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GROWTH Strategies

Advisory Minute

Your Business Partner for Success

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You certainly work hard for your business, now let's make sure you're working SMART!

in this article

- **Work Smarter – Not Harder! Part I of II**



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Work Smarter - Not Harder! Part I of II



If you've been in the business world for more than 5 minutes, I'm sure you've heard that phrase. Since it keeps getting repeated, it's either due to new business owners coming into the land of entrepreneurship – or ***it's to remind all the rest of us!***

Are you working smarter? Would you know it if you were? Do you look for ways to work smarter?

If you're a business owner – you absolutely *have* to work smarter. You can only work harder for so long and expand your business in an aggressive way! **Determining in advance how you're going to be smarter in marketing your business, AND working your plan for that process will EXPONENTIALLY grow your business!**

Here's the first 5 ways: (next *Advisory Minute* will have the remaining 5...)

P.S. These are many of the ways to work smarter and not harder. I'm giving these to you at a strategic level, and not at a tactical level. Meaning – these ideas are the overriding ways, the "headline at the top of the page" ways.

There unfortunately isn't enough space in this article to go over all the numerous, individual, tactical ways to implement each strategy!

1. **Having a Plan in Advance**

Numero uno. You can't possibly work smarter, if you don't have a "Plan of Attack" in advance. I'm not necessarily talking about your Business Plan – which is of vital importance. Start there if you haven't created or revised your Plan.

What do you want to accomplish? How are you going to do it? Which combination of different pillars of strategy are you going to use? How much money are you going to spend? What are your resources (time, relationships, financial, talents/abilities, etc)?

Lay out your long-term plan. Determine your short- term plan. Execute your immediate plan.

2. **Working Your Plan**

You'll instantly be working smarter by working your plan. Often times I see business owners painfully "spinning their wheels", putting out fires and not sticking to their written (in advance) plan of action!

Plan Your Work and Work Your Plan!

You can't be smarter about what you're doing if you're not taking action on what you said you were going to do!

3. **Systematizing Processes**

Everything you do in your business requires effort, time and energy (mental or physical). How much easier it would be if you didn't have to "reinvent the wheel" every time you needed to:

get referrals, train new people, communicate with new leads, communicate / educate with existing clientele, ask for repeat business from clients, manage your time, respond to frequently asked questions (FAQs), etc.

There are ways to systematize your current processes and procedures.

How? Here's a short answer to a long question...

Pretend you're going to be opening another satellite location of your business 30 miles away from your existing location. Let's say you were going to do that 1 year from now, and you were going to have a person, green to your industry, operate that business.

Now, what would you do today with your processes given that scenario?

4. **Go After the Low Hanging Fruit**

5. **Bring on Board Quality Help**

Those are 2 more for a total of Five. ***Please Reply for details on the last 2.*** Attention spans won't allow for the details of all five!

More from Growth Strategies in 2 weeks. As always – please feel free to forward to your friends, clients, business partners and vendors.

To Your Success!

Stephen Jones operates **Growth Strategies** and provides marketing strategies and a marketing structure for small business owners.

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