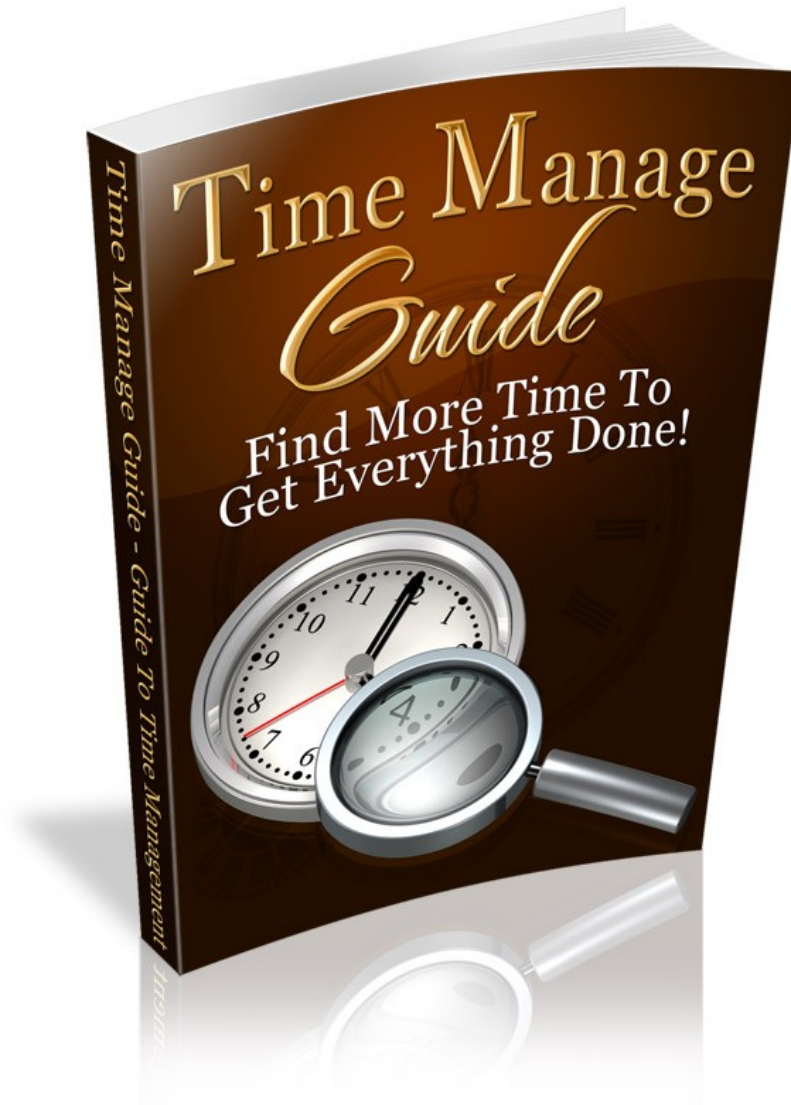


## Time Management



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## **What This Ebook Can Do For You**

Everyone needs a little help sometimes, and that is what this eBook is all about. Time management is a vital skill that an individual must have a solid grasp on to be able to succeed in any field, but it is particularly important for those trying to make a living online.

This eBook is designed to help individuals achieve a better understanding of time management, and its role in their lives.

Throughout this eBook you will find helpful definitions, explanations, and examples, of time management tips and techniques. These will focus on how time management pertains to those who own an online business, or those who are currently working as Internet marketers.

The Internet is packed full of useful information, but it is also loaded down with fluff and unnecessary content. It can be a strenuous task for those working online to sift through all of the trash to find the treasure.

A main key to being a successful online business owner or Internet marketer, is gaining the skills needed to sift through the information, and manage your time.

Information within this book will show you how to shave hours off of your schedule, and open it up to branch out into further money- making ventures. It will also show you how to free up time for relaxation, family, or to do other activities that will lead to a better quality life.

It is only by properly understanding time management and how it works, that you can make a structured plan for your everyday life.

When you have learned to properly manage your time, every aspect of your life will improve, and you will find yourself achieving more than you ever imagined possible.

### **What is Time Management?**

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Time management will be mentioned over and over again as you go through life, but defining the actual concept of time management is harder than just listing a definition.

The officially accepted definition states that time management is a number of activities and theories, which can help us to live a more productive and effective life. A look at the various benefits and techniques that make up time management can help you have a better understanding of what it truly is though.

### **Achieve Your Goals**

Time management allows individuals to list their goals, and gives them the means to achieve them. If you are not interested in managing your time, then you have no need for goals, because you would never be able to achieve them without a plan or guidelines.

