

Your Next 30 Days in Business





Welcome

If you're like countless other female entrepreneurs, you started out organised, but as you acquired clients or customers, your business snowballed away from you—a little or a lot. You do plan, but life happens, and suddenly there you are, caught in a reactive treadmill. You find yourself playing “catch-up” instead of proactively planning your business strategies and routines in advance.

There are clear signs that a business routine is not working. If even one of the following signs applies to you, you need this workbook!

- ✓ You have lost track of what you own (domain names and products you've bought being the biggest offenders)
- ✓ You don't have time to update things that need to be updated
- ✓ You don't have time to take courses you invested in—or even attend webinars you signed up for
- ✓ You don't have time to plan for tomorrow because you ended up working late and running on empty: In fact, you couldn't plan at the end of a hectic day to save your life.
- ✓ Your outsourcing is disorganised and you lose contractors through not being ready for them and wasting their time
- ✓ You are so busy dealing with the day-to-day that you have lost sight of goals for the future (which have become fuzzy and vague)

Okay; so perhaps it is a worse-case scenario to actually lose contractors: It may actually be that you have *never had time to outsource in the first place*. But losing track of what you own, scrambling to catch up, losing sight of your goals to the point where you are no longer actively moving towards them every day and don't even realise it... all these are common problems for work-at-home entrepreneurs—often because of the high level of reactivity that female entrepreneurs are unfortunately subject to.



In an external office, one is expected to devote every waking minute of the workday to business. When you work at home, however, everyone expects you to be “flexible.”

They expect you to be wife, mom, sister, daughter and friend—first. You set out your boundaries, but there are always emergencies (and those who don’t respect those boundaries). Part of the problem is they don’t really understand what you do.

That is why it is crucial to make sure your business is not just organised but that your organisational system is easy to maintain no matter what life throws at you.

The good news is... you can organise your business in less than a day, creating a complete thirty-day cycle that you can repeat on autopilot. Or you can space this process out over the better part of thirty days, deeply focusing on one aspect of reorganisation per day.

Regardless of how long it takes you, following these steps will help you get rid of the clutter, re-align your goals, organise your business routine and get you back on track, heading towards your dream lifestyle and goals.



PART 1: Reclaiming Clarity



Clarity

One of the most important attributes you need to have as a female entrepreneur is clarity.

You need to be able to assess your entire business model—what its mission is, where it is right now, where you're heading—with a single thought.

To achieve clarity, you need to do four things:

1. Decide on or reconfirm your true business focus and goal
2. Take inventory of where your business is at right now
3. Purge any unnecessary distractions
4. Set up an organised, clear routine

Do these effectively, and it won't be all about staying organised (which can be pretty boring): It will be all about **moving forward, taking action** and **growing your business**—without even having to think about it.

Exciting stuff!



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Your first step lies in setting aside time to assess your business—**where it is now, and where you are heading**.

Use the ***“Isolating your Goal”*** worksheet on the following page to ask yourself four important questions.

Take the time to write out your answers...



Isolating your goal

What is my main mission?	To _____ And _____ By _____
What big business goal would I like to have achieved at the end of the year?	
What am I doing in my business that is moving me towards achieving that goal? (List actions in point form)	✓ _____ ✓ _____ ✓ _____ ✓ _____
What do I enjoy doing most in my business right now?	
Which activities energise me?	
Which activities drain me?	
What would I like to do less of?	
What keeps holding me back?	
What makes me procrastinate and stops me from achieving daily goals?	
What bad habit(s) do I consistently practice that I need to lose?	



Isolating your goal

Be honest with yourself. This is a brainstorming worksheet, for your eyes only (unless you choose to share it with an accountability partner). And pay particular attention to:

- ✓ Which activities **energise** you
- ✓ Which activities **drain** you

These are important clues towards what is working for you and what is not





PART 2: Taking Stock



Taking Stock

It is important to know exactly what you have in the way of business possessions:

- Domains
- Web hosting packages
- Active websites
- Inactive websites
- Software
- Apps
- Subscriptions (annual and monthly)
- Fees
- Expenses
- Income
- Assets
- Liabilities

