

Organizing Round-Up

October – December 2005

A Little Something For Everyone

Brought to you by The Busy Woman, Inc.

Chronic Illness, Scheduling & De-Cluttering

I was recently asked if I would write an article that addressed how to conquer clutter and set up a schedule when someone has a chronic illness that limits the energy of a person. After chatting with the person a bit I wrote this article. I pray it helps those with chronic illnesses that limit their ability.

Setting up a schedule when you have a chronic illness can be done in limited quantities. You can schedule anything you want from meal times to opera outings. However, at any given time you might not be up to following through with your plans. As long as you prepare for the possibility of not being able to stick to plans you make in advance, you can do it. Here's how:

1. Have a back up plan and let others know of your illness.

You purchase tickets to a show. Call a friend who can go in your place if you're not feeling well enough to go out.

You make reservations at a restaurant. As long as they don't charge you for not showing up, you're fine. Maybe your friend can bring dinner to your house and you talk while you lay on the couch and eat.

You make an appointment to get your teeth cleaned. Let the dentist know that you have a limiting illness that could cause you to cancel. Normally in this situation, they won't charge you for a missed appointment.

2. If you make plans to take a long trip. Prepare to have to go back to the hotel room for a rest when needed. If you're planning on going to a particular spot on the map to site see, find a hotel near the site seeing area.

3. Set up the car for when you have to rest.

Have a car kit with all of the necessities you'll need to take a rest and get back some energy. Sometimes you will need hours or even days to recuperate. Plan for this on any outing you attend

One key to conquering the clutter when you have a chronic illness that only affords mini spurts of energy is 5 - 15 minute increments of cleaning or de-cluttering time. Pick only one tiny area to work on at any given time. Stick to that one area or room until the job is done. Example: Today I came into the office early to clean. I spent about 10 minutes cleaning out the shredder funny as it may sound. No one emptied it and it got jammed. Then I had a few extra minutes to empty the trash. I was able to accomplish two important tasks in 15 minutes of time. These may seem like tiny things, but to me they're proud accomplishments because they needed to be done.

It's the same with your clutter. Pick one pile of paper

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Selecting The Right Home Based Business

Starting a business is hard work. Regardless of what you sell and how you sell it, getting and maintaining customers is a full time process. One sure-fire way to set yourself up for failure is to select the wrong home based business.

There are literally thousands of business opportunities out there. Some involve purchasing a kit, some involve signing up as a consultant, some involve maintaining inventory, some involve creating products or services from scratch. Almost any business is going to involve some amount of start-up capital. How much is required and how much is available to you will be a primary defining factor in selecting the right home based business.

As you begin weeding through the various opportunities available to you, you need to think hard a clear about what you enjoy doing. If you hate to cook, then you don't want to select a business opportunity that requires you to prepare snacks and food as samples at home parties. If you hate to talk in front of a crowd, then you probably don't want to choose an opportunity that requires you to hold home parties. If you are allergic to fragrance, you probably don't want to sign up with a company selling bath and body products, fragrances, or scented candles.

So you think about what you DO like to do. Perhaps you are passionate about organizing or keeping children safe or home schooling or using cloth diapers. Believe it or not, there are business opportunities that involve each of those. What if you love cooking? Perhaps a career as a kitchen consultant, a caterer, or a menu planner is your forte. Maybe you love to write and type? Then your calling just might be as a virtual assistant or a web designer.

There are just as many business opportunities as there are careers.

Selecting the right... - Continued on page 5

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This is Your Challenge!

By Lisa Schulte

In my parenting classes and workshops one of the most important lessons I teach parents is to take care of themselves. When are we worst with our children and spouse? You guessed it, when we are tired, stressed, have places to be, deadlines to meet, dinner to cook, and phone calls to make. When I'm upset with my husband I start issuing orders at my children like a drill sergeant! Many women have been raised to take care of everyone but themselves and have a hard time telling anyone NO! Men, too, can forget about themselves as they become wrapped up in supporting the family.