Without the presence of time management in your life, you would just jump from one activity to the next without a sense of purpose or fulfillment, and your life would not be very full.



By setting up a time management plan and activities for your life, it is then essential that you make goals for yourself.

Without established goals to guide you, it is impossible to manage your time, because you have no idea where your time should be spent.

By setting goals, you give yourself something to work towards, and you can put together a schedule that will enable you to achieve those goals.

You gain a higher sense of self and achievement when you introduce good time management techniques into your schedule and have good solid goals to strive towards.

### **Become More Productive**

Not only does time management help you to achieve your goals, but it also helps you to lead a more productive life. With greater productivity, the benefits are endless, and you can achieve a far greater amount of work than ever before.

As an example, if you delegate responsibilities at home or work, you can free up a fair amount of time so that you are more productive.

By implementing time management techniques you are allowing yourself to be more productive, and you are freeing up time for other important tasks, so that they can get accomplished.

### **Grow Personal Relationships**

To determine the true definition of what time management really is, you may want to look a little closer to home, because time management is also defined as a simple way to help grow and expand your personal relationships.

If you have an excess of time that can be spent with loved ones, personal relationships will be able to thrive.

However, if your time is not managed properly, you could be driven to taking time away from your family and friends to make up for it. To complete tasks that have to be done, time must be taken from other areas, and often it is the time that should be used to build relationships that is sacrificed. This can create

resentful feelings within friends and family members, and can lead to hostile relationships instead of loving ones.

A loss of personal relationships can cause depression, which can in turn lead to you falling even farther behind in your work.

With scheduling and the implementation of time management techniques, you can set aside an appropriate amount of time for personal relationships and live a happier life.

### **Thrive Financially**

Time management techniques and activities help you thrive financially. When you manage your time well you are able to complete all of your work tasks in a timely manner, thus freeing up time for extra finance producing activities.

You can also gain higher pay, better clients, and the ability to get more customers, when you produce better quality products for your online business.

Time management makes all of these scenarios possible, and they can all help you to become more financially stable.

## **Live a Healthier Life**

Time management gives you the means to live a healthier life as well. Time management and the reduction in stress that it provides can eliminate digestive problems, insomnia, headaches, and other conditions that can be the result of stress on your body.

With more time there is less stress in your life, which can cut back on the amount of stress related injuries that you experience.

Time management can help you to stay healthy by enabling you to make healthful meals and eliminating convenience foods, and by giving you time to exercise which can help you be stronger and look younger too.

## **Live a Happier and Stress Free Life**

Time management is able to produce a life for you that will be filled with more happiness and much less stress. Time management techniques and activities can free up time to be used to pursue the things that truly make your life worth living.

With less stress, and more time and money, you can lead an overall stress free and happy life.

You get to complete tasks in a stress free environment when you are able to attend to every aspect of your life, and have an allotted time for each.

You can also thrive emotionally and financially within personal relationships, which can allow for a higher level of happiness.

If all of your many needs are being taken care of with good time management, the final result will be complete satisfaction and happiness.

*So, “what is time management?”*

There are short factual definitions, but by exploring the many things that time management is able to do in your life, you can better understand what time management actually is.

Time management is a defined way for you to become more productive, achieve goals, thrive financially, create stronger relationships, and live a healthier and happier life. By fully understanding the whole definition of time management, you can

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grasp how important time management is to your online business and your life in general.

### **The Importance of Time Management to Your Work**

As mentioned earlier, time management can help you to be more productive at work and can free up more time to experiment with other means of financial gain.

For online business owners and Internet marketers, managing your time is much more of a challenge than those in a regular work environment.

For the most part individuals who own work primarily online work from their homes with no one to oversee their progress.

With no boss or without a proper office “clock in clock out” mentality, there is a lot of room for error when it comes to managing your time. It is simple to put tasks off, or to get sidetracked when there is no one there to hold you accountable.

On the other hand, it is also very easy for those who work online from home to become engrossed in their work, and to forget to make time for themselves or their personal relationships.

While it is good to be driven in your work and to want to get so much done at one time, it is imperative that those who work online, set clear goals and schedules each day.

Having a strict schedule keeps you on track, while allotting time for other activities that you may want to accomplish or take part in throughout the day.

For instance, as an Internet marketer, you may want to conduct some research on a new marketing strategy that you have heard about.

If you just started your day off by diving into that non essential project, it would be very easy to get wrapped up in the thousands of websites online, and to get behind in the work you actually have to finish that day.

Time management activities and techniques can help you to define what the most important tasks are each day, make time

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for them, and also leave time for extra or enjoyable activities throughout the day.