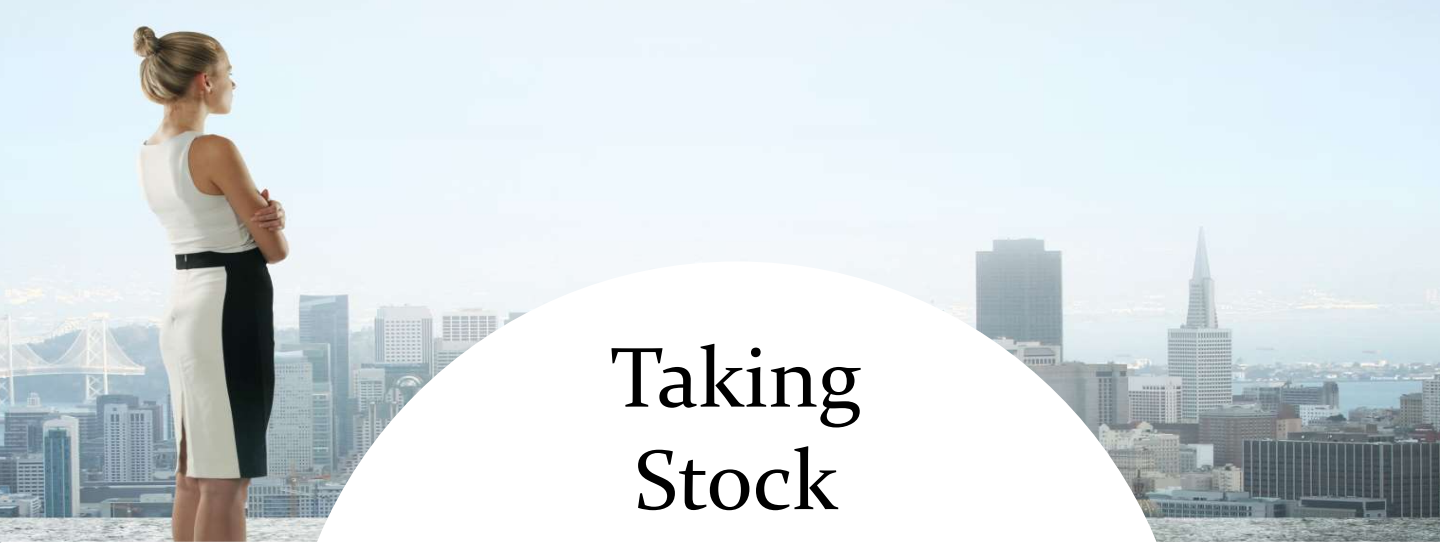
Start right now by listing everything off the top of your head. Do not worry about including everything—this is a rough draft to get you started with.

Use the “***Basic Business Inventory (Overview)***” template on the following two pages...

(Do a little detective work first: Check your PayPal history to see what subscriptions or hosting fees you have, and jot these down.

Go through your Documents folder on your computer or laptop to find software or eBooks or courses you have purchased.

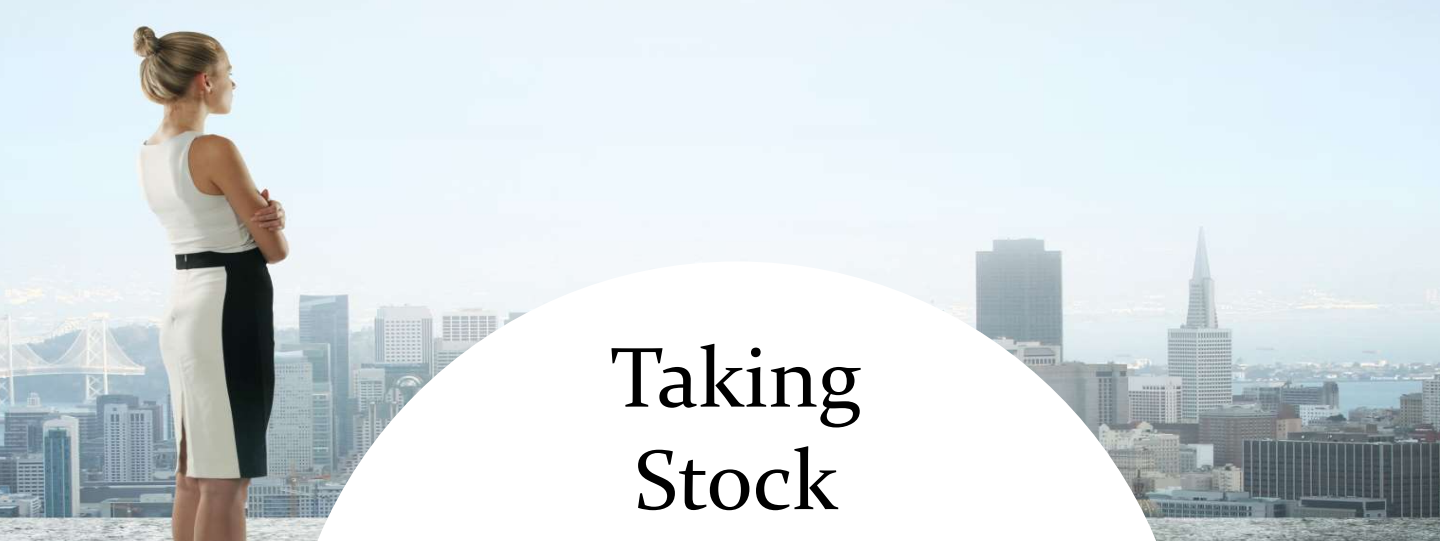
Take a look at your monthly bills to calculate how much you pay for things like the claimable portion of your utilities, vehicular expenses, postage, stationery, *et cetera*.)



