

# Time Management: Manage Your Time, Increase Your Sanity (And Your Sales!)

Urban Admin

Administrative help when you need it!



**Sheryl M. Snitkin**

***Virtual Assistant***

***Business Strategy Support***

***Virtual Business Manager***

Website: [www.urban-admin.com](http://www.urban-admin.com)  
Email: [Sheryl@urban-admin.com](mailto:Sheryl@urban-admin.com)  
LinkedIn: [www.linkedin.com/in/SherylSnitkin](http://www.linkedin.com/in/SherylSnitkin)  
Facebook: [Urban Admin: Virtual Assistant](https://www.facebook.com/UrbanAdminVirtualAssistant)  
Twitter: [@SherylSnitkin](https://twitter.com/SherylSnitkin)  
Phone: 612-281-6061

# Time Management is a Skill That You Can Master!

---

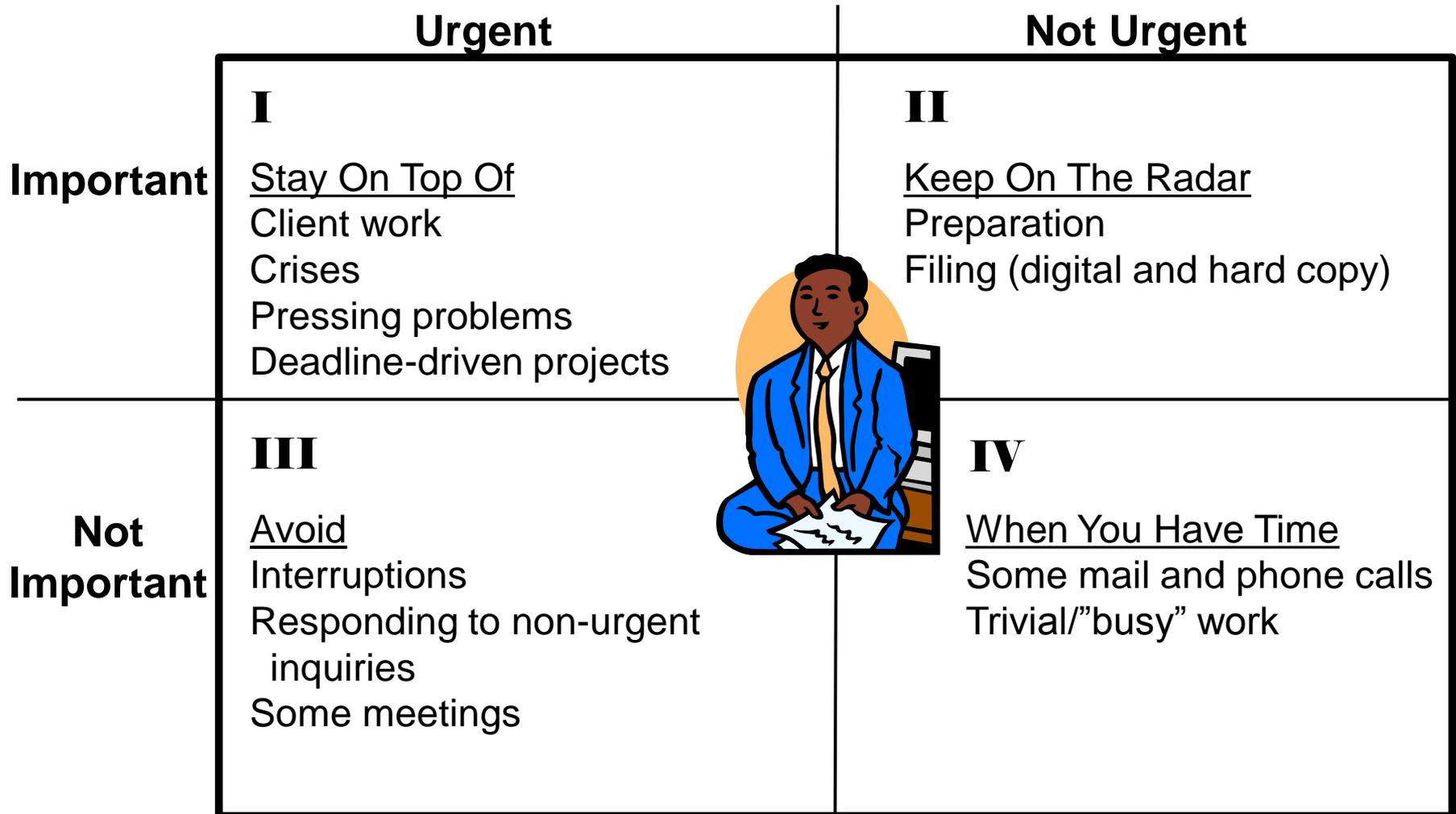
**Make time to plan your day, week, month...even your year.**



