

BUSINESS MADE EASY[!]

A man with short, light brown hair, wearing a blue and white checkered button-down shirt, is smiling broadly and splashing in water. The water is white and frothy, splashing up around his chest. The background is a plain, light-colored wall.

Episode 30

Focus, Clarity & Time Management for Busy Entrepreneurs

Full Episode Transcription

Have you joined yet?

The Business Made Easy Facebook Business Community
www.businessmadeeasypodcast.com/community

You're on Episode 30 of The Business Made Easy Podcast. Let's do this Mia!

Thanks Jason.

You're on The Business Made Easy Podcast. Here's your host, Jason Skinner.

Welcome to The Business Made Easy Podcast where we make business easy. I'm your host, Jason Skinner, and I want to thank you for joining me for another week of the Business Made Easy Podcast. We are up to episode number 30 and I cannot believe just how fast that has gone. It really is... I started this back in September and time has just absolutely flying by and it's been a lot of fun bringing you this content and a podcast show each week. I really do love doing it and I want to thank you so much for listening and tuning in as well, because the listener base is growing enormously and way beyond my imagination and it really is nice to know that you are appreciating the show and thanking you for listening and tuning in as well each week, it really does mean a lot to me to be able to help you and help you on your business journey. That's what my whole purpose of this podcast is, to help you to just have a better business outcome. So, thank you.

If you're just tuning in, thank you for joining us wherever you are in the world. I hope your business is going well. If you are looking to start a business, I hope that plans are coming together or the ideas are coming together for you. If you haven't joined our Facebook group community yet, you can do that by going over to businessmadeeasypodcast.com/community. We've got a free group going on over there, of entrepreneurs and business people sharing ideas and sharing their struggles and offering support to one another over there. So check that out @ businessmadeeasypodcast.com/community. I'm over there too and I'd love to see you there. It's a free group. This is no charge to it or obligation. So, yeah, by all means, just like-minded entrepreneurs and a great team of people, a great diverse range of skills, lots of people doing different things. So yeah, check that out if it's of interest to you.

Today's show, we are going to be helping one of our listeners who has written in and I'm really excited for this. Heather from Augusta in Georgia (USA) recorded a message on our website and she had a question about getting things done. I'm going to play that message for you in a second, but thank you Heather for taking the time to ask that question and I'm going to give you absolutely every bit of value I can today to help you answer that and help you move forward with your problem.

And as a thank you for asking that question I'm going to be sending you out a Too Easy T-shirt. A Business Made Easy Podcast, Too Easy T-shirt is going to be coming your way in the mail. And that goes for anybody who has a question and wants it answered in business, if we play that question on the show for you, we will send you a Too Easy T-shirt. Pretty groovy black t shirt, actually I quite like... quite comfortable to wear, so yeah, not because their mine, but yeah, I just like wearing them. So, Heather, that's coming to you in the mail and look out for that. But let's, start by listening to your question, Heather.

Hey Jason, it's Heather from Augusta, Georgia. I had a question for you in regards to being able to identify the key, most important tasks in your business that you should be focusing on mostly throughout your day. I know I've heard over and over again, people talk about, you know, doing those key 20% things that make up for 80% of your business. And in theory that

sounds incredible and I want to do that. But being able to really hone in and identify what those key things are, especially in relation to the marketing side and getting your brand out there and your name out there. I'm working on building a personal brand in a podcast and all the different directions and all the different things that are available for me to do and to pursue is just unlimited. It's insane and everybody's saying you should be on everything and do everything, but I know that I need to identify what's most important and makes the most sense and in long-term will have the best results. I'm just figuring out what that is, is very difficult. And so I would just love your advice and input on that.

All right, there you go. That was Heather's question. Thank you, Heather. And it's an excellent question. Thank you for asking it. It's a massive and common place problem I think that all of us as entrepreneurs and business owners face is getting, how do we get things done when there seems to be more and more things happening and what do we prioritize when everything seems a priority? And it just, look, you wonder where the days and weeks ago, I know myself with the things that I've got going on and you just, you know, you start Monday and before you know, it's Monday again and you go, what did I actually achieve last week? So we're going to talk about that today and I'm hopefully going to answer that for you, Heather. I guess the, I'm going to give you my approach to it.