Establishing effective time management skills is the best thing that you could do for your work, and should be of the utmost importance.

With good time management in place, you can get more done in a less stressful environment, and become a more profitable online business owner or Internet marketer.

## **The Hazards of Procrastination**

There is not one reason why you should procrastinate, but there are many reasons why you should not. Procrastination is the biggest mistake that you can make on your path to time management.

There is no reason to make up a time management schedule, if you are just going to ruin it with procrastination.

## **Negative Financial Effects**



If you procrastinate on a daily basis, then it could lead to big financial problems in the future. By putting things off, it is hard to get very much work done, and you could fall behind in maintaining your online business.

A reduction in your productivity could lead to the loss of clients, customers, or funds, and will certainly not allow for you to explore additional money making methods.

Procrastination can cause other problems in your life as well. Delaying important jobs like paying bills can affect your family's happiness and comfort or your business. You could wind up paying a large amount of money in late fees, and you could also hurt your credit.

If you begin to get negative ratings on your credit report, it can affect your ability to get a business loan, and keep you from getting a personal loan for a home or a car.

Procrastination also keeps most people from saving money, which is extremely stressful for an individual running a business or working from home. Internet marketing and online businesses do not always produce the same income from month to month,

and savings is sometimes needed to coast through a slow period.

By procrastinating, you are probably not saving a lot, which can affect your ability to pay bills if your business starts to slow down.

### **Damage to Your Health**

Depression is the most common health problem associated with procrastination, but many more are possible.

When you are constantly on the go trying to catch up from all of the procrastinating you have done, your personal relationships are failing, and you are soon buried deep in a mess that is hard to get out of.

It is far simpler to maintain a proper schedule, then to recover from the negative effects of procrastination.

There are more health risks associated with procrastinating including insomnia, digestive problems, and headaches. When you are constantly in a dazed state, you are prone to getting an upset stomach and ulcers from worrying, while insomnia can be

the result of having unstable sleep habits while you are trying to catch up.

A person with a normal 9-5 job may be able to take time off from work and recover, but Internet marketers and the like must constantly maintain their work to make a profit. As an online business owner, you just can't physically afford to procrastinate.

Even though these negative physical problems are going to occur if you continue to procrastinate, they are also completely preventable if you utilize correct time management techniques.

### **Inability to Succeed**

Procrastination can make it almost impossible for anyone to succeed. Successfulness of any value takes hard work, dedication, and determination.

People who procrastinate never portray any traits that are needed to be successful for very long. By practicing procrastination and avoiding time management you are setting yourself up for failure as a business owner.

Those who can't even stop procrastinating long enough to produce a livable income can never do enough to become truly successful. The successful online business owners and marketers are the ones who know how to properly manage their time, and have set schedule to accomplish their goals.

If you are unable to set goals, or are unwilling to stop procrastinating long enough to achieve the goals you have set, then you will never been accomplished in your field.

If you procrastinate and constantly put off tasks, then you are setting yourself up to fail. Once you have put a task off it will take twice as much time and effort to catch up, then it would have taken to just complete the task in the first place.

There is no reason to create unneeded stress for yourself and business. If you want your online business to be successful, then it is important to take extra time to learn how to avoid procrastination.

### **Loss of Your Ability to Enjoy Life**

Through procrastination it is possible for you to lose your enjoyment for life. When you have no money to pay bills

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because you are losing clients, when you always have a load of work piling up, and when many of your personal relationships have failed, it is easy to feel that life is not worth living.

If you do not have a schedule in your life, you never know what needs to get done and you only invite procrastination in. Once you have gotten behind on maintaining your online business, it is easy to become depressed and to start feeling hopeless.

Eventually you could lose all interest in your business and it will fail, causing you to fall into severe financial troubles. If your life gets to a point that nothing can be put off any longer, your schedule will become nothing but a list of things that never end.

Although there are many negative effects associated with procrastination, they are all completely avoidable. With good time management activities and techniques, you can achieve a scheduled life that enables you to get everything done on time.

When you realize all of the negative effects that procrastination can have on your life, it is easy to see how important time management is to those in the online business and Internet marketing field.

## **Time Management Theories**

Now that you have learned what time management is, why you should not procrastinate, and why time management is so important to your work, you can start to look into the various theories that are involved.

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After exploring a variety of time management theories, you can start to develop a time management system that will work best for your situation.

There are several firmly developed time management theories that can guide to developing that system, or you can create one of your own that will enable you to live a well-managed life.

