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THE SBRA COMMUNITY NEVER ENOUGH TIME



By Gary Seibert, CEO,
Small Business Resource Association

As I was sitting in my office starting to write this article, I couldn't help thinking about all the other things that I had on my plate and how many plates I had spinning. This, my friends, is the curse of most entrepreneurs and small business

owners, "there is never enough time to get all the things done that need to get done." And then I made the fatal mistake of sharing this opening paragraph with my wife. Her comment, "and whose fault is that? You are what you choose to be, and you have a habit of choosing far more than you can be." Nothing like the wisdom of a wife to level the playing field of reality. So became this article—Never Enough Time.

You see, her comment about making choices is absolutely spot on. We can choose to do, or not to do anything every day. It's all about choices. Some of us, however, seem to feel that our purpose in life is to do not only what we need to do but also to help everyone else do what they need to do. And therein lies the reason there is Never Enough Time. We make bad choices about what we need to do.

Here are a few suggestions, based on my personal life and a presentation I went to a year ago by Mark Owens, a local real estate broker, basketball coach, speaker and serial reader. He based his presentation on a book written by Jordan Raynor called *Redeeming Your Time* and *The 12 Week Year* by Brian Moran. Great reading and wisdom for those of us with Never Enough Time.

1. Start every day with some quiet time, meditation, and Prayer — for the guidance and wisdom to make the right decisions that are in the best interest of accomplishing what you are meant to do that day, for the ability to discern what might be a distraction and the courage to say "NO."

2. Assess yourself — Do you have written goals for the day that are realistic and achievable? Have you left some time in your schedule for you to take a break and shift your thoughts and actions to something that would help your mental and physical well-being? Are you prepared and willing to not allow last minute request from others that would interrupt your schedule? Do you really need to do what you are doing or could you delegate it to someone else, just as qualified?

3. Let your yes be your yes — If you say yes you are going to do something by a certain time then you must also say YES to not letting other circumstances preventing you from doing so. Allowing other distractions and people to keep you from accomplishing your goals might help them but it will not be good for you.

4. Try to eliminate clutter and noise from your workspace (life) — Clutter is a major time waster as you are constantly wasting time looking for something that you know you put somewhere, sometime. Get organized and life will be much easier. Equally important is the removal of disruptive noise. Believe it or not your mind can only focus on one thing at a time. Music, TV news, other people talking, loud noises and people popping in and out of your office are distractions that stop your focus on your work process. Your time is stolen from what you should be doing. Get rid of the clutter and noise and gain more time for you.

5. Prioritize your Non-Negotiables — Your YES is your Yes and you will not allow anything to step in front of the goal you have said you would accomplish by a said time. It is a non-negotiable.

6. Accept your Uni-Presence — You are one person, and in most cases, you can only do one thing well at a time. Give your best to that one thing and you will most likely be more successful and more productive.

7. Embrace Productive Rest — Rest is essential in keeping a healthy productive life. Your body and mind MUST rest in order to perform at its maximum potential. Daily, Nightly and a Sabbath Rest (a day off each week) will allow you to perform at a higher level and get more accomplished in a shorter period of time. During the day, it has been proven that 90 minutes of work with 15 minutes of rest creates better performance in most people. Seven to eight hours of sleep every night is also a strong recommendation.

8. Eliminate ALL Hurry — Hurry has no margins and usually results in mistakes, frustration, and disappointment. Incorporate all the above and there is a good possibility you will reduce or eliminate the hurry in your life and the STRESS hurry usually causes.

9. Get rid of Fake Busy Work — Use these 4 D's. 1. Do it — just knuckle down and do what you need to do now. 2. Defer or delay it — Not everything needs to be done right now. 3. Delegate it — Get someone else to do it, they might even do it better than you. 4. Delete it — sometimes we just need to push the delete button, it's not worth the effort.

Being totally transparent, my writing this article has revealed many moments in my entrepreneurial life that

I now wish I had done differently. Yes, I have accomplished much over my 55+ years of starting and building businesses, however, I paid a big price in that many times what I was wasting was the precious and non-refundable time I took away from my family and friends. I will never get that back and it was way too high a price to pay. I urge, no, I beg you to take a serious look at your LIFE/WORK balance and see if there are some ways you can make

some changes that will allow you change NEVER ENOUGH TIME to YES, I HAVE THE TIME FOR MYSELF, MY FAMILY AND MY FRIENDS.



SBRA Business Spotlight

Seniors have a new resource for safe advice about the biggest financial investment of their lives... Real Estate.

