

# TIME MANAGEMENT

## *Success Secrets*

The 4 Keys to Mass Productivity for Any Entrepreneur



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## About the Author



**“We cannot cure the world of sorrows, but we can choose to live in joy.”  
~ Joseph Campbell**

Deanna Maio is fiercely committed to guiding coaches, consultants, service providers and other small businesses to create powerful virtual teams, integrate efficient systems, and leverage their resources to create more freedom, joy and peace of mind in their lives and businesses so they can have the life of their dreams, make more money, work less hours, and spend their free time feeling free of their worries.

If you are looking for a prove professional who can guide you to address how to find the right people to join your team, manage them successfully with little time and get more results with less effort you’ve come to the right place.

With 12 years of experience working with amazing clients with similar worries and concerns and guiding them to achieve remarkable success, my mission and commitment is to create financial and "karmic" wealth for my clients so they can experience more happiness and prosperity, spend more of their time making our world a better place by being more available to their families, support causes they believe in, and enjoying the freedom being a business owner can provide.

My path to become a speaker, trainer, coach, and consultant became clear at an early age. As a child, while other neighborhood kids were riding bikes or playing with their dollies, I was playing school (as the Teacher, of course,) designing real world systems, like when I created a card catalog system for my books like I was a librarian (one of my secret fantasy careers, ice skater being the other one) or writing BASIC programs on my Apple IIe. In later years, I was always answering “Dear Abby” types of questions from my friends. No matter what, I was teaching, creating systems, helping others with their problems, or motivating others by dancing, acting, or singing on stage. (I was a competitive tap dancer until I was 14.)

Clients say remarkable things about the impact my work has on their life and business success. Example comments include:

- Initially, I wanted some guidance on how to increase my patient load and my income. I knew I had to start prioritizing networking and marketing in a new way while running my business part-time. Working with Deanna, I’ve reduced my stress tremendously and seen a stress reduction for my whole family. ~ Dr. Jennifer Curtiss <http://www.NaturesPathFamilyWellness.com>
- I was feeling so frustrated. I had been diligently offering consultations to new prospects but, lately they had not been successful. Then I worked with Deanna and now I'm feeling confident and sure of my skills. The first time I used what I

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learned with Deanna I had a 400% improvement in my results. The material she shared was very relevant, practical and powerful. I also appreciate how generously she shared her own experiences and encouraged me.~ Becca Pronchick <http://www.BeccaPronchick.com>

- I was feeling insecure about how to grow my business. I was frustrated not knowing if I was on track and not having someone to talk to about how to grow my business. Then I worked hired Deanna and now I'm feeling on track. I'm not lost and I'm going in the right direction. I have clear priorities, a plan, and I know what needs to be taken care of first to get the clients I want. ~Christina Jaderholm D.C. [www.JaderholmDC.com](http://www.JaderholmDC.com)

What lights me up about this work is knowing that it's actually really easy to get a team going and leveraging systems and then once you do, nothing is out of your reach.

What sets me apart from other service providers is my track record of creating step-by-step solutions and done-for-you solutions to solve complex and confusing business problems. I've hired (and taught others to hire) hundreds in Corporate American and as a solo entrepreneur.

Five things about me and my experience that might surprise and delight you – while serving out work together:

- I've trained thousands to achieve higher levels of productivity, efficiency, and success through my blog, articles, teleclasses, workshops, and private coaching programs.
- I've hired and managed over 70 unpaid interns, contractors in the last three years.
- I apply all my business acumen and performing skills into my side-career as a band leader and vocalist with my band [Deanna & the Downbeats](#) We've been regularly performing for packed audiences at night clubs, festivals, events, and private parties since 2007.
- I love lemons, hot tea, salted caramel anything, pasta, and an occasional Vanilla Stoli and Diet Coke.
- I was the 4<sup>th</sup> runner up in the Little Miss Indiana Pageant in 1986, a national tap dancing champion as a teenager, and I'm a published author several times over.

To learn more about how you can make more money, take more time off, and do more of the work you really love, visit [www.DeannaMaio.com](http://www.DeannaMaio.com)

It would be my pleasure to guide you to achieve the results you desire in our coaching, training, and consulting programs. Let's continue the conversation in the manner that best suites you.