Have you ever thought what message you are sending your children? Are you modeling that it is important to take care of yourself? We want our children to take care of themselves and not feel like they have to do everything anyone asks them to do. Are they learning that from you?

Furthermore, could they be learning not to care for you because you don't care for you? Compare this to the oxygen mask in an airplane. Who does the flight attendant say to put it on first? YOU! If you are not well and able, you can't take care of others.

So here is my challenge for you. Take 30 minutes for yourself at least four times each week. Read a book, take a bubble bath, go to the gym, eat lunch with a friend, hug a tree, or let your imagination go wild! This is not for when you have spare time or can get around to it. Put it in your date book, mark your calendar, tell your family, and follow through! Model taking care of yourself and show your children how to take care of themselves. They'll love you for it!

Peace Begins At Home

Lisa Schulte

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Bio: Lisa Schulte, former parenting instructor, is the mother of four boys and a work at home mom. She and her boys work their "Cleaner" Candle business together. <http://www.BurnCleanerCandles.com>

Chronic Illness, Scheduling... - Continued from page 1

or one cluttered spot to work on at a time. I'll use a home office space as an example.

1. Take everything that is out of place and put it in categorized boxes in the middle of the floor labeled: urgent, file, give away, trash. I sometimes have a stray pile called "not sure," but I limit it when that happens.
2. Take out the trash, (this is instant gratification because you see the clutter lessen) put the urgent box where you can get at it as soon as possible and put the other boxes aside for your next energy spurt.
3. Set up everything the way you want it on the desk and around the office. This is called, "almost instant gratification." It's what helps women who are Type B's move forward. (And lately I'm a Type B.)
4. Spend short spurts of time when you have the energy going through your papers. In the file pile that's in the box, put a black sharpie and file folders. Take it to a comfortable spot with room to spread out the papers. This will need to be a space that you can keep cluttered until the job is completed. Use your short spurts of energy to go through and file at your leisure. Now of course if there are urgent papers in the box, work on those as quickly as possible or get some help.
5. Put the files away in a place you'll know to retrieve them when needed.

The way to conquer clutter when you face chronic illness that limits your energy is by refocusing your brain to look at clutter in tiny, bite size pieces. Unfortunately many of us look at clutter and other messes as a whole... a HUGE daunting task that seems too large for us to tackle. I'm one of those people. So unless I give myself permission and time to tackle it I can't handle it. That's when I tell myself what I'm telling you. "What can I handle at this moment while I have energy?" I scan the messes and first look for what I call, "pieces of the puzzle." Have you ever put together a large jigsaw puzzle? The first thing you do is to look for the edges to frame the outside. Then you look for like colored pieces that might be in the same grouping or area of the puzzle. If you can look at your clutter this way it can help you train your brain not to panic at the daunting task but to separate out what you can handle doing at that moment in time.

Sometimes you're not afforded the luxury of a local support system for help. If this is the case you will need to be protective of your time until you are able to complete the puzzle or in this case, clear the clutter. Once you have a place for everything and then put everything in it's place, you'll be able to use your energy in other areas such as going out for a little while, or having someone over.

It will take commitment, determination, and dedication. But with these three things I know you can do it! Put your mind to it and reward yourself for the small accomplishments. Remember... Bite size pieces.

Many people might not understand the limitations of

Chronic Illness, Scheduling... - Continued on page 3

## Tips For Using The Busy Woman's Daily Planner®

**Direct Sales Sample Kit** w/E-Book – These pages make keeping track of contacts whether personal or business a breeze! There's room for all the information you need to get in touch with your customers. Combine these pages with our BRAND NEW E-Book, The Busy Consultant – Direct Sales Basics for Busy Women and you've got a GREAT combination for success!

