

Time Management

By Linda Kaminski

*“If you want to make good use of your time, you’ve got to know
What is most important and then give it all you’ve got.”
-Lee Iacocca President, Chrysler Corp.*

Every successful business, whether it is a department store, a manufacturer, a publisher, or internet company, 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 and make the most profit possible. Good time management yields higher profits. By planning your time, you can concentrate on the important aspects of your business – Shows, opportunity appointments, Customer Care Calls - yet still have plenty of time for managing your business and for personal time.



Time management means spending your time effectively. You can do many things efficiently, like quickly organizing your desk every day, but if you didn't book or hold any Shows or make any appointments or calls, you didn't spend your time effectively.

If I were to name one quality necessary for success in our business - direct sales - it would have to be good time management. How a Consultant manages her time is vital to her success. Everyone is busy. We hear it all the time. Yet it is interesting to observe how some Consultants who have four or five children, run a busy household and yet are 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 I would bet is that the successful busy Consultant has goals and has a plan. She has a sense of urgency about getting things done and moving ahead. This is 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, working in an organized manner, planning, and setting priorities are the key elements in effective time management.

The one thing that you cannot get more of, once it is 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. These actions should also be prioritized according to the relative importance of 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, I 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.

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Once your goals are clearly outlined, you know what you need to accomplish each day to ultimately reach your long-term goals.

A good way to start is by establishing a work area in your home for your L'BRI Business. Appoint a designated place where you can make phone calls, and keep supplies and records. You will want a desk or table, and an accordion file to hold forms and other pieces of literature. Proper storage and organization of your tools and supplies is important. Have a place for everything and keep everything in its place.

Have you ever had one of those days, maybe a Saturday when you got up in the morning and didn't have a single thing planned for the day? 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 and depressed and frustrated; you've wasted a day you'll never get a chance to relive.

Well, just as you drifted through an entire day, some people drift through a week, a month, a year and even a lifetime. But those same people may do a great job planning their vacations. Suppose your husband came home from work one day and announced, "Honey I have 2 week vacation starting September 1st." All of a sudden you have lots of plans. "Oh wonderful, where should we go?" How are we going to get there, where shall we stay, what clothes shall we bring? Every single detail is worked out. On September 1st you drive out of the driveway on your way 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 get 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 week, nothing has changed. You are right back to where you were on Monday. And at the end of the month, and the end of the year, you're just where you were a year ago. Without goals, you can waste your whole life, with nothing to show for it except a feeling of frustration and dissatisfaction.

HAVE A PLAN

If you have things that you want to achieve, that you want to 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. One way to do this is to keep a record 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 feel that you are an efficient person, you will find new ways to improve this efficiency if you will make a periodic check up on how you really do spend your time.

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

BE A LIST MAKER

One thing that helped me immensely to accomplish my goals is I learned about making lists. To make each day more productive and satisfying, become a list maker. Early on in my career I heard a motivational speaker tell a story that really made a lasting impression on me. His subject was time management. The story



involved a gentleman by the name of Ivy Lee, who at the time was a leading efficiency/time management expert and Charles Schwab. I'm sure you've heard that name before.

At the time 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 his executives. Mr. Schwab said, "Okay, what will it cost me?" "Nothing," said Mr. Lee. "Nothing, unless it works. In three months you can send me a check for whatever you think it's worth to you. Fair enough?"

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Mr. Schwab agreed. So Ivy Lee spent 15 minutes with each of his executives. The only thing he did was to exact a promise from each man. For the next three months, before he left his desk at the end of the day, he would make a list of the six most important things he had to do the next day, and number them in order of their importance. Each morning begin with the first item on your list he told them and scratch it off when it is finished. Just work your way right down the list. If you don't get something done, it goes on the next day's list. At the end of the three month period, efficiency and sales had increased to such an extent that Mr. Schwab sent Ivy Lee a check for \$35,000!

I was really excited and impressed by this story. So I became a list maker. I find I get so much more done this way than if I just go running around in any old direction. 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 just so many things that need to be 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. The question is: Busy doing what? Sometimes when you're tired in the evening, it's tempting to just run over tomorrow's list in your head, but I've found it's essential to write it down. So I write things down on my list as soon as they come to mind, otherwise I find myself running around saying, "Now what was I going to write on my list" Once it's on paper, it gets programmed into your subconscious.

It's important 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. So often you'll notice something like a messy closet and think you have to clean it. Maybe you do, 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 that it is important to limit your list to just six items. Don't go overboard by putting down 15. If you do, you'll start to think, "I can't possibly do all this!" You'll be so overwhelmed that you'll end up not getting anything done. If you can accomplish those six things, you've accomplished a lot.

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 a housekeeper is the best thing 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 find a way to earn it back. If you lose time there is no way to get it back. There are people where you live who will be happy to become your housekeeper. They need the job. So one of my first goals as a Consultant starting out in this business 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 would rather earn the money to pay for a housekeeper and not spend my nights and weekends cleaning and playing "catch up".

Each of us has just 24 hours every day. It's what you do with your 24 hours that 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 to plan and organize your time. The Open Date Card gives you control of your days. You won't end up booking Shows on days that you had commitments with your families and you won't waste a day by not booking a Show because you couldn't remember what you had planned on that day. It helps you look at the days and weeks ahead. Mark off the hours/days you need for personal activities. Then plan the hours you have left for Shows, sponsoring interviews, Customer Care Calls and meetings.

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Another thing I have learned to do from my husband Brian is how to work with timers, yes, kitchen timers. It's amazing what you can get done when you don't waste time! Set a timer and allow yourself only the time allotted to complete a particular job or as a reminder to check on another job that you are doing at the same time. Timers help you multi-task more efficiently. You'll find that it will take as much time to finish a job as you have time allotted.

TIME WASTERS

- So you won'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.
- 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".
- Procrastination is a big time waster.

DON'T FEAR CUSTOMER CARE CALLS

Everyone tends to procrastinate on certain things and these are often the important things. For instance, I have found that some of our Consultant's put off doing their customer care calls. A few days after a sale the Consultant is supposed to call the customer to make sure she's happy with her purchase. She asks, "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 the customer know you care about her.

The call gives the Consultant a chance to find out if the customer is happy with her 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 her through a skin correction. Whatever the case, we're far better off knowing a customer is unhappy and doing something about it at once.

So 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 those things Consultants tend to procrastinate about because they're afraid of rejection. They fear that someone will say something like, "I don't have time to talk with you or I'm breaking out." This fear is not realistic. If you want future repeat business and 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 service her and keep her happy.

FEAR OF REJECTION

So often it is true that we procrastinate about something because of 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 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