

Daily Planning for Entrepreneurs

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.



Review Session 1: 5 Core Marketing Functions

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Review

1. **Creating Your Avatar:** Clearly defining you is your IDEAL target for your product or service.
2. **Lead Generation:** The act of generating a lead that has given you **PERMISSION** to communicate with you. This is an exchange of contact information.
3. **Lead Nurture:** This is the entire process and every touch point you make to get them to make a purchase from you.
4. **Conversion & Delivery:** The exchange of money for your products or services. This can happen on a website (eCommerce), in-person (store fronts and restaurants) or over the phone. How do you deliver your products or service to be sure the customer is happy and gets what they expected to receive. What does your packaging and delivery look like? Did you keep your promises?
5. **Retention and Upsell:** How you get your client to be excited about their product and service and tell everyone about their experience. How do you get them to purchase again? Are they satisfied? Do you get lots of returns?

5 Core Marketing Functions to Grow Your Business

Webinar:

<https://rhody.webex.com/webappng/sites/rhody/recording/998605fc14264b32b5ea6ba09c99bf76/playback>

Slide Deck:

<https://web.uri.edu/risbdc/files/5-Core-Marketing-Functions-to-Grow-Your-Business.pdf>

The CEO Schedule

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What is the CEO Schedule?

Do I have to wake up at **4am**?

Can you be successful if you don't work **sixteen hours** per day?

You begin to wonder if you're doing it all wrong. We **compare** our work lives and productivity against the success of our peers.

Instead of wondering **WHEN** you will have time to be your Marketing Director, I want to invite you to be MINDFUL about where you invest your time and to **PLAN** your marketing activities

Time Restraints

As entrepreneurs, we are always deciding the best places to invest our time.

This presentation is for you if:

- Do you constantly feel you do not have enough time in a day to get it all done?
- Do you wake up in the morning unsure what revenue generating activities you will perform that day?
- You aren't clear on how much time each activity requires and no clue where to start.

All 24 Hours Are Not Equal

With our given 24 hours in a day; we have to find the best and highest use of our time.

Productivity is being able to make the most of our time and create lasting habits of achievement and fulfillment instead of chasing endless lists of tasks. In other words, work smarter, not harder.

Each of our 24 hours looks different. Some of us are caring for parents, children, working a side job to support our business. Give yourself some grace and find areas of opportunity in your schedule that can be used more efficiently.

Time Blocking

MODEL WORK WEEK

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7:00 AM		WKLY PLAN & SC					
8:00 AM		WAM	STRATEGIC BLOCK	APPOINTMENT	PROSPECTING	ADMIN	
9:00 AM				APPOINTMENT			
10:00 AM		PROSPECTING		PROSPECTING			
11:00 AM		BUFFER BLOCK			BUFFER BLOCK		
12:00 PM			REFERRAL LUNCH	BUFFER BLOCK			
1:00 PM		APPOINTMENT	APPOINTMENT	REFERRAL LUNCH	APPOINTMENT		
2:00 PM				APPOINTMENT	APPOINTMENT	BREAK-OUT BLOCK 2 ND & 4 TH WKS	
3:00 PM		APPOINTMENT	APPOINTMENT		APPOINTMENT		
4:00 PM		BUFFER BLOCK					
5:00 PM							
6:00 PM							
7:00 PM							

Foundation

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A Note on Productivity

For entrepreneurs, productivity is directly correlated to the success of our businesses. How much we get done determines the outcome and growth of our income, business and even our personal lives.

It's difficult to argue to the contrary. Our long term outcomes are determined by how much we can DO.

But how do we do it all?

There are three habits that are critical to the foundation of your success.

The following 3 things are what people call 'The Secret Weapons of Success'.

Sleep

Sleep is crucially important for entrepreneurs but so many avoid it getting restful, productive sleep. The more efficient your sleep is, the more effective and efficient you will be during the day. This may be one of the hardest habits for entrepreneurs to accept, but it is also one of the most important. You can accomplish infinitely more with a well rested mind and body.