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### Monthly Tabs & Pages

Use the notes column of your monthly pages to remind you of a birthday or special occasion by putting BD in capitals and highlighting it with a bright highlighter. Then you'll remember to look in that month for the actual date of the birthday when you're out shopping.

Also... Did you know there are post it notes that fit in the notes column of your monthly pages? Once you find the right size (and also consider ones that when folded in half fit) you can put a running to-do list on the post it note and as you see it (because it's sure to be in your way), it will remind you of things you can do in your spare time or while you're running errands.

Sometimes I use the monthly pages notes column to write my running to-do's! I have to highlight it though or I might miss it. I'm a visual person.

Oh, what's a running to do? These are things that are not urgent but you need to or would like to get to them in two, three, maybe four weeks. An example would be to get my suit dry-cleaned. I had just returned from a conference and knew I wouldn't need my suit for at least another 2 months. So I had a note on my running to-do list and kept the suit in a bag in the car for the next time I drove near the dry cleaners.

Or how about when you have film to be developed? Put it on your running to-do list if it's not a MUST DO.

A regular to-do list houses your MUST DO's. I have a meeting with corporate next week. I MUST get my suit to the dry cleaners TODAY or Tomorrow!

As always these are only recommendations giving everyone new ideas of how they can do things according to their personality.

### Menu Pages

Figure out the meals you want to make for the week. Make enough of each meal for 2 to 3 separate meals so you can freeze some. If you're family will eat the same thing two or 3 days in a row, then make enough for meals for 2 - 3 days. Then freeze what's left over.

Look through the pantry to see what you need to make the meals. Then put the items on your grocery list. If you have older children or can get your spouse to do so, have them write on your list in your planner what food is needed as they finish it. It's the hope of every woman to have children who will actually do this.

If you're really lucky, you get to hand off the grocery list to your spouse when it's time to go shopping. Otherwise, if you find you're near a grocery store and have some time, go shopping.

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<http://www.thebusywoman.com/time-management/index.php>

having illnesses such as Lupus or Fibromyalgia. These are chronic illnesses that cause major fatigue (among other things) and limit activity. There are also many other illnesses that limit a person by robbing them of their energy. So if you know of someone who has a chronic illness, it would be a blessing to help them even if it's just once a month. There is always a need.

© 2005 Susie Glennan

BIO: Susie Glennan is a wife, mom, teacher, author, Toastmaster and President of Busy Woman, Inc.

## TESTIMONIALS:

Thank you for all you do to encourage women. It's appreciated!

Christina Wiederwax

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Dear Susie, What a terrific book! Your Busy Consultant – Direct Sales For Busy Women is written in "clear-speak" down to earth language every new Direct Sales Businessperson can understand.

This book covers everything a new Direct Sales Representative needs to know. There were even items I didn't know and I've been in and out of Direct Sales for years.

From Basic Terminology to an Appendix with forms and samples of filled out forms, THE BUSY WOMAN is chock full of information. With this easy-to-read book, every Direct Sales Consultant should have a successful business.

Cynthia Phillips, Membership Consultant for Financial Freedom Society
<http://cindysrealm.com/financialfreedomociety.htm>

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The Busy Consultant by Susie Glennan is what I wish I had read 17 years ago when I was starting my business. For someone starting up, this is invaluable. And even for those, like me, who have a small, struggling business after many years, the principles she outlines are still applicable. The really nice thing about it is that it gives real-world examples, and specific suggestions. When she suggests something, Ms. Glennan gives the basics of where to start and how to go about it. She explains the who, what, where, why and when of building a consultant business. I can't begin to total all the money I have wasted on other products that were supposed to tell me the things Ms. Glennan outlines so understandably in this book. It is factual, and, detailed while at the same time being short and pithy. Congratulations, Susie, on a great product!

I normally don't give rave reviews like this, but this book deserves it.

Really-really!  
Good job.

Cheerio!