### **Maslow's Hierarchy of Needs**

The hierarchy of needs theory is built on the knowledge that there are 5 specific levels of needs that a person needs to be met. It starts with the basic needs like shelter and food, and then works its way to self-actualization or the fulfilling of everything that you are capable of.

There is no set amount of time that you should spend on any one group of needs in this theory, but one level of needs must be met in order for a person to move on to the next level. The levels of needs as listed in this theory are:

- Basic needs (food, shelter, clothing, etc.)
- Safety needs (financial security, health, personal security)

- Social needs (friendship and intimacy)
- Esteem needs (self respect, self-esteem, etc.)
- Self Actualization (The state achieved when all of the other needs are completely met)

By working through the hierarchy of needs theory like a pyramid, you are able to clearly see what needs are being met, and which needs you need to focus more on.

This knowledge can be used to create a daily schedule that will set steady goals for you to work towards. This can set the grounds for your everyday life, and can help you to become more successful.

For instance, if your online business is already meeting your security and basic needs like shelter and food, then you can start to focus your time on fulfilling more complex needs like your esteem and social needs.

The hierarchy of needs theory can allow you to lay down a definite plan that makes your business more successful and your life more fulfilled, and in the end you will be completely satisfied.



## **Pickle Jar Theory**

The pickle jar theory may sound unappetizing but it is an effective and easy time management theory that can be used by anyone to make a structured schedule.

Don't let the simplicity of the theory fool you; it may be simple but sometimes the best things in life are the simplest.

This theory is centered on a pickle jar. If you were to take a pickle jar and place three big rocks in it, you could think that no more rocks could fit into the jar. If you took little pebbles though, and placed them in the jar, you would be able to see that they fit nicely in around the big rocks.

You might then think that your jar with the big rocks and small pebbles is full, but that would not be true. If you took sand and sprinkled some in the jar, you would see that it could fit among the rocks and pebbles too.

Finally, if you were to add water to the inside of the jar until it filled up, you would see once again that another thing could be added to the jar you thought was full.

Your life can be like that pickle jar. There are major priorities symbolized by three big rocks, and then there are hobbies like the small pebbles that you try to fit in around the big tasks.

Chores and other essential things you have to do are like the sand and are squeezed in wherever possible, and distraction is like water that can force its way into your daily schedule to try to cram it full.

There are many things that you need to accomplish everyday, but if you arrange your day correctly, just like the pickle jar, your schedule can find room for everything.

The purpose of a pickle jar time management theory is to help your schedule be easy, and help it to become arranged around the biggest priorities so that they get accomplished first.

When making a schedule with this theory, you would list the largest priorities first with all of the other small tasks mixed in around them.

For example, if you needed to develop a new marketing article, discuss further action with a client, and create a website for your newest product, those are your largest priorities.

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You would list them in times that you needed to finish them, and then sprinkle in fun, chores, and distractions along the way, ensuring that you don't get off track or bogged down by procrastinating.

### **Pareto's Principle**

Vilfredo Pareto an economic specialist developed a math equation to detail the unequal distribution of wealth in Italy in the year 1906. He used an 80/20 principle, which stated that about 80 percent of the riches were owned by a mere 20 percent of people. Dr. Joseph M. Juran took Pareto's idea during the 1940's and made Pareto's Principle, a simple time management theory.

The principle is centered on the belief that 20 percent of the actions in your life really make a difference, and that almost 80 percent of the things you do in your life don't.

With this theory, you should decide the 20 percent of your actions that are important and which present results, and focus mostly on them. The problem with this train of thought is that it does not leave room for emergencies or error in any way.

However, if you are able to make a schedule with 20 percent of the actions that make a difference in life set out in various times, and if you leave some room for distractions and entertainment, then the theory could work well for some.

For Internet marketers and business owners, if you focus on the actions that have made you the most money or helped your business progress the furthest, then you will continue to be successful.

Although, if you only focus on the small amount of things that bring success, and do leave no time for the rest, you will see that if a situation arises or if you take time off, then your life could end up a cluttered mess.

Various time management theories will help you to better understand how time management works, and can make a foundation for your own time management schedule.

Once you find a certain theory that works well for you, then you will be able to create a strong schedule that will allow you to maintain good time management and a structured life.

## **Time Management Activities**

If you do not participate in good time management activities on a daily basis, you will soon find that your time is managing you.

Many people try to achieve time management, but not knowing about different time management activities, can be a big roadblock on the road to properly managed time.

Time can quickly get away from you when you work from home as an Internet marketer or business owner, and time management activities are an essential part of busy schedule.

### **List Your Goals**

Sit and make a short list of the goals that you have for you online business or your personal life. Listing your goals is an important first step, because it provides you with a list of things to schedule your day around.