Sleep is needed for a number of reasons:

- Energy conservation
- Restoration of our tissues
- Cognitive function
- Emotion regulation
- Immune health.

Hydration

Hydration is as important if you sit at a desk all day or if you have an active life. Your cells need adequate hydration to optimize the production of energy. Mild dehydration has been found to affect short-term memory, alertness and concentration, and subsequently impair performance on tasks.

Increased Energy

Staying properly hydrated can give you high energy levels that you can sustain all day long.

Increased Awareness

Staying properly hydrated allows you to think more clearly.

Increased Performance

You can avoid the afternoon slump and be more productive.

Morning Routine [How to Win the Day]

The morning routine sets the tone of your day.

If you study successful people, one thing that you'll notice really quickly is that they share a bunch of similar habits—and the daily ritual is one of them. This is why. And being busy isn't an excuse. In fact, the busier that you get, the MORE you need it.

For most of the people mornings are insane – there's so much to be done with so little time. Get up, decide what to eat for breakfast, what to wear, pack, etc. No wonder so many people dread those. All of these decisions and activities build up a lot of stress that ultimately drains the willpower and sets a rushed mood for the day.

However, it's best to save that energy for more important decisions throughout the day, like eating healthy or exercising.

Morning Routine [How to Win the Day]



Daily Planning

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What Are Your 'Big Rocks'?

Sales Calls, Drop Bys, Visits

Team Training, Coaching, Accountability

Marketing Action Steps to Compliment Sales

Client Servicing, Follow Up, Retention

Tactical To-Do's

Action Plan to Build my Power Network

Identify the Top 3

Overwhelm is due to lack of clarity.

Shut out what the outside world and do an audit on your business. Identify the **THREE THINGS** you need to accomplish in your business to see growth.

Most businesses need:

Lead Generation

Lead Nurturing

Conversions (SALES!)

Where Are You In Your Business

An early-business owner's calendar should primarily focus on **LEAD GENERATION & CONVERSION**.

Elements like messaging, content creation, PR and publicity, lead nurturing, cross-promotion, should all be included in your calendar on an ongoing basis.

A mid-stage business owner's calendar should primarily focus on **DUPLICATION** and

MULTIPLICATION. Elements like a morning team meeting (for the delivery of instruction, rolling out the day's focus, and delegating tactical assignments), cross-promotion, and lead cultivation should all be included in your calendar on an ongoing basis.

Leveraging Your Time

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A.D.O.D.

AUTOMATE

Set up systems, processes and internal trainings to take the day to day out of as many tasks as possible.

DELEGATE

Work on learning to let go of control and allow others on your team to grow. It's empowering and keeps employee morale up.

OUTSOURCE

Know when to hand over a task: email templates, social media templates, prospecting tools.

DELETE

If there are tasks that are not bringing in profits, helping you grow, or serving you
- stop wasting your time and get rid of them!

Automation

Set up systems, processes, structure and internal training so you can do something once, document it and automate it to make the task replicable.

Marketing automation is a way to automate your digital marketing tasks so you can focus on the bigger picture. Connect with your users in a more personalized way, so it still looks completely individual and natural. You can send emails, messages, and run smooth online marketing campaigns without spending hours every day.

Using the right tools and software to automate your marketing strategy can save you hours every day. Since all your marketing tasks are well-managed with tools, there's less chance of human error and you can work on other priority tasks.

Automation can help in generating new leads, building trust with your customers, and taking your business to the next level. It also helps with creating reports so you can identify patterns over time and improve your processes even more.

Delegation

There is only so much you can do. No small business owner runs their business without appointing someone to help them out on occasion. There is too much for a business owner to do in a growing enterprise. Gallup notes that small business owners who know how to delegate generate better growth for their business. The art of delegation isn't an innate trait of entrepreneurs, and for a small business owner, a lot of behavioral traits need to be adjusted before commission becomes second nature.

Delegation includes the usage of tools. Know when to get a tool to streamline your business.

Interns and virtual assistants are also an option.

