you haven't accomplished a thing. You feel empty, depressed and frustrated. You've wasted a day you'll never get the chance to relive.

Just as you drifted through an entire day, some people drift through a week, a month, a year and even a lifetime. Yet those same people may do a great job planning their vacations. Suppose your husband announced, "Honey, I have a 2-week vacation!" All of a sudden you have lots of plans. Where will we go? How will we get there? Where shall we stay? What clothes shall we bring? Every single detail is worked out. On the day of departure, you drive to the airport, and you know exactly what you are going to do. As a result, you have a successful trip.

But what happens when you get home? You may go back to the same old routine. You get up in the morning, hurry off to the same old job; come home in the evening with nothing planned. You watch TV and then go to bed. The next day follows the same pattern. At the end of the month, and end of the year, you're just where you were a year ago. Without goals and a plan, you can waste your whole life, with nothing to show for it except a feeling of frustration and dissatisfaction.

Establish an effective routine and discipline yourself. Habits are three times as hard to break as they are to establish. Set aside time you will spend developing your business. With a plan you can act, without a plan you can only react.

TRACK YOUR TIME – If you have things you want to achieve or experience in your lifetime, you must have a plan, and you have to be careful how you use your time. Determine how you are currently using your time. Keep track of your daily activities for just one week. You will begin to see where you are losing valuable time and how you can better use your time. Even though you may be an efficient person, you can always find new ways to improve if you periodically analyze how you actually spend your time.

BE A LIST MAKER AND PRIORITIZE – One thing that helped me immensely to accomplish my goals is I learned to make lists. To make each day more productive and satisfying, become a list maker. Early on in my career, I heard a speaker tell a story that really made a lasting impression on me. His subject was time management. The story involved Ivy Lee, who at the time was a leading time-management expert and Charles Schwab.

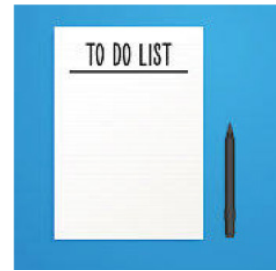
Charles Schwab was the president of Bethlehem Steel, which was just a small company at the time. Ivy Lee called on Mr. Schwab and said that he would be able to help him increase his sales and efficiency by just spending 15 minutes with each of Mr. Schwab's executives. Mr. Schwab said, "Okay, but what will it cost me?" Mr. Lee replied, "Nothing, unless it works. In three months you can send me a check for whatever you think it's worth to you. Fair enough?"

Mr. Schwab agreed. So, Ivy Lee spent 15 minutes with each of the executives. The only thing he did was to exact a promise from each one. For the next three months, before they left their desk at the end of the day, they would make a list of the six most important things they had to do the next day, and number them in importance. Then each morning, begin with the first item on the list and scratch it off when it is finished, working down the list. If something doesn't get done, it goes on the next day's list. At the end of the three-month period, efficiency and sales had increased so much that Mr. Schwab sent Ivy Lee a check for \$35,000!

I was really excited and impressed by this story. I became a list maker. I get so much more done this way. What I appreciate most is that my list of the six most important things keeps me from getting off track. And it's easy for a woman to get off track because there are so many things that need to get done—at least that's what we think. But actually, do they need to be done? Are they the most important things we could be doing? Or can they wait while something more important gets done?

Don't mistake movement for achievement. It's easy to get faked out by being busy. Sometimes when you're tired in the evening, it's tempting to just run over tomorrow's list in your head, but it's essential to write it down.

It's valuable to have the list on your bedside table, or in the kitchen, or at your desk—wherever you'll see it first thing in the morning. Then you have to stick to that list. Don't let yourself get sidetracked by other things that could be done. Maybe you decide to do them, but not today. Not instead of doing something that will get you closer to reaching your goals. You cannot allow yourself to get off track if you are serious about achieving your goals.



I also find it is important to limit your list to just six items. Don't go overboard and put down 15 things. If you do, you'll be so overwhelmed that you'll end up not getting anything done. If you can accomplish the six most important things, you've accomplished a lot.