Elizabeth W. Riggs, PhD, RN, LNC

Riggs ML Consulting, LLC

## Work at Home Mom Learns by Watching "The Apprentice"

Yes, I'm a self-proclaimed addict of The Apprentice. I must have my weekly dose of The Donald, Caroline, George and some angst-ridden hopefuls vying for the top spot. My husband likes to say he doesn't like the show. But puzzlingly, he always seems to be around when the theme music comes on – if not within the first four bass notes, then by the time the O'Jays are singing.

So just why do I like watching? After all, I'm work at home mom who was burned by corporate America twice – once in a round of layoffs and again when I created a database my company was going to pay an outside consultant a nice sum of money to develop and I got zip for it. Is it that I want to live vicariously through the contestants? Am I subconsciously yearning to re-enter the corporate world with all of its office politics? Do I enjoy watching the contestants with bad interpersonal skills make horrible blunders and applauding those who excel due to their talent and people skills? Or, do I simply like the way Mr. Trump touts everything he touches as "the best"? Well, a little of all those things I guess. But, I mainly like watching it because it affords an opportunity to learn from other's mistakes - and successes.

The skill set required for a top executive with "Trump-worthy" caliber is essentially the same for a work at home mom that owns her own business. And on top of that, you've got to be able to apply those skills to your family. Some examples:

- ~ Time management – deciding what can be done during the ever-so-precious nap time
- ~ People skills –calming a loud child during a business call that you had to take
- ~ Creativity – creating a new craft project to occupy your child during that call
- ~ Budgeting – not giving in to your child's wishes for everything he sees in the toy aisle
- ~ Conflict Management – peeling apart two toddlers fighting over the same toy.
- ~ Organization – this can be as simple as having a place for your business papers that's out the reach of inquisitive little hands

If only one of these skill sets is lacking, you can risk being unsuccessful and wind up in your own personal "boardroom", trying to figure out what went wrong. However, it's not too late to try to get your act together. Some Apprentice contestants who have had their weakness identified for them (albeit on national television) were given the opportunity to make necessary changes in their performance. Perhaps in the end they didn't win the top spot, but they came out of

*Continued on the next column*

the experience wiser, and as a result, better poised for success. Some did not seem to learn from their mistakes, as revealed in their cab drive monologues. Perhaps they still experience a measure of success, but their inability to identify their weakness will always limit them.

Identify your strengths and weaknesses. Ask your husband, close friends and relatives what they think your strong and weak points are. Tell them not to be afraid to be honest, and then don't get upset with them! Thank them for their honesty. Then, join a local work at home moms network where you can offer advice in your strong areas and get advice for the areas where you need it. If there isn't one in your area, there are many great networks on the Internet – just use a search engine and do a search for the phrase "work at home moms help". Try one or two out. If one doesn't seem to be a fit for you, try another.

My suggestion for Mr. Trump? Have an episode where the contestants must create and host a two-hour playgroup for ten children and their moms. Then, have the moms rate the results. Whichever team gets the highest ratings wins. Now that's a true test of talent!

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## Pink Ribbon Throw

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Next, you need to decide what kind of business support you require. If you are big on teams and training, you might want to consider a business with a direct sales organization where you can rely on the training and mentoring of a corporation and an up-line. If you like to do your own thing and think outside the box, then you might be more comfortable starting your very own company from scratch.

As many ways as you can imagine being in business for yourself, there are just as many opportunities custom designed to meet your needs.

Once you have a handle on what you want to do and how you want to get started, its time to name your business, work through a business plan, and hang out your shingle. Other things to consider at this point are whether to be a brick and mortar company or an Internet based e-business; whether to work from your home or an office outside your home, and whether you will need to hire employees, rope in family volunteers, or fly solo.

Don't be overwhelmed. This should be a very exciting time in your life. It's an adventure. It's an opportunity. And it's a chance to do something you have perhaps never done before.

Before you know it, you will be open for business, marketing to the masses, and developing your first customer base.