Outsource

When can someone do a task better, faster and cheaper?

Creative Market

15,409 Results for "social media pack"

Here are some popular searches:

social media bundle

social media

social media template

media kit



Social Media Bundle
by Ruben Storm in Templates **\$35**



Social Media Pack - Kelsey
by blimzaw creative in Templates **\$25**



CANVA Bundle Social Media Pack
by Evory in Templates **\$29**



Writers Social Media Pack + Stories
by September 5th in Templates **\$25**



BUNDLE ANIMATED Social Media...
by Evory in Templates **\$35**



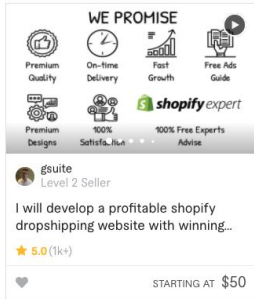
Romance Social Media Pack Can...
by Feel This in Templates **\$24**

Results for "website shopify"

Category ▾ Service Options ▾ Seller Details ▾ Budget ▾ Delivery Time ▾ Pro services Local sellers Online seller

10,423 services available

Sort by **Relevance** ▾



WE PROMISE

- Premium Quality
- On-time Delivery
- Fast Growth
- Free Ads Guide

shopify expert

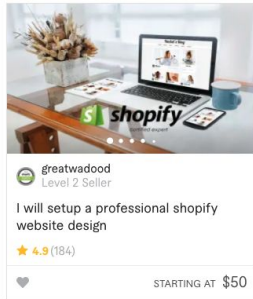
- Premium Designs
- 100% Satisfaction
- 100% Free Experts Advise

gsuite
Level 2 Seller

I will develop a profitable shopify dropshipping website with winning...

★ 5.0 (1k+)

STARTING AT \$50



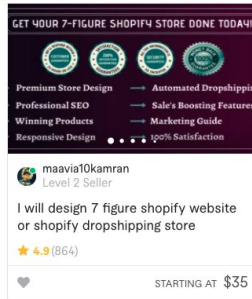
shopify

greatwadoop
Level 2 Seller

I will setup a professional shopify website design

★ 4.9 (184)

STARTING AT \$50



GET YOUR 7-FIGURE SHOPIFY STORE DONE TODAY!

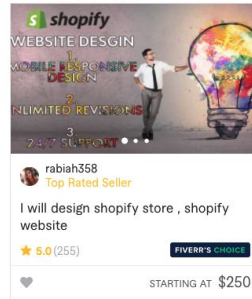
- Premium Store Design
- Professional SEO
- Winning Products
- Responsive Design
- Automated Dropshipping
- Sale's Boosting Features
- Marketing Guide
- 100% Satisfaction

maavia10kaman
Level 2 Seller

I will design 7 figure shopify website or shopify dropshipping store

★ 4.9 (864)

STARTING AT \$35



shopify

WEBSITE DESIGN

- 1 MOBILE RESPONSIVE DESIGN
- 2 UNLIMITED REVISIONS
- 3 24/7 SUPPORT

rabiah358
Top Rated Seller

I will design shopify store , shopify website

★ 5.0 (255)

FIVER'S CHOICE

STARTING AT \$250



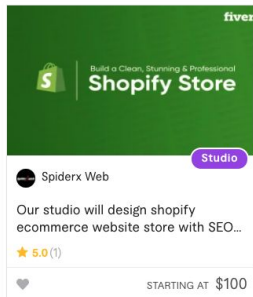
shopify partner

teodorajejova
Level 2 Seller

I will create shopify dropshipping store or shopify website

★ 5.0 (414)

STARTING AT \$4.95



fiverr

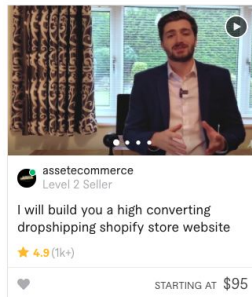
Build a Clean, Stunning & Professional **Shopify Store**

Spiderx Web
Studio

Our studio will design shopify ecommerce website store with SEO...