There are a million different schools of thought out there in terms of, um, the best way to tackle these things, but I guess I'm going to share with you the way I look at it and the resources that I draw on and the strategy and approach that I use to coach my clients, uh, but not only coach my clients, but also implement myself as I'm working through these issues with them, with myself and them, but I guess the thing to note is that there's just so much noise out there these days. If you look at just how much content is being created and how many strategies and the marketing space alone, if you just look at marketing, let alone anything else, but if you just look at the marketing space, it's one of the noisiest places around, I mean there's strategies galore and everyone's saying you should have this funnel and it should do this funnel and you should be doing this and it's just not going to get any quieter unfortunately. It's just getting louder.

Bots are now the flavor of the month and automation, bots and automation messaging, Facebook messaging, that's the latest thing everyone should be, I guess, you know, implementing bots now. And so, you know, we run off after Bots and trying to implement those in our business and we never ever, it's just a constant feeling of overwhelm and spinning our wheels and going, really what, you know, what's all this about. And I think, that's what your question's alluding to, Heather, is that, what do you do? What, how do you prioritize this stuff and, you know, and work out what's important.

Now, I'm going to give you a bit of background here. A bit of a history lesson and a story I guess. I come from a nineties vintage of time management and fundamentally that's what we're talking about when looking at Heather's question, we're looking at the way we use our time and what things we do with our time. And there are a number of, and as I say, I come more from a 90's originally from a nineties version of time management where everything was very analog and scheduled, I guess, you know, we scheduled into diaries and planners and strict time slots. You know, if we wanted to do something, we would say OK, well I'm going to allocate Tuesday from nine to 12 doing that task. And the problem with that, and it was good at the time, you

know, we always had this sense of organization and sense of everything was under control because, you know, it was all slotted into our diary.

The problem with that philosophy was that we really didn't allow, it doesn't allow for things that crop up, so, you know, if an emergency happens or anything like that and you've slotted Tuesday from nine to 12 or whatever it is to do a certain task, if an emergency happened in that time, there was no flexibility in your calendar whatsoever. And then if you didn't do that task because it was slotted into that time, then there was a feeling of, sort of under achievement at the end of the day almost, because, well not almost, it was, because you look back at your diary at the end of the day, you go, I didn't get that done, didn't get that done. They call it the second generation of time management and it's Stephen Covey, who we're going to talk a fair bit about in this episode, but Stephen Covey is a world-renowned author on this personal effectiveness topic and he identified four key generations of time management and the first one was before my time, but it was in the nineties, but it was all about identifying tasks and recognizing demands on our time.

So we basically, we just work out, you know, OK, these are the things I'm going to get done, how long is it going to take to get that done and then we'd slot them all around and then that sort of lead in then to, so basically giving everything a time slot if you like. And then we moved into the use of calendars and appointment books in the second generation, which was all about scheduling and planning for the future. So that's what I was just talking about there and that was sort of the, the timeframe that I grew up in, and then we moved and developed further into, sort of planning ahead and prioritizing activities around applying our personal values to the process and a prioritization as well and making sure that it, I guess it's whether the work-life balance thing came in and, you know, is everything in balance and perspective in terms of prioritizing tasks.

But now we're focusing more on activities, so we're looking more at effectiveness of time and that's what we're going to talk about today. We're looking in this fourth generation of time management as effectiveness of time and how are we using our time? Are we using our time effectively? And I'm going to take you through that today because I think working through that phase and working through that model will give us a really good grounding and help you focus and help you answer the, hopefully I'll answer the question for you as well.

So let's talk about the components of a business day. When we talking about a day in business, a day in our entrepreneurial businesses or whatever it is that we're doing, what are the components of that day? And the way I look at it is that there are two components, two practical components that make up a day for us and the first component are "Things" and I'll explain that in a moment and the other is "Time". We've got Things and Time. They're the two things that we have in our day.