Taking Stock

Basic Business Inventory (Overview)

Domains		
Web Hosting		
Active websites		
Inactive websites		
Software I Use Daily		
Software I Own		
Apps I Use		
Advertising		



Taking Stock

Subscriptions (annual)		
Subscriptions (monthly)		
Fees		
Expenses (Total everything you pay for in the previous columns)	\$ / £ _____	
Income	Monthly \$ / £ _____	Annual \$ / £ _____
Assets (List items you own outright, such as computer, vehicle, etc.)		
Liabilities (List any physical items you are still paying for)		



Taking Stock

Don't hesitate to print out the Basic Business Inventory (Overview) worksheet again, if you find more items after the fact and re-do it.

The more specific you take the time to be, the more accurate your overview of:

- ✓ What you are paying for and using
- ✓ What you are paying for and not using
- ✓ What you can sell
- ✓ What you could actually start using now
- ✓ What you want to use (and have not been able to)
- ✓ What you will never use (and want to discard)



A woman with blonde hair in a bun, wearing a white tank top and black high heels, stands on a concrete rooftop ledge. She is looking out over a city skyline under a clear blue sky. A large white circle is superimposed over the center of the image, containing the text.

PART 3: What and How to Purge



What and How to Purge

Time to get rid of what is not working for you! Let's start with the easy stuff...

Cleaning up your computer:

- ✓ **Move** previous years' important files (taxation, client projects, etc.) over to a memory stick
- ✓ **Delete** old files and links that are truly redundant. (Don't try to re-organise them yet.)
- ✓ **Schedule** in any purchased courses you never took or eBooks you haven't yet read but really want to.

Putting them onto your calendar and making time for them is a very energising action to take!

Re-assessing your office space:

- ✓ Take a look around your office area.
- ✓ What is just taking up physical space and creating clutter?
- ✓ What is tired, ratty, broken or uninspiring?
- ✓ What do you never use?
- ✓ Anything that you can throw out now—do it!

If something is "too good" to throw out or you have difficulty emotionally, get a box and label it "donations." Put the "good" items in the box and set an immediate date to take them to a non-profit agency that could use them.

Go through your Documents folder on your computer or laptop to find software or eBooks or courses you have purchased.

Take a look at your monthly bills to calculate how much you pay for things like the claimable portion of your utilities, vehicular expenses, postage, stationery, *et cetera*.)



What and How to Purge

Oh. And do donate or throw away **books that are out of date**; or that you no longer use because your business model has completely changed!

What to do with sentimental clutter:

Even in an office, one often has sentimental items: For example, an ornament or drawing your toddler made; the silk flowers your late mother gave you; a truly ugly ashtray that used to belong to your grandfather (but you don't smoke!)

When you have real difficulty disposing of things, ask yourself if you're using it for anything: If there is no practical use for it and it is falling apart, do one of the following, if you really can't discard it:

- Take a photo of the item—and put it in a “Memories” scrapbook before disposing of the actual item
- Put it in a different room (if you reeeeeeally have to keep it)
- That way, you can “keep” the item (or items) but it will no longer be cluttering up your desk or shelving.