★ 5.0 (1)

STARTING AT \$100



assetecommerce
Level 2 Seller

I will build you a high converting dropshipping shopify store website

★ 4.9 (1k+)

STARTING AT \$95



Shopify Website & Shopify Store Development

- Responsive On All Devices
- Theme Customization
- Eye Catching Design
- High Converting
- Plugin Installation
- Fully Automated

rida_shopify






I will create a responsive shopify website shopify store

★ 5.0 (77)

STARTING AT \$40

Email Marketing

Avoid the junk folder with freelance email marketing services [How Fiverr Works](#)

-  Audience Development
-  Campaign Management
-  Email Automations
-  Email Platform Support
-  Cold Emails

Service Options ▾ Seller Details ▾ Budget ▾ Delivery Time ▾

Pro services Local sellers Online seller

620 services available

Sort by **Best Selling** ▾



 shawon1007
Level 2 Seller

I will build a niche targeted email list in 24 hours

★ 4.9 (125)

STARTING AT \$5

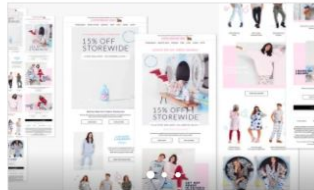


 dividevs
Level 2 Seller

I will create email template and html email template newsletter

★ 4.9 (51)

STARTING AT \$35



 laurenabird
Level 2 Seller

I will create powerful emails for your marketing ideas

★ 5.0 (36)

FIVERR'S CHOICE

STARTING AT \$75



 jobboynobin

I will scrape 50k emails for your target email marketing

★ 4.9 (13)

STARTING AT \$5

Delete

What tasks have zero return, but keep you busy?

What is no longer serving your business?

What could you be doing instead?

TASK: Identify 3-5 tasks in your business you could go stop doing and it would have no effect on your business.

Time Audit

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Busy vs Productivity

Do you go into work each day playing defense: fielding requests as they come in, reacting to events as they unfold, and putting out fires that probably could have been prevented.?

Do you often get to the end of their day and realize you didn't have time to eat lunch and yet never got anything accomplished.?

Does that resonate with you? If so, perhaps it's time to dive deep into your schedule and find out why you're feeling so unproductive and depleted at the same time.

Being busy and being productive are not the same. We can be busy all day and get nothing accomplished. We can be productive for several hours and get closer to our goals.

PRODUCTIVE

Completing important tasks that are not always fun to do.

Listening to audio books while travelling to school or work.

Prioritizing tasks and scheduling them in their calendar.

Ability to make time for new tasks and give time to those who need it.

BUSY

Completing as many tasks as possible just to use up time.

Watching movies on Netflix while travelling to school or work.

Doing whatever comes at them with no sense of priority.

Always under the illusion that they are too busy to help anyone or take on new tasks.

Time Tracking

Start your tracking period, and write down everything you do in a grid according to day and time—everything from checking email and client meetings to scrolling through Facebook, deep business brainstorming, and everything in between.

Audit your time for one week and identify areas of your day that could be more productive.

Identify how many hours of your day are used for **INCOME GENERATING ACTIVITIES**.

START TRACKING TIME – IT'S FREE!

👥 118,467 people signed up last month

Hewlett Packard
Enterprise

SIEMENS

CISCO



ATLASSIAN

amazon

Uber

Google

IBM

AMERICAN
EXPRESS

clockify

What are you working on?

+ Project



00:00:00

START



TIME TRACKER

Jul 1 - Jul 7

Week total: 36:00

CALENDAR

TIMESHEET

DASHBOARD

REPORTS

PROJECTS

Today

Total: 6:00

Emails • Office



3:00 PM - 3:30 PM

0:30



Creating illustrations • ACME



1:00 PM - 3:00 PM

2:00



Fixing bug #100 • Project X

Development



9:30 AM - 1:00 PM

3:30



Yesterday

Total: 5:00

Tools

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Asana

Everyday workflows in Asana

Transition your everyday workflows into Asana.