Without goals there is nothing to work towards, and time management cannot be achieved. Goals can be as simple as establishing one new client this week, or making sure to work a full 40 hours.

When your goals are clearly listed, you will have a general idea of where your time needs to be used each day. This way you can use scheduling techniques to focus on your main business goals, and can then pencil in activities and rest around them.

Your main business and family responsibilities should be met first, by doing this you effectively work towards managing your time.

### **Recognize Where Your Time is Wasted**

On a sheet of paper list everything that you did the day before. Separate your day into blocks listed by the half hour, and include driving time, sleep, meal times, and wait times. By splitting your day into smaller blocks, you can clearly see how you spent your day.

Go back and look at the list that you have just made, and begin to mark out activities that were not necessary, or that no part in meeting your goals for that day. Search for activities that helped or somewhat helped you in achieving the goals, and circle them.

By participating in this time management activity, you can see how much time was wasted each day doing things that did not help you to meet the goals that you set for yourself.

Make a mental note, or take action to stop doing the things that are wasting the majority of your time, and you will find that you can free up hours of time in your schedule.

### **Make a schedule**

Start by making a list of everything that you have to accomplish that day. This only includes things that absolutely have to be finished that day.

If you had an appointment for an online conference, or promised to email a client some information, then those would be examples of things that are time sensitive for that day.

Next, write down hour blocks for your entire day, not just the time that you work at your online business. Pencil in the most important activities that must be done that day, and also other important things like eating times, sleep, and family time if applicable.

Often we wander and waste time when we are bored, so try varying the work you do for each hour. For example if you have four jobs to do for your Internet marketing, and each will take two hours, work on one for an hour and then alternate. This will make the task seem like it goes faster, and will keep you from getting bored and wasting time.

One of the most important parts of making a schedule that is often left out is the adding in of breaks for distractions or emergencies. Breaks are going to be needed and taken regardless of whether you write them into your schedule or not.

By writing breaks into your schedule, you ensure that they are taken, but that your day's plan does not get disturbed in the process.

Make a punishment up for yourself if you fail to stick to your schedule. Since there is no one at your home to motivate you on a daily basis when you own an online business or work as an Internet marketer, it is essential to give yourself a reason to follow a schedule.



A punishment can be getting no dessert, or not getting to purchase a new clothing item, or it can be a lengthened workday to make up the time that you missed.

### **Learn How to Delegate**

Delegating is an essential part of learning to manage your time effectively. Delegating tasks can dramatically reduce the time you need to spend doing tasks that don't help you meet your goals, but have to be done.

For example tasks like doing laundry, yard work, and emailing newsletters are examples of tasks that can be delegated, in order to get done.

By delegating certain tasks to other people, you can free up hours of our time to work more productively. It is important to go through your schedule and see what tasks can and cannot be delegated to others.

You may be able to hire a part time secretary or employee for your online business to help you reply to customers or clients,

that could allow you to spend more time on the money making aspects of your business.

Don't ask others to do tasks that are not appropriate. For instance, you would not ask your secretary to do your laundry, but you could ask them to email some customers for you.

There are certain tasks throughout your day that may not be able to be delegated at all. Tasks like cooking could be delegated, but probably should not.

You might eat out every night, which would eliminate the need to have to cook, but the time you spend picking up the food and the cost involved would cancel out the positive benefits of delegating the task.

Once you have learned how to delegate, you will be able to spend more time working towards your specific goals, and less time doing things that don't help you improve your situation.

### **Eliminate Procrastination**

Putting a task off for a day or so may free up time in your schedule for the moment, but it will only create a domino

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effective down the road. The time will come when you can't put an activity off any longer, and it must get done right away. When this happens, it causes you to put off other important activities that should have been done that day, and will continue to back up your schedule until you find time to catch up.

While it is important not to procrastinate, you should also try not to accomplish everything at once. Completing a task right away, and putting other tasks off that should have been finished, could be as damaging as procrastinating.

To avoid any problems, decide when you need to have a task finished by, and work it into the daily schedule.

Complete a tiny amount of that task every day, without putting any other activities off. This will allow you to complete that task while not procrastinating or putting off any other important activities.

### **Learn to Say No**

While it is important to delegate tasks whenever possible, it is also important to avoid taking on too many tasks for yourself in the first place. If someone asks for your help, or a marketing

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client asks you for work that you don't have time for, just say no. Unless you would lose out on a large client, or the results of saying no would be devastating, you should never let another's goals get in the way of your own.

When you learn to say no, you keep yourself from being overworked and from letting others and yourself down. Your own needs should always come first.