"Things" are things we want to do, things that we have to do, things that are urgent. There are all types of things that we can choose to do in a day and, you know, what's happening is we're getting more and more things coming into our day, and I'm sure everyone would agree with that, that just seems to be this ever amount of things to do, things we want to do, things we want to look at, They're things. So they're very flexible. It's a dynamic situation and it's forever-changing and forever growing and things come and go and these things unfortunately

are all competing for our attention and if you look at and marketers out there, they know these, they are putting things out there that grab your attention.

So, you know, the digital space has just provided this superhighway of things to float around and land in our inbox. Things to land onto our phones, things to track us on location with now location tracking on your phone, we're walking around with a personal tracking device in our pocket. I say that not to freak you out, but you know when you think about it, that's what's going on. You know, when you walk up to it or you're in a shopping area now and Google knows what you're looking for virtually before you even know you're looking for it yourself. So all these things are automatically coming to us and into our... competing for our attention. And, you know, I look at the notification, it's a very simple one, the notification button on your phone like, where you've got Facebook.

There's a thing, if you like. Social media is a thing and it's got the little red dot there and it tells you how many messages are waiting for your attention. If you look at your text message, how many tweets, how many Instagram likes you had, you know, it's all there and when you open up your computer and your inbox is full with things, emails, you know, headlines that are catching you. So, you know, I'm just telling you this to put it in perspective and I'm sure you will feel this and you all know this, but yeah, it sets the scene as to this perspective and the variation that occurs in that. And then we have this other thing which is called time. Now, time is something that is rigid and by rigid I mean it's finite. It's a fixed amount.

We don't get any more time than the 24 hours that each of us have in a day. We have 1,440 minutes, seven days a week. We all have them 365 days a year or 366 sometimes, but we all have that same fixed amount of time. So on one hand, one element that I'm talking about there, you've got your things or the things that are growing in number. But then we've got this fixed finite amount of time, that's the other element. So it's no wonder that we're feeling overwhelmed in business, it's no wonder we feel like we're not getting anything done. And I guess what we want to look at doing is: What things are we going to choose to do that are going to be the most effective, that are going to move us forward in what it is that we want to do?

So that's the next the thing we identify, OK, there's these things, this fixed time. What things am I going to do to advance or move me forward in my journey in business? And Heather, I think that's really where your question's getting at is, is saying, OK, how do I decide what to do? And, and you know, there's all these things, what should I be doing with the time that I have? And it's very, very important, Heather, to I guess start with...it's probably the most, this is probably the best exercise that you could do, is just hit the stop button with everything. And I would sit down and work out exactly your vision and your "why", your absolute why you want to go down the path, why it's important that you are going down the journey that you are going down, why you wanted to do the business that you want to do, why it's important to ask yourself why, why, why?

And you can use that question, it's probably one of the best questions you can.... simplest, best questions you could ask yourself before making any decision: Why? I should do this because, why? I'm going to start doing this, why? And if you can answer that and it's in alignment with your business vision and what you're trying to achieve then you've got a greater chance of filtering out, if you like, all the noise and all the stuff that actually doesn't matter when you...

and you got to be honest with yourself too, when you ask yourself that question. Simon Sinek, a fantastic author, has a great book on this very topic, and it's called "Start With Why". He goes into great depth, more depth than can get into in this episode, but I'll put a link to that book in the show notes.

If you are in business and haven't read it, you should check it out. It is a fantastic read for anybody in business and I thoroughly recommend it. But, if you haven't got time to read it, there's a good youtube presentation he does as well. So check either of those out, but if you're a reader check out the book, it's great. It's well worth reading the book. So I guess if we now understand this formula and the elements, we can, and this is where things like the 80/20 principle that you mentioned Heather, comes into it, the pareto principle, it's called, when we're looking at effectiveness, you know, what are the 20% activities that are going to give us 80% results, you know, to help us achieve our goals?

But I want to go back, before we get into 80/20's and all those sorts of things, we really want to look at making sure you have got that vision of yours really honed down and you know exactly where you want to go. As I said, you want to know where you want to go, what it's going to look like. Have a clear picture. You should be able to, if someone walks up to you and says, where are you going with your business? What are you, you know, what's your business going to look like?, you want to be able to describe that as clear as a perfect picture. This is one of the reasons I love having a CEO approach to a business, to any business, whether you're a sole trader or whatever, whatever size your business is.