What projects and events are coming up? Prepare a project timetable; but work backwards instead of forwards. What needs to be done? What materials do you need? What resources do you need?

Now...increase your timetable by 15-25% for each step in your project! Allow for the unexpected.

# What Are You Focused on Today?



Adapted from Stephen Covey's "Time Management Matrix"

# Let's Talk Strategies: Email and Voicemail

Check email and voicemail at scheduled times during the day.

Let calls go to voicemail if you're working on a time-sensitive project.



If you do need to keep an eye on email and voicemail, use your smartphone to do that while you're working. This way your workflow won't get interrupted.

Do you get a lot of emails that you need to filter? Get the emails that you need to see first by setting up rules for emails. Most email systems have the settings already in your email.



Use a second email account (yahoo, outlook.com, gmail) to receive non business-related emails. You can do that on their websites – [www.yahoo.com](http://www.yahoo.com), [www.outlook.com](http://www.outlook.com), or [www.google.com](http://www.google.com).

# Let's Talk Strategies: Meetings

---

Schedule back-to-back meetings at the same coffee shop. It will save you time and keep you on schedule!

Use a program such as [www.time trade.com](http://www.time trade.com) so that you can automatically schedule meetings.

Let the attendee(s) know up-front that you have a busy day. They'll be more respectful of your time.



Use travel time to and from meetings to dictate your to-dos into a tape recorder, or use the “voice record” feature on your cell phone. (*Do not text while driving, please* 😊)



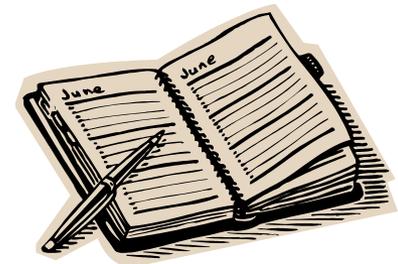
Bring a tablet or smartphone with you to meetings. You never know when someone will be running late. Make those few minutes productive time.

# Let's Talk Strategies: Calendaring

Schedule time on your calendar for business infrastructure tasks and personal time. Treat that time as if you're meeting with the most important person in the world – because you are!

Color code or categorize your calendar time. It will help you to see where most of your time is going. Do you need to re-prioritize?

Allow extra time for snafus. Remember the 15–25% rule!





# Let's Talk Strategies: Facebook\*\*

---

Let's face it – we all like Facebook. We “like” to like Facebook. And if you're like most people, you squander a lot of time on Facebook.

“But I *have* to be on Facebook! I have a business page. Some of my friends are business associates. Everybody else is always posting on Facebook. I have to keep up!”

Of course, a social media presence is necessary to manage a business. But do you really need to view the YouTube video of the cow doing somersaults, and then share the video?

Schedule your Facebook time, just as you would any other task. Consider it another tool to manage your business. And use a program such as [www.hootsuite.com](http://www.hootsuite.com) to pre-schedule your posts. Bonus – Hootsuite can post to many social media platforms at once!

\*\* *Yes, Facebook deserves its own strategy page* 😊

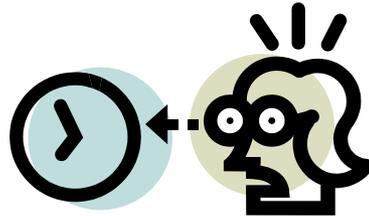
# Let's Talk Strategies: Downtime

---

This strategy is so simple, yet it's the one that most small business owners ignore.

Your clients need you – now! Your potential clients need to hear from you. You plan on attending a networking event. And don't forget about that meeting tomorrow!