If you are always working to help others achieve your goals, you will never successfully manage your time. If a person truly values you as a friend, colleague, or employee, they will not be angry that you have said no, they will thank-you for your honesty and will understand.

### **Avoid Distractions and Consolidate Your Time**

When working on a large task, especially when working from home, it can help you to bunch your work together in blocks of an hour or more at a time.

If you only work on a task for a short period of time like 30 minutes, you could lose your train of thought and it can take you twice as long to complete that activity. By sticking with it until it is

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finished, or bunching it into large blocks of time, the task will seem to go by faster. Continuing a task until you have finished it is more effective when trying to manage your time.

Finding a way to avoid distractions is another important time management activity. When you work online, the distractions can be numerous, from checking your email to getting messaged by clients, these things can all take away from the task at hand.

Find an area to work in that minimizes distractions, and stay in that location the task is finished.

Making time management activities a part of your daily life allows you to achieve time management and meet your business and marketing goals. By using activities like these, you can lead a much more productive life.

### **Online Business Tools For Time Management**

There are many online business tools that can be used to help you improve your management of time. In this technological age there are millions of online products and programs that are developed with saving time in mind. We will explore some of the

most popular programs that help those who work in Internet marketing or have online businesses save time.

### **Email Responding Programs**

Email auto responders are one of the most essential business tools for an Internet marketer. These unique programs can be free or cost quite a bit of money depending on what you need them to do. Internet marketers often use these programs to respond to individuals who have left their email addresses on their sites, or to send out huge email marketing ploys.

These are tools designed to save you time by automatically responding to emails that you receive, or by sending out information to clients, customers, or potential customers. Just using an effective email responding program can save you hours a week as an Internet marketer or online business owner.

### **Personal 800 Numbers**

In today's day and age, 800 numbers are no longer reserved solely for large businesses, but can be purchased and used by small businesses and individuals as well. With features like voicemail systems, dial by name directories, fax by phone

capabilities, a relatively cheap 800 number plan can save you time each day.

If you are too busy to answer the phone, or if you need your call forwarded based on who's calling, an 800 number is a wonderful solution.

Secretaries can be a waste of money if you do not have steady work for them, but as a business owner, you can't afford to miss calls either. An 800 number can be customized with a variety of features to meet your needs, and the prices start at about \$20 per month.

### **Time Saving Marketing Software**

There are a variety of marketing software programs that can save Internet marketers and online business owners some time. Internet marketing software can do things as complex as submitting your sites or blogs to hundreds of social book marking sites all at once, to drive in traffic.

Or, they can be as simple as SEO optimizing the content on your site automatically, to gain a higher search engine ranking.

There is marketing software that will track the visitors that come to your site, tell you where they clicked, how they found your site, and other useful information that you could use to help build your business.

Not only do programs like these help you to earn more money, but they also save you the trouble of doing the work by hand. Looking into time saving software that is available for the specific tasks that you must complete on a daily basis can free up extra time for you to grow your business.

### **Website Summarizing Tools**

One of the most useful business tools that can be used to save hours of research time on the Internet is a website summarizing tool.

These tools like [GistWeb](#) can be easily placed within your bookmarks toolbar, and with a click of the mouse you can have an entire website condensed down into a summary that give the gist of the site.

These tools are free and easy to use, and if you do a lot of online research, they can save you a ton of time everyday. Not only can

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you find what you are looking for faster, but you can also work more productively with the extra time that you will have.

### **Online Scheduling Programs**

There are both free and fee based schedule-creating software that can be used online. For business owners or Internet marketers who spend the majority of their day online, this is an efficient and simple way to stay on track with their time management plan.

With your schedule at your fingertips all day, it is easy to rearrange it or eliminate a task that you know you will not have time to complete.

Having a constant reminder of what you need to get done in front of you can also help to keep you from becoming sidetracked and distracted.

### **Time Management For Business Owners**

While it is important for everyone to learn time management skills, it is especially essential for business owners and those who manage other employees.

As a company leader, it is up to you to make sure that everyone is doing his or her job in a time effective manner.

Time and business management go together, and an effective business owner or manager understands using good time management techniques and activities will lead to more productive work from themselves and their employees.

The key to accomplishing tasks is in learning how to manage time correctly, and handle the many available tasks as they become available.

### **Have Faith in Your Employees**

As a business owner it is easy to play into the mentality that “if anything is going to be done right, you will have to do it yourself,” but that manner of thinking not healthy or correct. The people that you hired to work for your company are there for a reason. Your employees are capable of finishing the tasks that you hired them to do, and they should be relied upon to pick up the slack when needed.