©2005 Shannan Hearne

Bio: Shannan Hearne is the president and wizard of SuccessPromotions.com an internet marketing service company. She has developed numerous small business marketing services available online at <http://www.successpromotions.com> She is also a manager with the Referral Club and can help you select the right home based business.



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# Recipes N More

## Silken Chocolate Pudding

- 1 block Extra Firm Silken Tofu
- 3-4 Tbsp. cocoa to desired strength
- 1/4 cup pure maple syrup
- 1 tsp. vanilla
- Favorite fresh or frozen berries
- 1 packet \*Stevia Natural Sweetener

Mix tofu in blender for 10-15 minutes, or better yet, in a food processor for 3-5 minutes, scraping down sides with spatula as needed. Add the cocoa and pure maple syrup, blending for an additional 2 minutes.

Finally, add the vanilla and blend.

Pour into serving containers. Refrigerate for at least 2 hours prior to serving. Top with a bit of fruit coulee, if desired. To make fruit coulee, simply place a handful of your favorite fresh or frozen berries into blender and add one packet of Stevia, blending until smooth. To eliminate seeds, pour through a mesh strainer over the pudding and enjoy!

René's Recipe of the Month [templetalk@gardenoftheheart.com](mailto:templetalk@gardenoftheheart.com)  
Garden of the Heart Ministries <http://www.gardenoftheheart.com>

## Lemon Stuffed Chicken (Serves 4)

- 2/3 (3 pound) whole chicken
- 1-1/3 cups stuffing mix
- 1-1/3 lemons
- 1/8 teaspoon salt
- 1/8 teaspoon paprika
- 1/8 teaspoon LAVENDER-LOVE HERBS DE PROVINCE
- 1/8 teaspoon dried sage
- 1 tablespoon and 1 teaspoon olive oil

Preheat oven to 350 degrees F (175 degrees C).

Stuff the bird with the prepared stuffing and rub the skin with the olive oil. Cut 1 lemon in half; cover the opening of the bird with a lemon half and stuffing (save the other half for garnish). Pour the juice of the second lemon over the bird. Season the bird with the salt, paprika, LAVENDER-LOVE HERBS DE PROVINCE and sage.

Cover and bake in preheated oven for 1 to 2 hours. Remove the cover half way through baking to brown. Baste often.

Melanie McClendon  
<http://www.BeeTreasures.com>

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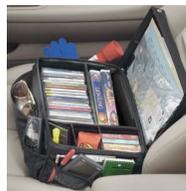
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## Confessions of a cluttered car...

"First it was candy wrappers.  
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But now they dump all over me."



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## HAS ANYONE SEEN MY KEYS?????

No doubt, we function in a harried society with unyielding demands daily. Is it any wonder that we feel overwhelmed? If we could get a handle on being organized, the overwhelming feeling would lose its power over us! *Most people think being organized is for neat or control freaks. That's not the case.* It's for people who want to be freed from chaos and struggling with not getting enough done.

We can't change everyday life that occurs, but we can alter the way we THINK AND REACT. HOW? By becoming ORGANIZED. This begins with training our minds to "think ahead." It's a worthwhile investment. My grandmother used to say, "What gets planned, gets done!" Boy, she was right.

If we want to improve the quality of our lives through organization, we need to develop a rationale of the benefits associated with planning ahead, qualifying what do and setting realistic boundaries.

Have you ever heard yourself admit, "I really should get better organized, but I'm not good at that." Well, here's the good news, anyone can be good at what they practice!

The most effective way to tackling getting organized is to implement the following components:

- **Lists** are the tool to spec out the details of the steps or items necessary to get something done.

They serve as a record and reminder that measure your work-load and accomplishments.

- **Qualifying** what is really necessary will set boundaries for you and reduce feeling overwhelmed and obligated. Identify what could be delegated or eliminated. It's so important to filter your lists, regularly, through the qualifying process!

- **Commitment** is what fuels your lists. Without it, you go nowhere.