As a Seniors Real Estate Specialist, you can have peace of mind knowing I am experienced and knowledgeable in meeting your specific needs. And that can make all the difference in the world. As a Seniors Real Estate Specialist I am uniquely qualified to help you take the next step. As someone over the age of 50, your needs aren't the same as a first-time homebuyer or seller. You might be looking to retire, downsize, or join an active adult community. Whatever reason you may have for considering a move, you can depend on me to guide you through every part of the process.

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NO TIME FOR A MARKETING PLAN



**By Mark Kramer,
Core1Marketing,
Proud SBRA Member**

If you have a small business, in all probability, you have a business plan, especially if you had to borrow money to get it going. Now, here's the big question, do you

have a marketing plan?

If your answer is NO, you're not alone. Would you believe that only half of small business owners operate with a marketing plan? According to a 2019 survey of 350 small and medium business owners, conducted by Outbound Engine, 50% of those did not have a marketing plan for the year. I can attest to this statistic. I can't tell you how many business owners I've consulted with that after asking me how I might help them grow their business, I get a blank stare when I ask them to see their marketing plan.

Marketing is an ongoing process of educating consumers why they should buy your product or service, the key to ensuring the growth of your business. A well thought out marketing plan will help identify your target customer, where they live, where they play, and more importantly, it helps address the big question – *why should they buy from me?*

The key to having a marketing plan, especially for a small business owners, is the peace of mind that comes with knowing they can make the right day-to-day decisions about growing their business without spending a lot of time during the decision making process. If you're losing sleep over how to best spend your marketing dollars, a marketing plan provides the direction and ease of decision making that can help you sleep like a baby. Without a clear plan, many business owners end up trying too many different marketing tactics and end up walking away with little or no success without even knowing why.

As the former marketing director for a multi-million dollar hospitality group and a healthy marketing budget, I was constantly being contacted by advertising sales reps selling print, radio, billboards, digital media, coupon books, directory advertising, cable TV, newspaper advertising, and more... DAILY. Without having a well-constructed marketing plan to follow, my head would have been spinning wondering if I

was making the right decisions to grow the business while spending tons of time evaluating every single ad proposal that came across my desk. If that greatest deal ever, that limited-time offer that expires tomorrow, that promotion that's guaranteed to drive a boatload of customers through your door is something that's not in your plan, it's easy to say "no thanks"... confidently.

So why do so many businesses try to operate without marketing plan? Budget is usually a factor. Let's face it, after employee salaries, marketing is typically the biggest expense for most businesses. But here's something that will put a smile on your face – developing a marketing plan will actually save you money. When you understand who your target is and you know how to best reach and connect with them, that's where you need to spend your marketing dollars. There's no waste, no guesswork, you simply follow your PLAN.

Time is a factor that often delays the planning process. Small business owners are BUSY. And we all know it takes time to plan, but when you think about the time you'll save by not having to negotiate and make decisions about countless advertising options for your business, having a plan to guide you will put you way ahead of the game.

Experience plays a large part in creating an effective marketing plan. While small business owners wear many hats and there is some great do-it-yourself online help for marketing, we all can't be great at everything. It may be worth allowing a professional to help you get started with your plan. And if you do have a marketing plan, you want to make sure those marketing dollars are being spent in the most productive way possible.

Finally, whether you're starting a new business or you're a seasoned veteran, your marketing plan cannot be created then tucked away until next year rolls around. Especially in today's climate, change is constant and you need to keep pace with your customers' change in habits in order to stay connected. Review your plan at least quarterly to ensure that its components continue to send a clear, consistent message to your target about what you do and why you do it.

Mark Kramer at Core1Marketing.com provides the experience of a virtual Chief Marketing Officer to small business owners in Berks County.

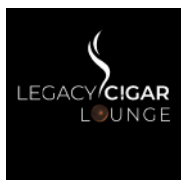
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TUNE-UP Tuesdays
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• **Tune-Up Tuesday Workshop -
Tuesday, September 5th,
9:30-10:30 a.m.**

presented by
Ashalisette Carabello of ABT Notary

• **Tune-Up Tuesday Workshop –
Tuesday, September 19th,
9:30-10:30 a.m.**

presented by Russell E. Farbiarz Esq. of
Antanavage Farbiarz, PLLC

Free to the public. Get more details and register at
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**Wednesday, September 27th, 5:30-7:00
at B2 Bistro in West Reading**

**Learn How the SBRA Can Help Your
Business Grow – Membership Benefits Update
Wednesday, September 27th 9:00-9:30 a.m., on Zoom**

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