If you make the choice to not trust your employees, you will not be able to understand how being a business owner and establishing time management work together.

This will cause you to do everything yourself, and the problem with that is that there is not enough time for a single person to finish everything that needs to be completed when running a business.

You have to learn how to trust your employees, and allow them to do what they were hired to do, or you will never be able to establish good time management skills for your business.

### **Triage Business Tasks**

The first thing that should be learned about time management as a business owner is how to triage your business tasks.

Everything that goes past your desk will fall into certain categories, and good time management is dependant mainly on your ability to identify which category a task falls into.

There are many categories that different tasks can fall into, and if you make yourself familiar with them, you will be able to place tasks in the correct category quickly.

As the owner of the business, you need to triage tasks as the come to your attention. This keeps tasks from becoming lost in the shuffle, or from you becoming overloaded with tasks that must be done right away.

The 6 P's can be used to triage tasks quickly and they are:

- Push it on (send it on to another department)
- Push it away (delegate the task if others are able to do it)
- Poorly do it (do it quickly without much effort)
- Purge it (delete it from your list of things to do and forget it)
- Perfectly do it (reserved for important tasks)
- Put it off (delay doing the task if it is not time sensitive)

Start at the first of the 6 P's of task triage, and work your way down the entire list until you reach a category that fits that task. For instance, if you get a request for some billing information, you may be able to "push it on," or send it to your billing department. If you see a task that doesn't need to be done only by you, "push it away," or assign it to an employee that is able to complete it for you.

There will always be certain tasks that need attention right away, and these tasks may need to go into the “poorly do it” category. If an assignment has to be done immediately, and no one else but you can do it, there are times when tasks can be done in a rush.

Obviously very important or detailed work should not be rushed, but signing some urgent papers could be handled quickly without a problem.

There are tasks that come along every once in a while that will never have to be done, and you can always purge it or delete the task from your things to do list.

On the other hand, tasks that are important to your position as a business owner must be done perfectly, and they should preferably be completed as soon as they arrive at your desk.

### **Avoid Multitasking**

If you want to become a more accomplished business owner, then you must try to avoid multitasking in most situations.

When you decide to multi task, then nothing is getting all of your attention, and it will take you twice as long to get something

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done. Even though you may be completing several tasks at once, in most cases it is not saving you time, and it is just taking away from the quality of work that you could have done.

As a business owner, if the quality of your work suffers than so will the quality of work that is turned in by your employees.

Those you employ look to you as a superior and role model, and they will always try to copy what they see you doing. By not effectively using time management skills, you are showing your employees how to manage their time poorly.

We can sometimes be multi tasking without even noticing that we are doing it. For instance, if you route incoming message to your computer, then your attention is automatically drawn to that while you may be trying to complete a different task at the same time. If you stop to check an email that you received, and that probably isn't even important, you are not totally focused on the task at hand.

When you own and run a business you also need to avoid the urge to interrupt yourself while you are working.

As you are doing your work, other tasks may occasionally come into your head and you may find yourself getting up from your desk to finish that task.

Although the second task may not take very long to complete, it was still able to tear you away from your original task, making it take even longer to finish.

Although you should usually avoid multi tasking, there are times when it does not hurt to perform a few tasks at one time. If you are doing less important tasks or if an emergency occurs, multitasking would be fine for a short period of time.

For example, if you were answering emails, and one of your employees calls to ask a question, then multi tasking in that situation would not affect your schedule. Most of the time however, you should always try to complete a task as soon as you start it, in order to manage your time well.

To be an effective online business owner, you need to understand that leadership and time go hand in hand. Once you gain an understanding of how important time management is as a business owner, you can manage the employees you hire.

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Learning to correctly triage tasks and avoid tasks that are a waste of time, you will be able to finish all of your businesses tasks, while producing quality work from yourself and your employees as well.

### **An Example of a Bad Daily Schedule**

- 9:00 AM Wake up
- 10:00 AM Work on an article for affiliate marketing
- 12:00 AM Call a client
- 2:00 PM Research new free marketing methods
- 4:00 PM Submit some articles to social bookmark sites
- 5:00 PM Dinner
- 8:00 PM Respond to client emails
- 9:00 PM Updates websites
- 12:00 AM Go to bed

The above schedule may seem as though it is accomplishing a lot, but with a few tweaks, this schedule become more optimized to proper time management.



The above schedule is targeting a few key tasks for the day, but the tasks are vague, and the space between them leaves too much time for the individual to become sidetracked.

A good business owner or Internet marketer knows the importance of detail, and a schedule should include plenty of details while being a complete outline for your day.