To your fantastic success,

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## Part 2

### Creating Systems (and Habits) That Work

Now we've dealt with identifying and strategizing underlying emotional issues, it's time to get down to systems and strategies.

A final reason many people procrastinate -- and it has nothing to do with emotional issues or bad habits -- is simply because they don't know how to accomplish any task *systematically*.

(If that's you, you're going to love this section!)

Four key steps you need to take, every time, are: **Delegate, Systematize, Automate, Delete**. Apply these four key steps to any task or project you are about to tackle. But first, identify what has to be done -- resist the urge to "wing it" and make a plan for the project -- even if it's only a rough, three-point plan on a napkin.

#### ***Delegate***

"Delegating" means giving a task to someone else, so he or she can perform it for you. It can be one of the most liberating tactics you will ever employ. And this goes double for tasks that aren't even related to the one you're trying to tackle!

Take our example of the husband who wanted his wife to make a sandwich. One of her options was to advise him to ask an older child in the family to make the sandwich if he didn't have time to do it himself. This is pure delegation -- and you can use it with family members to free up the time you need for working at home.



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Take a moment right now to list all the little duties and chores you currently, habitually do yourself that you can effectively delegate to other family members:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

You can be arbitrary about it... or you can sweeten the pot by offering them rewards or even payment for their help.

Similarly, you can delegate tasks to **outsource contractors**. Why struggle to do your own bookkeeping every Monday afternoon, when you can throw all receipts and invoices in one big envelope marked with your name, the month and the year and hand it over to a bookkeeper once a month? Why drearily load your Autoresponder when you can hire a Virtual Assistant who specializes in Aweber

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to do it for you? Why stick stamps on envelopes for a precious hour when you can bribe your nine-year-old twins to do it in exchange for extra pocket money?

Delegating works best when applied to tasks that (a) others can easily perform (b) it's not a "key" task that only you should have your hands on.

You should always delegate tasks that lose you money if you handle them yourself. That includes ones you need to learn new skills for, in order to handle (unless the particular skill is going to prove central to your future career) or tasks you simply have no aptitude or liking for.

**Tasks You Should Never Delegate** -- Well, alright. Maybe "never" is too strong a word. But there are definite times when it pays to "do it yourself" -- even if it's something you're not comfortable with.

Tasks it's generally best to undertake yourself include ones that:

- Build your public persona
- Showcase your visibility
- Provide your "signature" stamp on the project
- Need your unique, money-making touch
- Connect you personally with your clients or customers

For example, if you were an Interior Designer, you might delegate assembling swatches of color samples to your assistant -- but not until you had sketched the design yourself to give her a framework with your stamp on it.

If you were a gardener who specialized in creating ponds, you might outsource the digging to a hired laborer -- but it would be you, yourself, who selected which type and weight of liner to use; what stones and plants to place; and the size of





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pump that particular pond needs (even if you then send your assistant off to purchase the pump and specified liner).

Anything that needs your unique "special touch" should never be delegated -- **unless you position your assistant as an extension of yourself.** (People should feel that "talking to Assistant Marti is like talking to designer Kathryn herself".)

And finally, never delegate the process you most enjoy (unless you have your eye strictly on profits alone) -- otherwise, what's the point of working if you never experience the reward of being "in the zone"?

### ***Systematize***

Let's look at what you need to tweak, in order to create systems that work for you...

### ***Your Physical Space***

So you've already got a home office. Time to re-evaluate it. What's working for you in your current physical set up... and what's not? Do you find you don't get as much work done as you like because your office is so far away from the kids, you're constantly running out to see what they're up to? You don't get as much work done because your office is in the kitchen and your children, their friends, the family dog and the family cat are constantly going in and out, chatting to you on the way?

Whatever the problem, there's a way to fix it. If you feel you're stuck between a rock and a hard place and you find yourself saying things like "there's no place

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else to work", look for the "third alternative" -- that principle works well in any part of life.

There's no such thing as "the only place" to work. Think outside the box for a moment, and you may be surprised at the solutions you come up with. The addition of a shelf; moving a dresser out of a room; converting a cupboard... all these tricks can work for you. First, however, decide where in the house you most want to work -- and then make it fit into your plans.