I love the concept of having a CEO approach. And I spoke about this back in Episode 27 of the podcast...you can go there to businessmadeeasy.com/podcast/episode27... and I described the CEO concept of running a business. But once you understand your "Why", you can then work very, very clearly, I guess, and your vision, you can then work very clearly on your strategy and your "How". So you know why, you know what, but the business strategy looks at how and the things that you're going to need do to reach this vision. And you know, so I actually spoke about that in Episode 4 actually, "Business Plan on a Page" and I take you through a one page business plan strategy to help you establish that "How" and then when we know the "How" we're going to know who our customer is that we serve and who the customer really is.

Again, I spoke about that in episode 29, sorry to bombard you with all the episodes, but I do a lot of work in this space and I'm very, very passionate about it. And, yes, understanding who your customer really is so you can speak in their language, you can help them as best you can. Now we haven't spoken about tools or any "things" yet. We've just been speaking about our "Why" and what we do and adopting that CEO approach to doing it. But the way I then approached the "things", the many things that come into my day is if I've got all that clear, that I just spoke about, the vision, the why, the customer, who the customer is, my strategy, etc, then adopting a CEO approach, I can then work on my effectiveness of a week so I can actually say, right, as the CEO of the business, I need x amount of hours a week to work on these strategies and implement and move this business to where it needs to go to achieve my vision.

And this is whether you are a "Work at home on the Internet" type business or whether you've got a physical bricks and mortar business, the same principles apply here in all your life. Like, to me, this is the way I approach it, as I say, there are many schools of thought on it, different ways

people do it, but this is the way that works for me, and hopefully it will work for you as well, but I just approach it that way and say, well, OK, so I'm going to dedicate Monday mornings to...well, my day is Wednesday, so we will say I'm going to dedicate every Wednesday to working on the big things that matter most in my business. And I'll take you through a bit of an exercise again, Stephen Covey did an exercise on this where he spoke about: he had two, two big jars, both exactly the same size.

And then he had exactly the same number of large rocks. It was an exercise he did where, so for a, we'll call it Jar 1, he had 20 large-sized rocks and a container of sand, and for Jar 2, he had the same number of rocks and the same size tub of sand. And what he did in the first exercise is he put the sand in, cause it was the easy stuff. If you think of sand as the easy stuff, he put the sand in Jar 1 first. And what he found then, when he went to put the large rocks into Jar 1 they wouldn't all fit in. And then so basically the exercise's saying, well, hang on, I've put the sand in the container, I need a bigger container. And if you think of the container as time, you know, I need more time.

I've done all the little things, but now I need more time to do the big things. You can guess what happened with the second tub (Jar 2). He put the big rocks in first, so he had his, think of the jar, Jar 2 as the 24 hours in his day, he put the big rocks in first, the most effective things, and then he poured the sand over the big rocks and the sand, the small things, filled in around the big rocks. I think that's a great analogy for business and how we spend our day is that if we put the big rocks, the big tasks, the important tasks, the effective tasks that are going to move as closer to our "why", move the needle, then we're going to, we're going to...all the small stuff will fall into place around that.

So when we're talking about small stuff, that's where all the "things" come into play because as I said before, we've got all these things being thrown at us day in, day out, and there's all these new shiny objects. I am absolutely, I'll put my hand up here, hand on heart number one, guilty of getting attracted or flying into the light of shiny new things and I have to stop myself at times, many times. But yeah, I, you know, you have to, you have to say, OK, these are all "things", and what I adopted is a "Toolbox approach". And I guess I'll use another analogy and another story. If you think of... think of it this way: a carpenter or a builder doesn't open his/her toolbox and go, "Oh, I've have a saw there,

I'm going to go and cut some wood and I'll just keep cutting wood. He looks at it differently. They look at, this is a project that needs building and I'll cut the wood as I required to cut the wood or I'll go and get their tool that are require from my toolbox and use it at the appropriate time. He knows what tools he's got in his toolbox, but it doesn't mean he's using them just because they're there. And that's how we've got to look as marketers and as business owners and entrepreneurs. That's how we've got to look at all these digital products and strategies out there. Because there are so many and there's so many strategies that all seem to be shooting the lights out. But do you know what they are all tools at the end of the day and are all tools that we can bring in to achieve specific tasks that we need achieving at a specific time and at a strategically specific time.