To-do list	In Asana: My Tasks
Keeping track of your to-dos	Add a task, assign it to yourself. All tasks assigned to you will appear in your My Tasks list .
Prioritizing your tasks	Add due dates to all of your tasks, and prioritize your work by marking tasks for Today, Upcoming, or Later.
Collaborating on tasks	Add your tasks to relevant projects, include followers and have conversations directly in a task .
Writing yourself a personal reminder	For a quick reminder to yourself, create a task that is not in a project. Tasks created without a project are private by default.
Using a board and sticky notes	Use a boards project . You can drag and drop tasks between columns the same way you can move sticky notes around.

12 Week Year

This methodology breaks down goals into 12 week planning segments. This approach creates more productivity and helps you keep control of your time. Because if you don't have control of your time, you don't have control of your outcomes.

They talk about three types of time blocking;

The strategic block – three hours of uninterrupted for pre-planned, strategic and money making activities.

The buffer block – emails, finances, making calls and the 'stuff' required in running a business.

Breakout block – time doing anything other than work. This is your thinking, reflection and play time. And it's not the same as your weekend – this happens during your working week.

This process pushes you to create goals and the action steps you need to take each day to reach them. This allows you to identify the goals and the tactics needed to achieve each goal.



Susan Preston's Goals and Plan

12 Week Goals
For the Period ending 3/30/13 I will: - Achieve 62,000 production credits - Acquire \$1M under mgt - Weigh 130 lbs

Goal: Achieve \$62,000 production credits				
Tactics	Due	Begin in	End in	Completed
Schedule and conduct 2 three-hour prospecting blocks each week	each wk	week 1	week 12	
Schedule 10 appointments/wk	each wk	week 1	week 12	
Conduct 2 client reviews every week	each wk	week 1	week 12	
Develop a prompter list	week 5			
Develop list of 8-10 COI's	week 2			week 1
Meet with a minimum of 1 COI/wk - get 3 referrals	each wk	week 1	week 12	
Ask for referrals at all opens, presents, closes	each wk	week 1	week 12	
Conduct 8 appointments/wk - 5 new	each wk	week 1	week 13	
Update pipeline with all opens, meetings, and closes	each wk	week 1	week 13	

Pomodoro Method

Beat procrastination and improve your focus

WHAT IS THE POMODORO TECHNIQUE?

A method for staying focused and mentally fresh

STEP 1



Pick a task

STEP 2



Set a 25-minute timer

STEP 3



Work on your task until the time is up

STEP 4



Take a 5 minute break

STEP 5



Every 4 pomodoros, take a longer 15-30 minute break

The 25-minute work sprints are the core of the method, but a Pomodoro practice also includes three rules for getting the most out of each interval:

1. **Break down complex projects.**

If a task requires more than four pomodoros, it needs to be divided into smaller, actionable steps. Sticking to this rule will help ensure you make clear progress on your projects.

2. **Small tasks go together.**

Any tasks that will take less than one Pomodoro should be combined with other simple tasks. For example, "write rent check," and "set vet appointment," could go together in one session.

3. **Once a pomodoro is set, stick to it.**

The pomodoro is an indivisible unit of time and can not be broken, especially not to check incoming emails, team chats, or text messages. Any ideas, tasks, or requests that come up should be taken note of to come back to later.

Conclusion

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1. Figure out the Top 3 things to grow your business
2. Get real about where you are wasting time.
3. Create a solid morning routine
4. Adopt the A.D.O.D. Methodology
5. Recreate your CEO timeblocks
6. Use free tools to keep you on track

Resources:

[Protect Your Productivity](#)

[10 Day Hydration Challenge](#)

[Effects of Dehydration](#)

[Sleep and Energy Levels](#)

[SAVERS Routine](#)

[CEO Schedule](#)

[Asana](#)

[The 12 Week Year](#)

[Pomodoro Technique](#)

[Creative Market](#)

[Fiverr](#)

Questions?

Type your question to the chat box

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