**A Word of Warning** -- Resist the temptation to fuss about your physical space so much that your workload suffers. I know a virtual assistant who actually managed to convince herself that she couldn't work at all until a desk unit she had ordered arrived. Don't slow the flow -- but do take the time to tweak your physical set up, so that it doesn't slow you down.

If you find that you spend twenty minutes a day physically looking for a client's CD or you've lost all your receipts because you thought they were in the pile on top of your printer, its time to "tweak". Lose the printer, if you never use it and put three stacking file trays or an accordion file in that spot instead. Affix your monthly bookkeeping envelope open on your bulletin board. *Get* a bulletin board, if visual reminders work for you and online daytimers don't. Invest in a simple, wall-mounted CD shelf for those client CDs. And so forth.

Creating a stream-lined home office shouldn't become another distraction technique to help you procrastinate, but if you're ever going to create the set up you need, "now" would be the perfect moment. Take a moment to fill out the following mini-worksheet...

**Home Office Makeover**

|                                  |                             |
|----------------------------------|-----------------------------|
| What I Like about My Home Office | What Doesn't Work for Me    |
|                                  |                             |
| Why Does it Work for Me?         | What's the Problem with it? |
|                                  |                             |
| What I Need to Buy or Create:    | What I Need to "Lose"       |
|                                  |                             |



## Your Business Plan

Where do you want to be this time next year? In three years? Five? Ten?

You can't run an effective business unless you know who you are and where you're going. Write down a clear "mission statement" for your business. It can reflect any of the following:

- Your personal goals
- What you want to provide for your clients
- Your values

Be specific. Don't just write "to help my clients succeed"; state your intent for that client: "To make each website speak with my client's voice and showcase who he is"

Most of all, that mission statement should resonate with you. It should inspire you and encourage you to keep going when things are tough. (And if you can include pictures, so much the better!)

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### Mission Statement

To live in every moment with purpose and love  
To always provide a safe place for my family  
To treat my clients like family and my family  
the way I respect clients  
To listen and create the dream

### MY GOALS: WHY I AM WORKING

Leave a legacy of successful, grateful clients  
Retire in ten years  
Have that cottage at Moose Lake!



**Create a Business Plan** and write your actual business goals down in another file or on another piece of paper -- remember, your Business Plan can change as new information comes in or client needs morph into something else. Unless you're applying for business loans, your plan does not have to be detailed -- think of it more as a statement of intent and don't be intimidated. (You can write a plan in five minutes, if you can be succinct!)

- You can add to your plan later
- You can delete things that no longer work

Haziness in planning causes more failure than any other single cause. At the very least, failing to plan results in never maximizing your business potential (and never making as much money as you could if your focus was clearer).

Now pin that mission statement to your new bulletin board!

### ***Tracking and Documentation***

So you have a mission statement and a business plan. Now you need to document your processes:

- Write your **terms and conditions**, if you deal directly with clients
- Write **policies** for customers
- **Document your procedures**, if you're planning to outsource any portion of your workload in the future

If your business is fairly new you may find you are changing systems as you work. Documenting these allows you to:

- Create manuals for outsource contractors or staff
- Track your results!

Tracking your results is essential -- you can bleed huge amounts of money or miss opportunities, if you are not tracking:

- How long processes (and the steps and tasks that go into them) take
- How much you spend on them (including hidden costs)
- Resources you have to purchase and/or use
- What you make from each project

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- What your actual profits are

One other good reason to track: This allows you to see exactly where you are losing money, if you are losing it. For example, you may start tracking and realize that you make \$50 an hour when you design headers but actually lose money when creating custom buttons... or that you make your most money when you directly write articles for clients -- and lose it when you create those custom graphics that go into your packages. This helps you know with assurance what you should be outsourcing and what you need to focus on doing yourself.