So as the CEO of your business, you've only got so many hours in a day, you got to get the "big rocks" done and then you bring in the tools that you need to achieve those big rocks as and when required. Just because bots are coming and someone says, Oh, you should have Facebook messages going, that's the new buzzword, doesn't mean you drop that strategy that you're working on this week and go and pick up a bot strategy somewhere and try to implement that into your business because that's the lightest thing. And I think that's where a lot of us fall down. I'm constantly reminded, and I hear people say this all the time when we're talking about strategy and implementing things in their business and they go "But I don't have time for that". "Oh, there's not enough time in the day for that".

And my first question is, do you use social media? And they go, Yep. I said, well, there's time to do the important things that are required in your business because a lot of people don't realize this, but 10 minutes a day, so 10 minutes wasted a day is an additional 61 hours a year. Now, 61 hours a year, you can get a lot of stuff done. That's only 10 minutes saved a day. So think how much time is spent on facebook, social media, surfing the internet, trolling through an necessary emails, all that stuff adds up. So if you can't find 10 minutes a day of 60 hours, you can get a lot of stuff done in 60 hours. So my point there is, think of all these things as tools to keep in your toolbox.

There's a couple of ways I organize these. So I'm a really big fan of Evernote, so what I've taken to doing lately is to, if something comes in and I go, oh, that would be useful I skim it for, I give it a couple of seconds just to skim what it is. If it's relevant I say OK, well what's that relate to? Is it a social media tool? Is it social media research? Is it a tip? And I just categorize, I right click and flick it to Evernote, it's not important right now. I'm gonna go through how you prioritize this very shortly. So that way when I want to find something, so when I am working on the big rocks and OK, this is the project that we're going to work on, it's important Why? I've have asked myself the why question because it's important to our vision and it's going to achieve these, these other tangible outcomes that we're looking for.

I will then go to a, to a relevant section and find the tool that I need to achieve that exercise, that's a CEO way of approaching it. So really, I guess my point there, Heather too, is think of all these things as tools, store them in a toolbox of your choice. Another great way to do it, if you don't have Evernote or don't use Evernote, is to use a Google Sheet. Just get a Google Sheet and have a tab for each key area that you work on in your business. You might have a tab for social media and just have a section for LinkedIn, a section for Instagram, a section for Facebook or whatever it is and save any links and documents, etc. in there. And you can always, if you've always got a reserve there you can go and grab it at any point in time, even though it seems to be a simple way to do it.

But you could certainly use a spreadsheet like Google Sheets if you wanted to. And yeah, it's really, really, you want that off your table. You don't want to be burying yourself down in there. Adopting the CEO approach that I'm talking about and the toolbox approach, so having all the tools there and then setting that time each week to work on the strategy and the big rocks, the "What is important to achieve" and scoping it out, the steps involved within each big rock there are going to be smaller rocks and there's gonna be some sand in there as well. So if you think of each rock as a major project and there's going to be smaller rocks in there that you should be doing and then there's going to be sand and, and not so important rocks within in this, and

that's again, when you come into this 80/20 scenario, but you know, what is going to have the biggest impact and what should I be doing and setting that time aside to work on that and don't budge on it.

I think I've mentioned this before, but my Wednesdays, my "work on" days are non-negotiable. I do not budge them for anything. They are very, very, very important. They're not urgent, but they are important parts of what I do because that's the day that I work on the big projects. That's the day when I scope out the weeks ahead and the slots ahead as to what I need to be working on and when, and how that's going to happen. And in that process, on those Wednesdays too, I look at what resources am I going to need and we're going to talk about that in a moment because when we're looking at resources that can be a minefield time-zapper as well. There was a good...actually while I think of it...Stephen Covey, again in his book, *The Seven Habits of Highly Effective People*, if you haven't read that I really, strongly recommend you read that one as well, which is a fantastic book, I'll put a link to it in the show notes.