Rearrange furniture if you need to. Make sure that everything on your physical desktop or in your shelving units has a practical purpose.

Reduce the number of physical items out on display as much as possible. The more items on your shelves or desktops, the less you will feel like dusting and maintaining in gleaming order. And very often a cluttered office really does create (or feed) a cluttered mind—even if we are creative right-brainers.

Again, resist the temptation to reorganise (if something can't be accomplished with one simple movement). We are going to tackle that part next.



What and How to Purge

What to do about outmoded tasks and routines:

- It is also important to re-examine our habits.
- What is not working for you?
- What do you hate doing?
- Which tasks drain your energy?

(You should be able, at this point, to just glance at your “Isolating Your Goal” worksheet to remind yourself of these types of tasks and routines.)

You have three quick ways to “purge” these outmoded tasks and routines:

Stop doing it altogether. Delete it from your business process—especially if your business model has changed and it is now redundant

Outsource it. Find the right contractor and give it to her to be responsible for, from now on

Change when you do it. (Often, the time of day is just not right for that particular action and the way you work.)

Change how you do it. (Automate it; eliminate steps; purchase the right software or app to help you—or subscribe to a service that provides simplifying tools or resources.)

PART 4:
**Create a Master
Business Manual**



Create a Master Business Manual

Now comes the most satisfying part. You have de-cluttered your computer, your office and your schedule. Time to put this together into a routine that **saves you time, energises you—and actively moves you towards your major goals!**

You have already saved time by outsourcing tasks that can be outsourced. (Or you have scheduled time into your routine to find the right contractor ASAP—or fit outsourcing your top priorities into your budget ASAP.) So you are now actively outsourcing—or working towards planned outsourcing.

Now create a **Master Business Manual** for your business. This should contain everything your family or staff will need to know, should anything happen to suddenly stop you from working.

Organise it into sections...

Websites and Blogs	Login info (passwords, usernames); web hosting company; renewal dates
Subscriptions	Renewal dates, fees, URL, login info
Domain names	Registrars; renewal dates; active or not
Contractors/staff	Who; position; rates; payment arrangements
Taxation information	Where your physical and digital records are kept
Affiliate information	Payment dates; affiliate list



Create a Master Business Manual

Also include:

- ✓ **A mission statement** for your business
- ✓ **Instructions** as to who should take over, should you be suddenly incapacitated
- ✓ **Client information**—who they are; contact information; where their projects can be found
- ✓ **Templates** you commonly use in your business—hard copy; where they can be found on your computer
- ✓ **Procedures**—style manuals, graphic specs, logo hard copy, *et cetera*.
- ✓ **Any other activity** you need to record (advertising, taxable activities, volunteer activities; social media Groups you run; membership sites you own, etc.)

When creating your Master Business Manual, make it easy by taking it step by step. Schedule it in by chunks over the next thirty days. And rather than deciding which sections to do daily, schedule in time slots (e.g. 3 p.m.—4 p.m.)

Even if you schedule and devote fifteen minutes a day, you'll be surprised at how easily you get this task completed (and how often you just keep on going, if you've scheduled a really small time slot, because you want to complete a section—or you're enjoying the feeling that organising this brings you.)

What creating a Master Business Manual does (besides help those left behind) is get your business out of your head and sectioned away in one simple binder.