**Qualifying Process:** If you don't take inventory and clean out, there won't be enough space for the new to come in. Clutter, whether physically or as a state of mind, stifles your ability to focus. Clean out and clear out and you will be more focused.

Start by taking inventory. Do you even know what's in the packed closet at home or what you have to get done? Make it a practice to qualify what you really need and eliminate the excess.

### Less is More!

Try the filter approach in future decisions. Set boundaries, before you SAY YES, by asking yourself "Is this really necessary?" "Do I have enough room or time on my list?" If you're still considering it, ask "Is this a priority?" To decide if it is a priority, quickly rate it against existing priorities. This will enable you to **qualify** rather than just accumulating more projects and things.

It's not a bad thing to decline or eliminate. In fact, if your qualifying meter says, "this is not necessary", you will probably avoid the resentment and frustration of having to do something that took time away from other priorities at hand.

**Commitment:** Here are some selling points. Wouldn't you like to have more time, and have your business and personal affairs in better order? How about being a better role model for your kids, co-workers or employees?

**Lists:** Start backwards by identifying some of the things that frustrate you the most about your daily responsibilities or routines and put them on paper. Make a list of what things you "should do". Next, break it down. Make a separate punch list on another piece of paper of what it takes to get that done. Include details like phone numbers next to tasks, prices, or quantities etc. Keep lists going and refine them often.

What if you lose the list? Well, here's a couple of ways to avoid that, *by planning ahead.*

Make copies of your lists. Email them to yourself. Call your voicemail and leave a message with a reminder of what's on the list. Try buying and using MANILLA FOLDERS. You have to get in to the habit of labeling a folder every time you pick one up. Be sure to keep a good supply of them everywhere: home, work even the car! *Tip: When you open the folder, on the left side of the folder jacket (inside), record some relevant information like names and numbers. It will serve as a quick reference for what's inside the folder.*

## ORGANIZATION TAKES YOUR POWER AND FREEDOM BACK

**Establish a Set Place for things:** If you designate a place for things and stick to it, you will find them easily and save time and stress! Assigning a spot for where you keep your keys is a good start. DO NOT DEVIATE FROM THIS. Accept no excuses for not putting things back in the exact designated spot! **If you're things are lost, so are you!**

**Daily routine tasks:** Planning ahead saves an enormous amount of time the next day. You can't know what tomorrow will bring. If you invest time in planning, the day before, you cash in on being prepared; and that's all there is to being organized. Also, give yourself credit when you do plan ahead. Like, do you plug in your cell phone at night to charge while you sleep? That's an investment in planning ahead that rewards you with a phone that is fully charged tomorrow. If you do this already, appreciate the fact that you are organized and that if you can be organized enough to do that, you can build upon it.

If you don't, charge your phone at night, add it to your routine. If you think you won't remember to do it, add it to your list, or have the charge cord near where you sleep to remind yourself. Make notes. But, most of all, make it a habit by convincing yourself of the benefits.

Soon your mind will buy into the benefits outweighing the disadvantages of being unorganized and overwhelmed.

**The New Year:** When you purchase a calendar or daily planner, do you just fill it in day by day? Most of us do. How about this? Whenever you buy the new one, take out the old one from last year and fill in birthdays, anniversaries, important dates needed and phone numbers for the whole year. What a great investment. You can record standing appointments and even post reminders on the calendar, two or three days prior, to remind yourself that on a certain date you need to do the following. Add some color, use highlighters and sticky note sheets. This investment on the front end will be invaluable the whole year through.

**Invest a little extra time today:** Years ago, at work, I used to watch people race out of the office at the end of the day, because the paid time was up. The next day, they were even more overwhelmed and unhappy. Why not just stay an extra 20 minutes and make a few notes or lists or create a couple of folders for some of the stuff on the desk. What a valuable investment for the next day. Try it. Of course, if you have to be somewhere on a schedule, then you can't stay.