But Steven Covey came up with this matrix and I don't actually think it was his matrix originally, I think it was Eisenhower's model originally, which was anyway, I won't get bogged down in the technicalities. See that's the accountant in me there, I'm getting carried away with all the accounting, sort of a deep, theoretical stuff. So I'll get off that, get back into what I was talking about. But Stephen Covey in his book anyway, he has this thing, a matrix to prioritize the level of importance. So in Box 1, so if you picture a box with four quadrants. So in quadrant one he has, it's a box that is "important but urgent matters". So your important, urgent matters go into that. In Box 2, they are important...that's for "important matters, but they're not urgent". And that's like my Wednesdays I was talking about.

And then in Box 3 you've got "urgent, not important matters". And then in Box 4, quadrant four, you've got "not urgent, not important", and you know, never will be. So the things that really, and that's the sand I was talking about in the, in the previous analogy, but, you know, that's the stuff that...it's the small stuff. I call counting paper clips as another way. Um, you know, are we counting paperclips here or are we actually doing the big ticket items? But, yes, so Stephen Covey had these matrix and it's a good matrix to look at when you, when you're sitting down with your CEO approach and planning and scoping out your week. OK, well I've got this list of tasks here. You know, where does it fit in this matrix?

Is it Important/Urgent? Important/Urgent things are things that are going to have a consequence. That if I don't get this done and sorted, I'm going to have an issue down the track or it might be a more immediate issue, you know, it might be a customer complaint it might be, you know, a problem that's going to fester. So you need to really address that as a matter of priority. Important/Not Urgent. Now they're the ones I like the best. They are the ones that are going to move the needle. They're important because they're going to help us achieve our goals. They're going to help us move the needle, help us grow our business and help us achieve success. But they're not urgent because they can easily be put off till tomorrow and the next day and the next day.

And they're the things that we... that's why we're left with overwhelm and whatnot because we know they're important, but they weren't good enough for us to grab our attention. Urgent/Not important, they are things that, that's other people's noise really. Yes. That's when

someone emails you and says, Oh, I need this urgently, but it's not important to you and it's not important to your greater cause or what you've got going on. Then you've got Not Urgent/Not Important. And that's checking social media. It's just not urgent and it's not important. It's checking those notifications on your phone. They're not urgent, not important. So a great matrix to use as tool to, again, I'll put a link to the book in the show notes, check it out.

But it really is a fantastic tool. And, you know, maybe a matrix similar to that for you might work in terms of attaching it to all the things that you've got going on in your business right now and helping get perspective around that. And just a brief story on this. I'm like, you know, I'm telling you this, I suffer from it myself and this is, as I say, this is stuff that I've had to learn to implement in my business. So I'm not telling you stuff that is not, a real deal out there. So, yes, I suffer from it as well. So I really relate to your question and what you're talking about, but I mean, a classic example is I love tinkering with Photoshop and Wordpress and, you know, making things look good on the screen and I get a real buzz out of learning new technology and mucking around with Photoshop and seeing what I can achieve and learning new things with it.

But do you know, is it urgent? Is it important? No. and should I be doing it, is it the best use of my time? No. And as I said, if you go back to the thing I was talking about with 10 minutes a day, man I can lose an hour a day on Photoshop if I really start mucking around with it, or longer and I was on Wordpress on the weekend, mucking around with something and found another problem which lead me down another path. Before I knew it I've lost two or three hours of time and back to the time equation before, we don't get any more time. Like that 4 hours I can't get back. I can make more money, but I can't get more time.

I can't get that four hours back. Had I have delegated the task to my web person and said, this is the problem, can you have a look at it, I could have moved on with something greater and you know, we get in the trap there of "yeah but I enjoy doing it". I'll tell you what, it's not a good enough reason unless you're going to set aside that specific times during the week where you know that I'm consciously doing this as a hobby or interest. It's got nothing to do with my business, I'm really just doing it out of a passion for the hobby or interests that I've got. But, it's the difference between consciously doing it and subconsciously or not consciously doing it. You know, you've really got to identify that and again, CEO approach to your business.