It also allows you to gain a realistic overview and brainstorm effectively. Tracking and documenting can help you to effectively see:

- Your patterns and work habits -- and where they could be "tweaked"
- Your clients' patterns -- so you can create packages they'll love
- Where you lose money -- so you can effectively create measures to stop the leakage
- Where you make your most money -- so you can concentrate your business in these areas
- What can be re-purposed -- that is, sold more than once in different formats

**Look for anything that interrupts the flow** -- and brainstorm the best way for you to overcome that "gremlin". It might be your "big" client's habit of always wanting revisions at the last minute, right before you're about to start another client's project. It might be that you always have to leave and take the kids to hockey, right before an important monthly deadline that leaves you feeling stressed. It might be that it's simply taking too long to write those blog posts

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yourself, or it might be the hour you always spend, searching for receipts for your bookkeeper.

The "glitch spots" are going to be different for every person, but if you're getting in the habit of strategic thinking and you have a good overview of your business goals and where the glitches lie, you'll find you're much easier to brainstorm your way past the problem.

Another source of interrupted flow is, well, interruptions -- whether that's interruptions from telephone calls, email demands or questions from clients or the cat throwing up on the rug.

How do you minimize interruptions?

First, identify the cause -- and type. Are clients coming to you with customer service issues because you forgot to direct them to the virtual assistant you hired for that purpose? Did you educate them to think that she speaks with your voice and responds as you would?

Would a babysitter solve the two hours you lose after the kids get home from school -- two precious hours you find you need, every day? Could your oldest child cook supper the day before your big weekly deadline or could she be responsible at least for physically ordering the pizza and accepting delivery?

Would a Questionnaire solve the problem of clients who don't know what to tell you? Don't know what to expect? Sending each new client your standard questionnaire helps you:

- Identify potential problems or areas that will need specialty outsourcing



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- Reduce the risk of losing money by not pricing properly
- Identify common needs (helping you create better packages)
- Let client know what to expect from you
- Guide your client through the process of effective project communication

## ***Automate***

But outsourcing won't always be the best strategy for dealing with time-consuming areas of your business that lose you money. Automating as much of your business as you can will also help you streamline for success.

Here are six ways to instantly automate your business:

- 1. Get an Autoresponder** -- and use it! An autoresponder will help you build your list -- but only if you populate it with content. You can hire a professional VA or content writer who specializes in Autoresponder management, if you like; and brainstorm a plan to build your list with her. Or you can buy an Autoresponder PLR (private label rights) email series relevant to your business and quickly customize and load it so that people signing up for your "Ten Top Tips" sheet or free eBook will stay in touch with you -- while you're actually off doing other things.

Don't waste time trying out free Autoresponders -- no matter how much of a shoestring budget you're limited to using. Not only do these usually serve up ads that annoy potential customers (as well as steal business for your competitors) the lack of support inevitably leads to glitches. You won't be able to export your list when you do want to move it to a better

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Autoresponder service (and you will). Plus using a tried-and-true Autoresponder such as [Aweber](#) or [GetResponse](#) allows you to take advantage of built-in features you'll want and need as you grow more familiar with the benefits of keeping in touch automatically. Best of all, these powerhouse Autoresponder companies provide plans that start at \$19.99 per month -- the best investment you will ever make, if yours is an online business!

2. **Automate Purchases** -- you can do this in several different ways: The important thing is to find the best one for your business (and the way you work) -- and implement it. You can choose from Shopping Cart systems, PayPal or even a Facebook app that allows you to take payments... or you can put your work in a virtual marketplace such as ClickBank that handles all payment processing and affiliate management for you.
3. **Make Use of Apps and Plugins** -- With the astonishing variety of apps and plugins available today, there's no excuse for not putting these to work for your business. You can coordinate your home business with your SmartPhone through apps that allow you to handle email as easily as if you were home with your computer; schedule business meetings and check your calendar; access PayPal to check your daily sales figures; use Skype on your iPhone as well as on your computer; and much more.

You can also use cloud computing -- online storage and sharing -- to help you run your business or check on project status data while away from your desk.