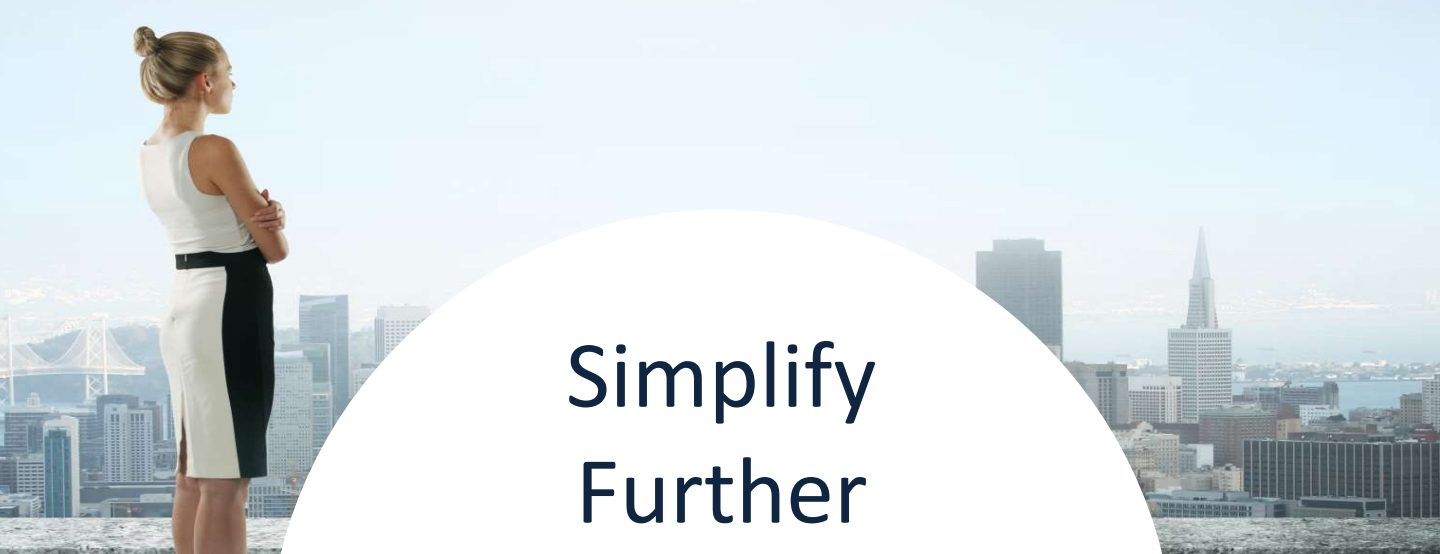
You don't have to remember passwords. You don't have to look at old files to see what colors you used in Client So-and-so's logo; you don't have to look up contact information for services you use very rarely.

It's all there!



PART 5:

Simplify Further



Simplify Further

If you have performed the recommended steps and actions so far, you have not only decluttered your business, it is now very nearly completely up to date, with past clients relegated to dead files and storage, garbage deleted off your computer, an efficient physical space to work in and a solid Master Business Manual for anyone you designate as your representative to work from. (You can also copy and distribute information such as styles guides and graphics specs to contractors.)

You have accurate and up-to-date tax information and a good idea of your expenses versus income.

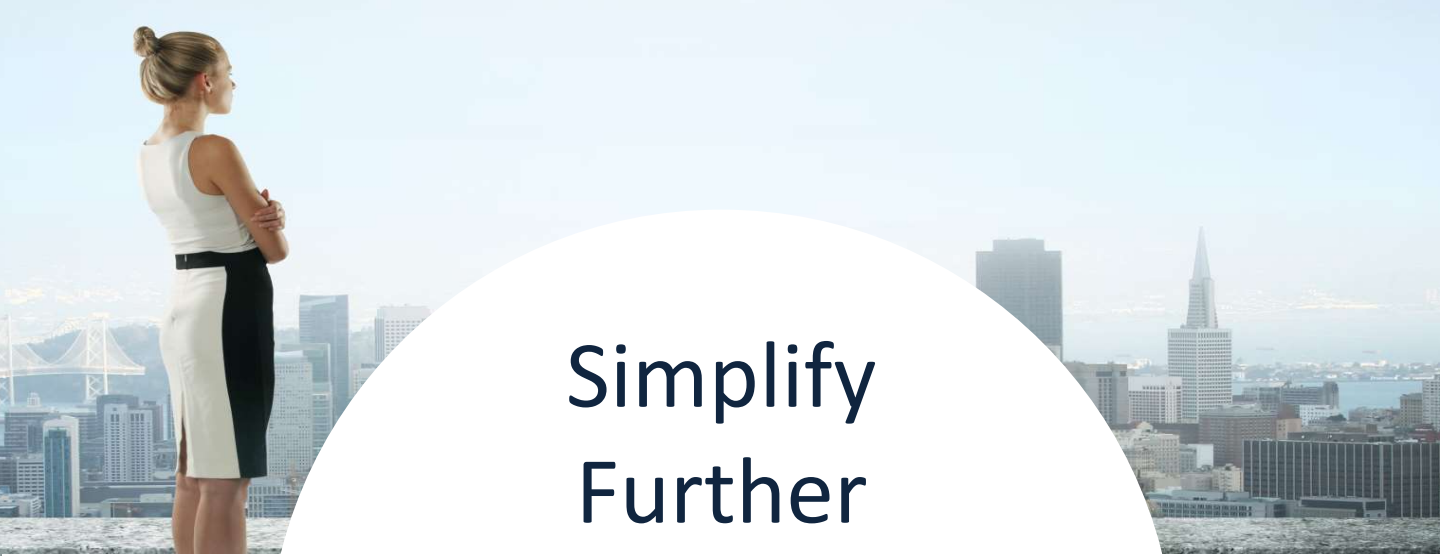
This in turn should help you decide what you need to do next to make your business grow!