The CEO is the conductor of the business. They're not the one playing all the instruments. They are the one conducting the orchestra so that they're bringing all the instruments together to make the music. And that's the way I look at it and that's the way I think that you really could approach this in your business too Heather is to look at what it is that you're doing. So just to recap, there is a lot there we've covered, and I hope I have answered your question, but firstly Heather, you want to get very, very clear about what it is your business is about and why it is important and if that is important enough for you and clear enough for you then you'll set about the strategy and identifying the key markets and the key customers that you serve and what your "Why" is going to help and deliver to people meeting it.

You're then going to, once you've done that, again with the CEO...adopt that CEO role and map out the most important strategies first, what's going to give the most significant results with the least amount of effort. So that's a move the needle the most, you know, so we're looking at the 80/20 principle there and then work out, get all the clutter out of your inbox and what-not,

and get some sort of repository to put all those tools in some sort of toolbox, to keep all those resources and all that information, because that information is going to keep flooding in. I was just looking the other day at an image called the Martech 5000 and it's all the marketing technology that's from 2017 that's out there in there's 5,000 pieces of marketing technology and software and tools out there.

Now, the staggering thing for this was that, so that's 2017, there's 5,000. In 2015, so only two years prior there are only 2000 tools and it's just growing at an astronomical rate. So if we don't get these filters that I'm talking about today in place, you know, we're just going to be so overwhelmed, our eyes will be popping and we will be feeling so overwhelmed. So, the Martech, 5,000, check that out. I'll put a link in the show to that too so that it's worth checking out and it's no wonder we're feeling overwhelm in our business. So adopting the CEO approach you're going to set your strategy, you're then going to bring the tools that you need as and when you need them, you're not going to get caught up with the latest shiny thing because the person spruiking the lightest shiny thing, that's a business, their business is spruiking the latest shiny things on Facebook, on Instagram, on Messenger.

They do a great job, don't get me wrong, but you kind of have to just listen to them as and when required rather than, be lead by them. You're the leader, you're the CEO. You determine what comes in and out of your day. And when, and how, so, yeah, just keep that in mind and I hope that helps. So adopting those tools, bringing those tools in as and when required to achieve the strategies that you have set and achieve the goals and expectations that you've set for the future as well. So Heather, I hope that answers your question. There was a lot in that and I hope... I'm happy to help you further if you got any further questions and I'll haven't answered them fully for you, please drop me a line at Jason@Businessmadeeasypodcast.com

And that goes for any of you out there as well, that have any questions, feel free to drop me a line if you've got further questions around what I've been speaking about today. It is a big area. It's a totally understandable question and so common, and I see it everyday in business when I'm helping my clients to implement the strategies and grow their businesses. It's just such a common question. So, thank you for asking it, Heather. I really appreciate you and I appreciate you taking the time to do that and appreciate all of you too for listening and thank you very much. I hope it was of help for you. I'm going to put all the links in the show notes for you to help you out, and also too just keep in mind that if you do have a question in business yourself, or a further question on anything we've talked about today, by all means, go over to the website to businessmadeeasypodcast.com and you can push the red record button there as hey, the deed and you can ask your question. I will get that in an audio file and I'll be sure to answer that for you with as much clarity and value that I can to help you grow. So. There we go! Until next week. This has been great. I've been loving talking with you and I hope you have a hugely successful week in business. I'm going to hand you over to Mia now and I'll talk to you next week. Here's to your success. Take us home Mia!

Thank you for Tuning In

We hope you enjoyed this episode.

If you have any feedback or questions about the content in this episode please don't hesitate to drop me a line at jason@businessmadeeasy podcast.com I would love to hear from you.

Other things that you might like to help grow your business.

We have a very active facebook community that is free to join for business owners and entrepreneurs. You can get access here

www.businessmadeeasyfacebook.com/community

We are also on Instagram at

www.businessmadeeasypodcast.com/instagram

Thank you again,
I appreciate you !

*Regards
Jason*