Here are six popular apps you may particularly appreciate:

- [Google Calendar](#) -- You can use this **general calendar system** both on your computer and on your mobile phone. And you aren't limited to one calendar -- you can create one for each project, one

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for your personal life, an overall Business Plan calendar or whatever type of calendar you can dream up. This easy, free and powerful app will help you keep the "big picture" accurately in mind at all times

- [TeamworkPM](#) -- The ultimate cloud-based online **project management system**. You can set it up so that your outsource contractors and even your clients upload work and project requests directly to your TeamworkPM account, giving you an instant overview of where any project is at, as well as upcoming deadlines. Plans currently range in price and you can get started (and stay with) their Free account. (If you're just starting out and really need online file storage more than anything, [Dropbox](#) provides similar options and flexibility.)
- [FreshBooks](#) -- A complete and easy **invoicing and billing system** that integrates with PayPal. Their "seedling" plan allows you to handle up to twenty-five clients a month for only \$19.95 but there is a free option that allows you up to three clients -- great if you're just starting out. It also allows imported data and report creation, so it's a wonderful system for tracking your costs and profits.
- [PayPal](#) -- yes, there are PayPal apps for your iPhone, Android or Blackberry, allowing you to view and manage your account no matter where you are. (The same goes for eBay.)
- [Payment](#) -- This Facebook app allows you to take payments directly from your Facebook Page. (Check Facebook's policies before you install it -- they change all the time!) There are also several more Facebook apps such as Facebook Causes, RSSGraffiti and Networked Blogs.

And there are hundreds more "specialty" apps you can easily find, such as:

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- [MyStickies](#) -- a relatively new app that allows you to place sticky notes on web pages, as well as on your desktop. Currently only works with Firefox. Free -- but they do have a Donation button.
- [TimeTrade](#) - A free iPhone **scheduling app** that eliminates multiple calendars and allows people to schedule with you. Allow others to instantly know your availability. (If your business has an offline presence and deals with multiple clients or customers and meetings, you may find it works better for you than Google calendar.)

If you use WordPress for your website or maintain a blog, you can easily install free plugins such as **Editorial Calendar** to see an overview of blog posts you have pre-scheduled; **WPTouch** to allow viewers accessing your site to see a mobile version; **BuddyPress**, which allows you to manage all your social networking via your WordPress blog; **Affiliate Link Manager** to help you cloak and manage your affiliate links; and **Automatic WordPress Backup** -- no website should be without regular backups.

There are also standard plugins I shouldn't even have to tell you to use, such as **Google XML Sitemaps**, **All In One SEO Pack**, **WPSecurity** and the **Akismet** spam filter.

All of these plugins can be easily found and installed through your WordPress Dashboard, which allows you to search the WordPress.org [Extend Plugins](#) section. (You can also purchase premium plugins.)

**The Key to Successfully Using Apps and Plugins** -- Don't be dazzled by all the bells and whistles. **Pick only the apps and plugins specific to your business needs.** (Exceptions: Akismet, All In One SEO Pack and Google XML Sitemaps are universal, basic "must haves", if you use WordPress as your online content management system.)

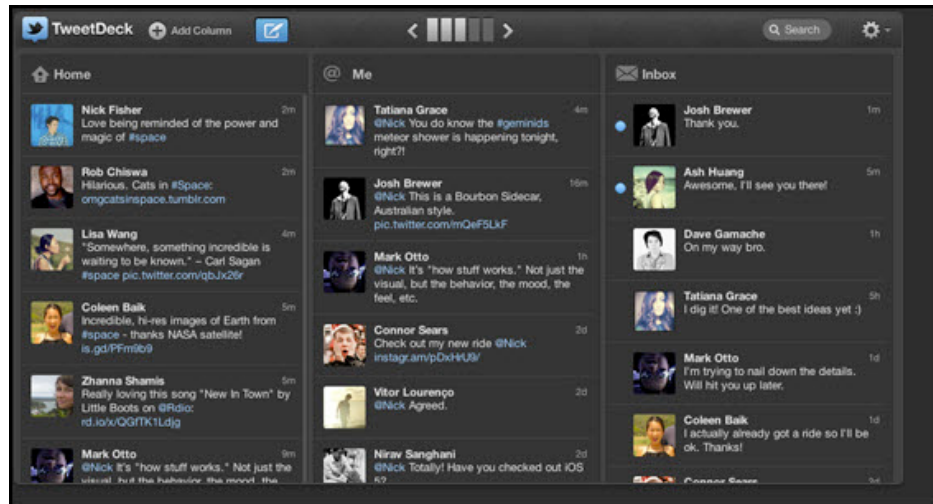
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Find ONE calendar app or plug in -- and use it. Find ONE online project management system -- and use it. Find ONE invoicing system -- and use it.