The  
Professional  
"You"



Your kids have soccer practice tonight. Your spouse/partner needs just a few minutes of your time. You're having a dinner party this weekend, and you have no idea what you'll be serving.

The Personal  
"You"

## BREATHE!

Do you build exercise and/or meditation into your day? Your sanity will thank you. And so will your network and loved ones. Nobody wants to be around someone who is super-stressed.

# An Instant Time-Saver (available for a limited time only!)

---

One of the best ways to stay top-of-mind with your business network is to send out a newsletter on a regular basis. But that can be a time-consuming task (taking you away from your clients); even after implementing your new time management strategies.

*Good news!* For a limited time, As a skill-certified Constant Contact partner, I'm offering you newsletter support at a substantial discount, just for downloading my presentation today. Just give me your talking points, and I'll insert them into your custom-designed template. I do the work; you stay in front of your network. Here's how it works:



**Time**  
=  
**Money!**





# My E-newsletter Offer to You!

I offer comprehensive packages designed to get your newsletter in front of the people that matter to you. I have three packages designed to free up your time and save your energy. Which package is right for you?

	Basic	Deluxe	Grande
Newsletter template & design consultation	✓	✓	✓
Graphics consultation (type, placement, graphic content sites)	✓	✓	✓
Template creation	✓	✓	✓
		All of the above, PLUS!	
Newsletter consultation & brainstorming		Monthly	Twice-Monthly
Insert content, including proofing for both content & format		Monthly	Twice-Monthly
Posting newsletter to the social media sites of your choice (up to three)		Monthly	Twice-Monthly
Posting to your blog		Two weeks in a month	Four weeks in a month
<u>And once your newsletter has been read:</u> Tracking your opens, forwards, unsubscribes, and link opens and generating custom metric-based reports		Weekly	Weekly

# How Does A Virtual Assistant Help Me Manage My Time?

---

Working with a Virtual Assistant (VA) allows you to spend more time growing your business, enjoying family/social time, and spending time in your community.



Oftentimes, you – as a business owner - spend a lot of time running or managing your business. You're caught up in the day-to-day tasks and not able to focus on your clients or your business/marketing plan – those projects that you should be focused on. *You're stressed, tired, overwhelmed, and are wondering how you became your own administrative assistant.*

A good VA can handle most of your non-billable tasks. Wouldn't it be great to just hand all these tasks off to your VA and not have them on *your* plate? You'll have more time to focus on your business – and increase your sales!

How can a Virtual Assistant make a difference in **your** business? Read on...

# The Top Ten Signs You Need An Assistant

---

*Have you found yourself saying any of the following?*

10. "I'm sorry; I haven't gotten to it yet. I've been swamped with other tasks, but I'll get to it soon."
9. "I need to find a good \_\_\_\_\_ consultant, but I haven't had time to look into it."
8. "I know I had it here somewhere. My office is a mess; I spend more time looking for things than handling them."
7. "I spent last evening/weekend responding to emails and voicemails."
6. "I got so busy at the office I missed the first half of my child's \_\_\_\_\_."
5. "Honey, I'm sorry, but I have to postpone our Date Night."
4. "I have to set aside a day to handle my office tasks."
3. "I've got a million things to do and no time to do them."
2. "We were going to see that play that was here last month, but I never got around to ordering the tickets."



*And the number one sign you need a Virtual Assistant...*

**"I didn't go into business to be my own administrative assistant!"**

# Want More Information?

---

Contact me for a complementary 30 minute consultation! In this consultation, I will give you some tips and tricks designed uniquely for you to help increase your productivity and profitability!

Urban Admin

Administrative help when you need it!



**Sheryl M. Snitkin**  
***Virtual Assistant***

***Business Strategy Support***  
***Virtual Business Manager***

Website: [www.urban-admin.com](http://www.urban-admin.com)  
Email: [Sheryl@urban-admin.com](mailto:Sheryl@urban-admin.com)  
LinkedIn: [www.linkedin.com/in/SherylSnitkin](http://www.linkedin.com/in/SherylSnitkin)  
Facebook: [Urban Admin: Virtual Assistant](#)  
Twitter: [@SherylSnitkin](#)  
Phone: 612-281-6061