



Ignite Your Performance!

HOW MANY HATS ARE YOU WEARING TO SAVE TIME?

Cathy Sexton - Productivity Strategist & Coach

Most business owners wear more than one hat and in some cases may wear all the hats. Stop and think about all the business hats that may be involved. Some of those hats may be:

General Manager, Marketing Manager, Advertising Manager, PR Manager, Copywriter, Production Manager, Production worker, Networker, Database Manager, Shipping Clerk Secretary, Customer Service, Administration, File Clerk, Receptionist, Bookkeeper Accountant, Computer Expert, Janitor, And this list goes on...

You may be thinking it's impossible for any one person to do all the individuals jobs listed above; yet, that's exactly what you'll have to do if you are a sole proprietor with no money to hire outside help. Now you see why so many new businesses fail. Too many people start with no idea of all the work that must be done, let alone the special skills or experience some jobs require. So wearing all the hats can be problematic because typically, no one person is an expert in all the fields.

When it comes to being a multi hat person you can't wear them all at the same time. For your business to grow and thrive, you must use your time wisely and make the concerted effort and ask yourself, "*Which hat am I wearing?*", "*Which hat is most important for me to wear?*", "*Which ones am I capable of doing or learning to do?*" and an even more important question is "*Is this the best use of my time?*" As a solo entrepreneur or small business owner it is easy to get caught up in doing things that really are not important enough for you to be spending your time on.

Each one of the areas mentioned above need to be evaluated as to your level of expertise. The greatest productivity zapper is when you waste time, money and effort in trying to do something you're not good at or don't enjoy doing. With so many things to do it is so easy to get swept away in the tasks that take up a lot of your time, when your time would be more valuable in another area like selling, servicing clients or the thing that you do best.

If you have the time, educate yourself, classes are available on every subject and taking advantage of your local community college can be a great resource. This will allow you to do some of the tasks yourself. Some items just need to be outsourced from the beginning. You can find yourself spending more time, money and effort when you try to do tasks that don't match with your personality. The most frequent is bookkeeping, IT and web design. Yes you can *do* it yourself but *should* you is the question. Is this something you enjoy? Is this a area you feel confident in? If not, these are areas that can take up a lot of time, stress and frustration. It may pay off in the long run to have an expert handle in less time, generally better quality of work and less frustration.

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If you have reached the level of success where you just don't have the time for the office work, that's great! Invest some time in researching a virtual assistant to outsource this type of work. The time you save will more than pay for itself as you spend more time acquiring new customers, and making more money!

A small business owner will always wear too many hats. Make sure the multiple hats are helping more than they are hurting. Time is one resource that once it is gone you can never gain it back so the important thing is, use it wisely.

Place a note card in front of your computer that says, "***Is this the best use of my time?***", "***Is this going to increase my bottom line?***" if the answer is no don't spend time on it. Find someone else that can do it or ask does it really need to be done at all? In some cases we just think it needs to be done but in reality it may not.

Time is money so use it wisely and enjoy wearing your hats!

I challenge you to **I.G.N.I.T.E.** your performance personally and/or professionally by implementing what you have just learned. Start by using these steps:

Intention: Know your intention, ask why is it important? What are the benefits?

Get started: Take action on one strategy you learned within the next 24 hours.

Commit: Your Time, Money, & Energy

Engage the process!: Motivation, celebration, evaluate what's working or not working to keep moving forward and ask someone to hold you accountable. Your success depends on it.

I would love to partner with you on improving your productivity. Visit my fan page at

<http://www.facebook.com/cathysextonproductivity> where I share resources, articles, tips and techniques to help you be more productive.

Contact me for personal help, coaching, training or to join one of our Clutter Buster Program where you get a day of motivation, celebration and accountability support you need for working on your organizing project.

As a productivity strategist and coach, I am passionate about helping individuals discover their personal productivity style so they can accomplish more with less effort. I use my passion and empathetic nature to help people live healthy productive lives! I know the health risks of being a workaholic; I have lived it. My purpose in life is to provide coaching, teaching, and tools to people who are hungry to spend more time with family, enjoy their careers and live a less stressed and carefree life. For more information please visit.

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