To that, I suggest investing a little more time from your lunch hour for this purpose.

Feeling less overwhelmed can reduce stress levels and make you more relaxed and focused.

If the way you have been doing things has you spinning, why not try planning ahead, making lists a habit, designating a place for things and qualifying what you commit to.

It really could make a huge difference.

Please be good to yourself by adopting the practice of becoming and remaining ORGANIZED.

You will be amazed at how much more you can do!

Good Luck!

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#### **Snapshot Chocolate – Lori DuBois**

*Lori DuBois, a 20-year Electronics & Entertainment Marketing/Promotions veteran of Sony, now heads Snapshot Chocolate. They offer Edible Photos on Chocolate and Photo Throws.*

*Their products have been on TV on The View, Tony Danza show and the David Tutera Party Planner show on the Discovery channel.*

*Lori also offers Brand Building consulting and Experiential and Cross-Marketing Solutions.*

Contact Information:

Snapshot Chocolate Website: <http://www.snapshotchocolate.com>

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<http://www.snapshotchocolate.com/pinkribbon.htm>

Email: [snapshotchocolate@yahoo.com](mailto:snapshotchocolate@yahoo.com)

## **Make A Plan and Set Your Goals**

A vital part of beginning your business is to make a plan. The most important process is to write your goals down on paper so that you can see them. Identifying your goals and then putting them down on paper will take some time though. Say them out loud to a friend so it solidifies your goal(s) even further.

Using The Busy Woman's Daily Planner® Goal/Project Planning Page makes this task a learning process as well as an effective way to pursue your business goals.

Writing down your goals is as important as thinking about them. Something very special happens when you write down your goals. They become more tangible. Another important principle is to review your goals. When you are starting out, a good way to do this is to review them each day. This keeps you focused on what is important each day. A good practice is to read these at the same time you are doing your daily devotions or having your quiet time. Include your business during these times. After all, it is now another aspect of your life.

The first decision you need to make is very straightforward; what is your first business goal?

A typical starting goal is "To book and hold 6 Home Seminars/parties." This is what you write on the first line. Be sure to include a start date to begin.

Your next consideration will be the time limit. All goals need to have a clear-cut direction or deadline. So you would say something like, "To book and hold 6 Home Seminars/parties in 3 months". You would then have a start date and a finish date written on the line provided for this information.

Once you have an overall goal, your next step will be to break this goal down into smaller steps. Something such as the following;

- Make a list of contacts to call about hosting a seminar.
- Make at least 5 phone calls per day.
- Set up time to make calls.
- Work on phone script before calling.
- Talk to clients about products and why they need them. Give a solution to your customer's problem. Outline it for them. "You need this baking dish so you won't have to spend time scrubbing a pan after you're done cooking." "Our product helps you save time by..."

A key factor in your success is developing a road map that will take you from Point A (business startup) to Point B (business success). This crucial step of planning is often skipped in the business start up process because the business owner is too quick to dig in her heels with the confidence that she will be an overnight success. Don't cut corners in the planning stages of your business startup. In order to achieve your goals, you must believe you can. By establishing realistic goals, you are more likely to reach them with success. If your goal is to become the top producer for the company, do your homework and find out what your goal will entail. Establish small objectives that will make your goal more realistic to accomplish.

Not all goals need to be challenging. In establishing your goals, you will likely notice that some of them will naturally require more effort on your part than others. It is important that you realize challenges are key elements in your growth process. Easy-to-accomplish goals provide instant gratification. Therefore, a good mix is ideal.

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*This is an excerpt from The Busy Consultant, Direct Sales Basics for Busy Women (E-Book). You can purchase this book at <http://tinyurl.com/cdphr>. See reviews/testimonials on page 3 of this newsletter. If you need a print copy, call: 800-848-7715 and let Susie know.*



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While the main focus of this newsletter is to simplify your life and make time for what matters most, it also offers a lot of information that's sure to help you in one area of your life or another.

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