Everything should be inputted into the schedule, including times for meals and sleep, and there should be lenient activities that will allow for change if an emergency occurs.

The above schedule wastes too much useful time, and does not give clear guidelines for when things like checking email, eating, or breaks should take place. When it comes to creating a good schedule, the more detailed it is the more effective it will be.

### **An Example of a Good Time Management Schedule**

- 5:00 AM Wake up
- 5:00-5:30 AM Check emails and marketing forums
- 5:30-6:00 AM Work on an article for affiliate marketing
- 6:00-7:00 AM Work on a product marketing website for a client

- 7:00-8:00 AM Get kids ready for school
- 8:00-8:30 AM Drive kids to school
- 8:30-9:00 AM Check emails again and apply for new client work
- 9:00-10:00 AM Update marketing blogs
- 10:00-11:00 AM Submit articles to social bookmark sites
- 11:00 AM- 12:00 PM Work on website promotion
- 12:00-1:00 PM Lunch
- 1:00-2:00 PM Research new free marketing methods
- 2:00-2:30 PM Check and answer email
- 2:30-3:00 PM Pick children up from school
- 3:00-4:00 PM Homework with the children
- 4:00-5:00 PM Activities with children
- 5:00-5:30 PM Make dinner
- 5:30-6:00 PM Eat dinner
- 6:00-7:00 PM Television, games, or books with kids
- 7:00-8:00 PM Baths and put the kids to bed
- 8:00-10:00 PM Relax
- 10:00-11:00 PM Check email, finish important tasks

This is an example of a well-planned schedule. Every minute of the scheduler's day is accounted for, and no time being wasted.

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A variety of different tasks are being addressed, keeping the individual from becoming bored with a task, and there are plenty of breaks for checking email to avoid the risk of distraction.

There are time slots that could be changed if an emergency came up. For example, the two hours of relaxation at night could be filled with selected tasks if there was left over work from the day, or if a new prominent task came up.

This person also gets up earlier to fit more work into their day. Being available to your clients is an important part of being a business owner.

However, this person also leaves plenty of time to take care of family responsibilities as well. This schedule is a well laid out plan that will lend itself well to proper time management.

### **A Triaging of Tasks Example**

List of tasks that may cross your desk:

- Check emails

- Answer an important conference call
- Sign off on some pay roll papers
- Research new Internet marketing strategies
- Look at a brochure for new email responding software
- Answer an employees questions about an assignment
- Chat with a potential client online
- Answer incoming phone calls
- Submit articles to online social bookmark sites
- Write new articles for bum marketing

Example of how the above tasks should be triaged using the 6 P's system of organization.

Push it on:

- “Answer an employees questions about an assignment.”  
This task can be pushed on, by simply telling the employee to go ask someone in the editing department. You have effectively pushed the responsibility off to another department
- “Answer incoming phone calls.” This task can be pushed onto an automated voice messaging system or a

secretarial department, and does not need to be completed by you.

Push it away:

- “Research new Internet marketing strategies.” This task needs to be pushed away and delegated to another employee to free up some of your time for more important tasks.
- “Chat with a potential client online.” This task could be tricky to delegate, but if you make the client aware that a trusted member of your team will be handling their questions, then there is no reason why this task cannot be delegated.
- “Submit articles to online social bookmark sites.” Once the articles have been written to your standards, you can pass on the submitting of the articles onto employees, as this is not a difficult task to perform.

Poorly do it:

- “Sign off on some pay roll papers.” This task does not require much brainpower, but must be completed by

you. So, your option is to quickly sign the papers, which can be done during your conference call if needed.

Perfectly do it:

- “Answer an important conference call.” This is an important phone call that must be handled right away to ensure that you keep this high priority client.

Put it off:

- “Check emails.” This task can be put off until you have ample free time to attend to it. If it is a business email address, you may also be able to delegate this task if you prefer.
- “Write new articles for bum marketing.” This is not a task that needs immediate attention, unless it is for a client with a deadline attached to it. You can also delegate this task if you have an employee that you trust to write articles for your company.

Purge it:

- “Look at a brochure for new email responding software.” This task is one that can be purged right away. Since

you already have an email responding software that you are happy with, there is no reason to waste your time.

## **Final Thoughts**

As an online business owner or Internet marketer, it is extremely important for you to utilize and put time management practices into play. Since you are working online most of the day, there are many distractions that can drag you away from tasks that you need to complete.

By following the tips and techniques found within this eBook, you can learn how to manage your time effectively, and lead a more productive and fulfilled life.

You will find yourself able to complete a larger load of work that you have in the past, when the activities discussed here free up hours of your time each day.

All the best

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