



*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 individual 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. When you think of it that way, it's easy to 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 everything.

When it comes to wearing multiple hats, 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's 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 needs 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's 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, you can always learn new skills. 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. But 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 an area you feel confident in? If not, these are areas that can take up a lot of time, while adding 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 to 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 who 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. In reality, it may not need to be done at all.

Time is money, so use it wisely and make sure the hats you wear are the ones you enjoy!

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 yourself why it is 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!:** Find your Motivation. Celebrate your Successes. 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 <https://www.facebook.com/TheProductivityExperts> where I share resources, articles, tips and techniques to help you be more productive.

You can also contact me for coaching and training. That investment in yourself and your business will bring you even greater success!

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 [TheProductivityExperts.com](http://TheProductivityExperts.com)

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