### ***Automating Your Social Networking***

Save time in your social networking too by using "dashboards" such as [HootSuite](#), [TweetDeck](#) [Buffer](#) and [Seismic](#) that allow you to:

- Pre-schedule posts
- Post to as many (or as few) social networks as you like -- with one simple click
- Instantly check for posts that have been shared or retweeted; or responses to your posts



It's nice to keep the personal touch in social networking (and essential, if you're branding yourself rather than a product or business)... but social networking dashboards can help you save a lot of time.

## ***Delete!***

A final way to streamline, de-clutter and ultimately save time in your business -- Delete all your "baggage" -- both online and off.

**Offline Decluttering** -- If you haven't used that reference book on your shelf forever, remove it. Make space for another book that's handier -- say, your company manual! (You know: The one you've been putting together as you document your processes and progress.)

If you never use that printer because you work 100% online, donate it.

If your desk is overwhelmed with a mountain of papers, put them all in a box -- then schedule a date to go through them. Throw out everything you don't need.

If you're an "information junkie" who collects dozens of magazines because each contains one or two articles you want to refer back to, save space (and de-clutter your mind) by cutting out the exact article you need, then filing it in a binder. (Create alphabetical or Specialty Subject sections with Index Tabs.)

Remove outdated notes from your bulletin board. Throw out those outdated CDs (especially the ones that don't load any more!) Recycle the sixteen pop cans crammed into crevices and wash those coffee cups.

Well, okay, perhaps your desk hasn't got to that particular state of chaos yet -- but you get my point.

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And while we're at it, de-clutter your desk of all those **computer cords**. Go wireless on things like headphones, keyboards and mouses (mice?). Tie messy chords you have to keep loosely together and out of the way with plastic twist ties specifically made for that purpose.

**Digital and Online De-cluttering** -- The best way to start? **Unsubscribe** from all those marketers! Not only will this prevent your inbox from becoming quickly inundated and overwhelmed, you won't be tempted to buy eBooks you don't need -- themselves another source of hard drive clutter!

(You'll be amazed how blissful it is *not* to open an inbox spilling at the seams.)

Pick a date on your calendar and every day, week or month (whichever works best for you) delete extraneous Notepad notes, Stickies or emails.

Clean up your **contact files** and **address books**, removing people who are no longer part of your life.

**Use Gmail filtering**. I know, I know: You've been meaning to do that forever -- but set a date and a time limit and do it now.

**What to Do About Disposal Anxiety** -- And if you suffer from Disposal Anxiety, put all your discarded physical items in a big cardboard box and keep them -- away from your office -- for at least one month.

If you haven't used an item in the box by then, discard that item permanently.

If you're also experience digital disposal anxiety, copy those files onto a memory stick, and put the stick away in a drawer. Set a time limit, and if you haven't accessed those files by that date, delete them -- and re-use the stick.

Deleting Client Files -- Don't. You never know when you'll have to refer back to a note, look up stats for cost projection, find information for your bookkeeper, use an ancient project as a template, or settle a dispute. I keep at least three years of client records on my computer (sorted by year). Earlier files are stored on a big, fat 7gb memory stick.

(If you've been backing up on at least two duplicate memory sticks (which you should) your stored files are already automatically created by the time you go to delete hard drive records.)

## **Getting It Done**

Finally, make sure you put all these tips and strategies to use by scheduling time daily (on your new, online calendar) to start implementing them. When you've done this, you should know clearly that Monday is Physical Office Evaluation and De-cluttering Day, Tuesday is Hard Drive De-cluttering Day, Wednesday is Social Network Streamlining day, etc. etc. Make it a week-long or two week project -- even if you only allot half an hour a day.

You may feel like you're "losing" time every day by tackling these chores, but in truth the time you'll permanently gain will be priceless. If you're tempted to abandon the effort, ask yourself: "What could I do with an extra hour a day? An extra afternoon a week? And extra day a month?" (Print those questions out and put them up on your billboard!)

No time management app or system will really work... until you make it.

Remember -- "You can't manage time, you can only manage yourself".