Meanwhile, look for further ways to streamline your business:

Set aside time every day—even if it is only fifteen minutes—to keep files up to date, plan tomorrow's most important action to take or update your master manual

Sign up with a password manager such as [RoboForm](#) or [LastPass](#)

If you don't sign up with a password manager—which allows you to log into all your sites with one single, mega-secure Master Password—you may be spending hours a month re-setting passwords (or looking them up). The time wasted can add up to a surprising chunk of non-revenue-producing work time, as well as make you feel harassed, irritated or even confused.



Simplify Further

But do make a hard copy of all your current passwords *first*, putting them in your Master Business Manual: Once in a blue moon, you may have a computer disaster that will shut down your central password manager, which means reinstalling your password manager and inputting the passwords again from scratch. (Even if this happens, however, you will still save hours per week: Only inputting all your passwords once in a year—after looking them up in your Master Business Manual list—costs about the same amount of time as resetting six passwords in a day.)

Also copy your master password down in hard copy—and put it in a safe place! (If you don't want to put it in your Master Business Manual, tape it to the bottom of your laptop or stapler. And all you'll have to remember is where you put it!) But there's one more step to take...

A woman with blonde hair in a bun, wearing a white tank top and black high heels, stands on a concrete rooftop ledge. She is looking out over a city skyline under a clear blue sky. A large white circle is superimposed over the center of the image, containing the text.

PART 6:

**Update How You do
Things**



Update How You do Things

You've purged old systems that don't work: Now it's time to make time for one other organisational activity.

Look for new ways of doing things and new software, apps or services you can invest in. Don't go hog-wild on this. Be selective. Choose only resources that genuinely...

- ✓ Save you time
- ✓ Help you accomplish a task or goal more easily
- ✓ Fit in with your preferred, easiest ways of operating, thinking or learning
- ✓ Simplify your systems

Make sure also you set up **a good communication system** with your assistants or outsource contractors.

Formalising how and when you communicate (as well as what needs to be run by you and what doesn't) can eliminate miscommunication and streamline work processes—as well as greatly increase work satisfaction for both you and the people on your team!

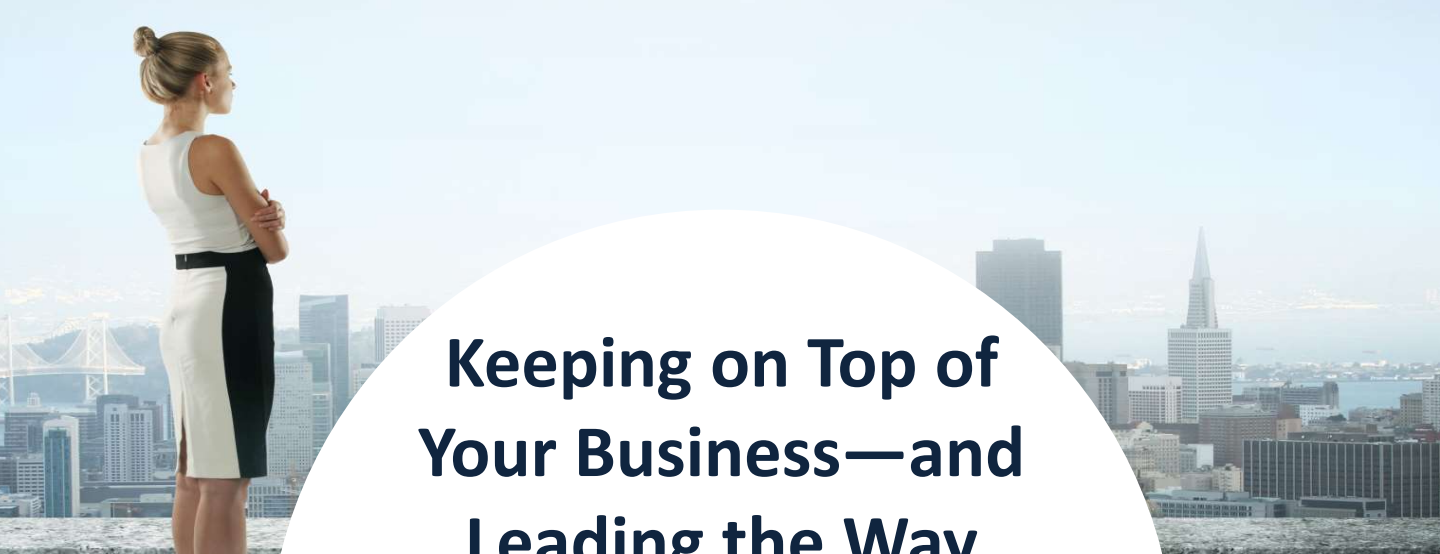
Finally, **create or buy templates** to help keep tasks and projects simplified, unified and organised. (Put a master hard copy of each template in your Master Business Manual.) You can also **create secondary Company Manuals for key team members**: For example, your VA, copywriters or Project Manager.