GET HELP – Early in my career, I also was told to hire a housekeeper as soon as I could afford one. Now, to many women a housekeeper may sound like an extravagance. I know it did to me and it took a while before I felt comfortable with the idea of having a housekeeper. What I found was you can't afford NOT to have a housekeeper. Hiring someone to help keep the house clean is one of the best things a career woman can do to free up her time.

You must always remember that your time is the most important thing you have, and you've got to make it count. If you lose money, you can always earn it back. But if you lose time, there is no way to get it back. There are people who will be happy to have your housekeeping job. One of my first goals as a Consultant was to hire a housekeeper, and I have employed one since the age of 25. And yes, it was one of the best decisions I could have made. I'd rather earn the money to pay for a housekeeper than spend my weekends cleaning.

USE THE OPEN DATE CARD – Each of us has just 24 hours every day. What you do with your 24 hours makes the difference in your success. Get into the habit of always using your Open Date Card. The purpose of the Open Date Card is to help you plan and organize your time. The Open Date Card gives you control of your days. It helps you look at the days and weeks ahead and plan the hours you want to spend holding Shows, sponsoring interviews, customer care calls and meetings.

Another thing I have learned to do from my husband, Brian is how to work with timers and alarms. It's amazing what you can get done when you don't waste time! Set an alarm and allow yourself only the time allotted to complete a particular job or use as a reminder to begin another important job. These tools help you work more efficiently. You'll find that it usually will take as much time to finish a job as you have time allotted.

AVOID THESE TIME WASTERS:

- To ensure you don't waste time getting lost, get good directions to your appointments and Shows. Map out where you are going. Being on time is a must.
- Avoid distractions – for example, set a schedule to do customer care calls from 6:30 to 8:30. Don't allow other people to interrupt you. People have to know that L'BRI is your job. It's just not the conventional type of job. You have to let people know you are working. You wouldn't think of dropping in at their place of employment to just chat, would you? If you don't have goals for yourself, you will be used by those who have goals. Jim Rohn said, "Learn how to say no. Don't let your mouth overload your back."
- Eliminate procrastination. It is a big time waster.

WORK AREA – It is helpful to establish a work area in your home for your L'BRI business. Designate a place where you can make phone calls, keep supplies and records. You will want a desk or table and a file to hold forms and literature. Proper storage and organization of your tools and supplies is important. Have a place for everything and keep everything in its place.

DON'T FEAR CUSTOMER CARE CALLS – We all procrastinate on certain things, yet these are often the important things to do. For instance, some Consultants may put off making customer care calls. A few days after a sale Consultants are supposed to call their new customers to make sure they are happy with their purchase. They should ask, "How are you enjoying your L'BRI skin care. Are you getting great results? Do you have any questions?" This is strictly a customer care call, and lets customers know that you care about them.

The call gives Consultants a chance to find out if the customer is happy with their products. In some cases, a customer has to be instructed again on how to use the product. On rare occasions, a Consultant may need to pick up an item and exchange it for another formula or help the customer through a skin correction. Whatever the case, we're far better off knowing a customer is unhappy and doing something about it at once.

Customer care calls should be right at the top of a Consultant's list of important things to do. But this happens to be one of the things Consultants tend to procrastinate about because they're afraid of rejection. They fear that someone may say, "I don't have time to talk with you, or I'm breaking out." This fear is not realistic. If you want the easy money that can flow into your household through reorders, customer care calls are a priority. Once you have a customer the hard part is over, now just provide service so they will be delighted with their L'BRI.

FEAR OF REJECTION – Often we procrastinate about somethings because of the fear of rejection, when actually the death of fear is in doing what you fear. If you know that you tend to procrastinate, then you need to work through that. Start reading books on how to overcome fear of rejection and procrastination. One great book on that subject is written by Brian Tracy called Eat That Frog. It covers 21 ways to stop procrastinating and get more done in less time. There are many other good books written on this subject. The main thing is to recognize your biggest time obstacle and then work on a plan to eliminate it.

*Days are expensive. When you spend a day, you have one less day to spend.
So, make sure you spend each one wisely. –Jim Rohn*