

Success Secrets of Super Productive Women



Rosalie Marcus, The Promo Biz Coach TM

www.promobizcoach.com

Rosalie@promobizcoach.com

from **Great** to
Extraordinary

PPAI EXPO
#ppaiexpo

What You'll Discover

How to:

- Make more money with less time and effort
- Arrange your day around high-payoff activities
- Process and organize email quickly
- Eliminate time drains
- Delegate
- Shift your mindset and keep the momentum going

from **Great** to
Extraordinary

PPAI EXPO
#ppaiexpo

Your habits determine your future and your fortune!



from **Great** to
Extraordinary

PPAI EXPO
#ppaiexpo

#1 Have a plan

FOCUS ON WHAT YOU WANT.

Successful women have a plan and strategies. **Take the time to write your yearly, monthly, weekly goals.**

What gets measured gets done!

Have a monthly written sales goal.
Every day take action to move you closer to that goal.



from Great to
Extraordinary

PPAI EXPO
#ppaiexpo

#2 Know Your Ideal Client



from **Great** to
Extraordinary

PPAI EXPO
#ppaiexpo

#3 Follow the 80/20 Rule

80% of your business will come from 20% of your clients.

Who are your top 20%?

Who are your most profitable clients?

How can you get more sales from them?

Who don't you want?

**It's not about working harder or smarter.
It's about working on the right things.**



from **Great** to
Extraordinary

PPAI EXPO
#ppaiexpo

#4 Focus on High Payoff Activities

HAVE A LASER LIKE FOCUS

DO THE HARDEST THING FIRST!

Done is better than perfect!

What are your top 3 high payoff activities?

EVERY DAY ASK YOURSELF...

If I could accomplish one thing today that would make a big difference in my success what would it be?

What two things, what three things?



from **Great** to
Extraordinary

PPAI EXPO
#ppaiexpo

#5 Let Go of What's Not Working

- Do a KWIKN analysis
- **Knowing What I Know Now...**
 - Would I work with this client?
 - Would I hire this sales person
 - Would I use that supplier?
 - **BE WILLING TO LET GO AND**
 - **MOVE ON...**



KWIKN Source Brian Tracy
www.BrianTracy.com

#6 Take Control of Email

- Use folders to organize
- Turn off alerts
- Only check three certain times
- Use auto-responders
- Have separate email addresses
- Limit to five sentences
- Put message or response in subject line



#7 Do, Delegate or Eliminate

Who can help you?
What can you delegate?
What can you eliminate?
What can you outsource?



from Great to
Extraordinary

PPAI EXPO
#ppaiexpo

#8 Create Systems/Checklists

Make a checklist for all important procedures.

- Order Entry
- Follow up
- Preferred Supplier
- Answering the phone
- Procedure for problems on orders



#9 Create an ideal workspace

A nice environment increases your productivity.

What will make your environment nicer?

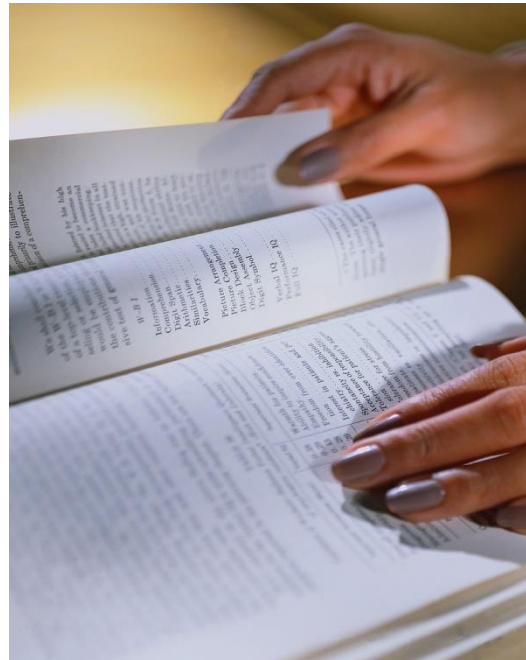


from **Great** to
Extraordinary

PPAI EXPO
#ppaiexpo

#10 Stop Multi-Tasking

- Have a laser like focus on one thing at a time.



#11 Block Time



- Know your most productive time of day.
- Work in time blocks, separated by short breaks.
- Take 5-10 min. breaks to refuel and get up and walk.

from **Great** to
Extraordinary

PPAI EXPO
#ppaiexpo

#12 Use Apps & Time Savers

- Hoot Suite: www.hootsuite.com
- Evernote: www.evernote.com
- Dropbox: www.dropbox.com
- Waze: www.waze.com
- Cam Card: www.camcard.com
- Fiverr: www.fiverr.com
- Virtual Assistants: www.ivaa.org

#13 Use Your Commute Time Well



from **Great** to
Extraordinary

PPAI EXPO
#ppaiexpo

#14 Take Great Care of Yourself



from **Great** to
Extraordinary

PPAI EXPO
#ppaiexpo

#15 Practice

- Time management is a skill, like learning a sport.
- Practice and you will get better!
- Do fewer things but the more important things!



Sum Up

- Daily habits impact your future
- Have written goals and action steps
- Follow the 80/20 rule
- Take control of email
- Do, delegate or eliminate
- Create systems
- Love your workspace
- Take great care of yourself



Thank You!



Rosalie Marcus, The Promo Biz Coach™ helps promotional sales professionals sell more at higher margins to better clients.

Get FREE Tips and Resources at her website.

www.PromoBizCoach.com

Contact her at:

Rosalie@promobizcoach.com or 215-572-6766