Each secondary manual does not have to have the same information as your Master Business Manual: It should contain only what the team member you are giving it to needs to know, to do her job effectively.

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PART 7:

Keeping on Top of Your Business—and Leading the Way



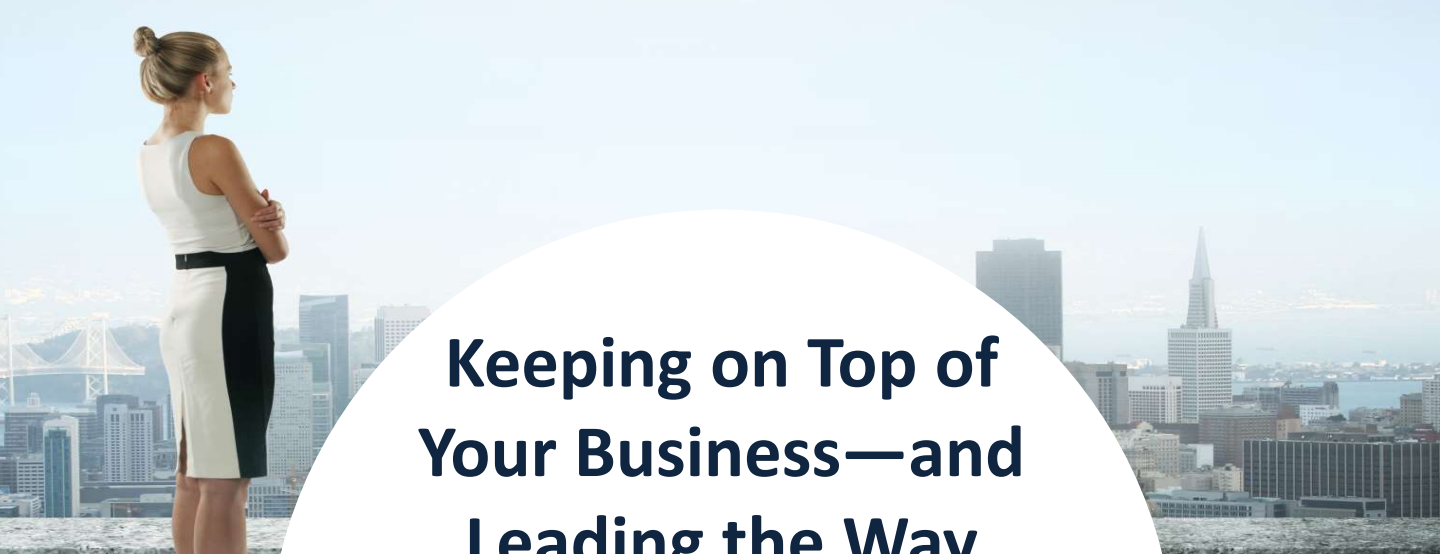
Keeping on Top of Your Business—and Leading the Way

You can kick it up a notch even further by making sure the daily actions you take actively propel you towards your major goals.

Do this by creating new habits—especially asking yourself about every course you want to invest in, eBook you want to download or action you want to take: “Will this build my subscriber community? Will this move me towards *[insert specific goal here]*?”

Get into the habit of:

- ✓ Reviewing your profits, losses and expenses monthly—or hire a bookkeeping VA and have her send you a monthly summary
- ✓ Ask yourself goal-oriented questions such as:
 - “How much did I make this month?”
 - “How much did I need to make?”
 - “How can I achieve \$----- next month?”
 - “What can I add or take away that will free me up to do this?”
- ✓ Not purchasing anything that doesn’t contribute directly towards helping you achieve your main goal



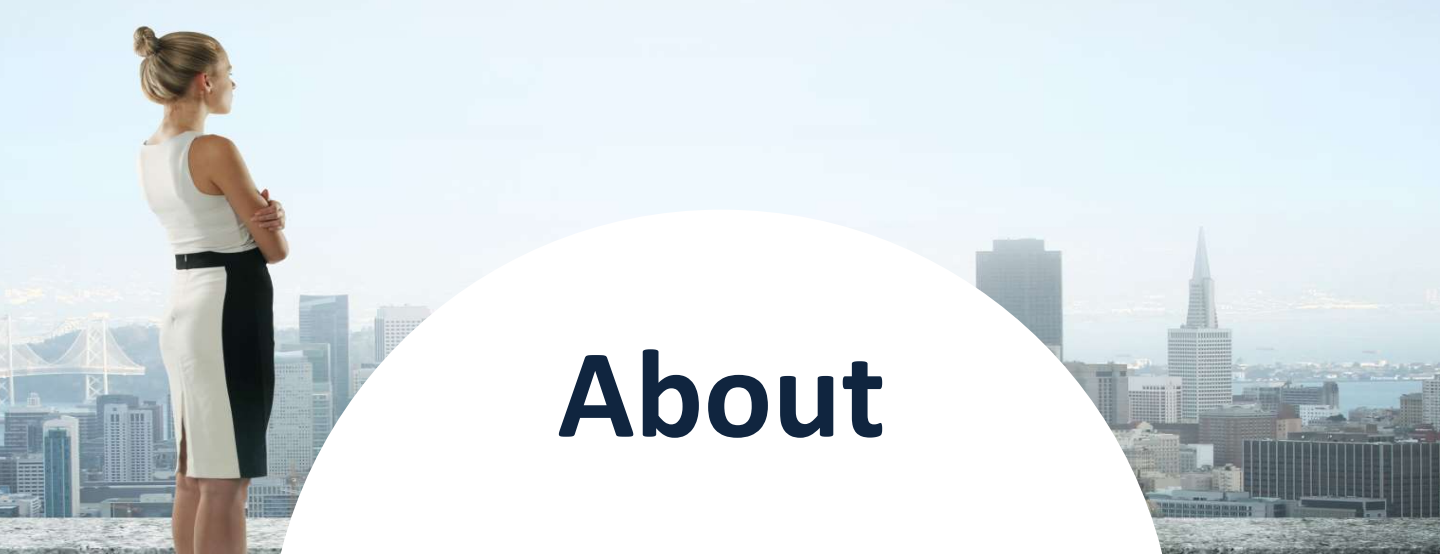
Keeping on Top of Your Business—and Leading the Way

Using tools and resources can help you keep on track—but make sure you do only download or access tools that perform this function for you, keeping you goal-centered.

Updating your business is an essential task, no matter what type of business you run. Don't see it as a chore—see it as a fun, energising activity that showcases what you have achieved each week or month—and how much closer you've moved towards your goal.

Paradigm shifts are not always external. We create them ourselves—and that first step can make all the difference in finally achieving those “big” goals.

**Make your first step the commitment to update
your business in thirty days**



About

This guide has been put together with the collective knowledge of the women involved in Birds on the Blog...

- ✓ Sarah Arrow
- ✓ Linda Mattacks
- ✓ Yolanda Facio
- ✓ Paula Jones
- ✓ Sally Church
- ✓ Mary C Weaver
- ✓ Angela Boothroyd
- ✓ Anita Hunt
- ✓ Susan Feehan
- ✓ Morena Russell
- ✓ Rachel Henke

- ✓ And many other smart women