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**Achieve More Doing Less**

**By Cyndi Smasal**

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Thanks,  
Cyndi Smasal

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The secret of achieving more with less is found by using the 80/20 principle.

The 80/20 principle demonstrates the difference between efficiency and effectiveness. It emphasizes the effectiveness that can be gained through simplicity.

For example:

- \* 80 percent of what you achieve at work comes from 20 percent of the time you spend working.
- \* 20 percent of a company's products usually account for 80 percent of its sales. And 20 percent of its employees contribute to 80 percent of profits.
- \* 20 percent of criminals account for 80 percent of crimes.
- \* 20 percent of motorists cause 80 percent of accidents.
- \* 20 percent of your carpets get 80 percent of the wear.
- \* 20 percent of your clothes will be worn 80 percent of the time.

## Achieve More Doing Less

- \* 80 percent of traffic jams occur on 20 percent of the roads.
- \* 20 percent of computer users purchase 80 percent of software.

Need to make money in your business NOW?

Determine which 20 percent of your customers are producing 80 percent of the profits. Now focus on keeping them happy and increasing the amount of business you do with them. Tap into them for referrals because these are obviously satisfied customers.

Need new clients?

Determine which 20 percent of your prospects are most likely to

become customers. Focus your follow up activities on them.

Here are some other ways to apply the 80/20 rule:

- Look for short cuts.
- Be selective more than exhaustive.
- Delegate and outsource as much as possible.
- Target a limited number of goals and focus like a laser beam on them.

Don't do any of these things in a hurry. Patience will enable you to spot the areas that need changing. Fast isn't beautiful. Big isn't beautiful. Small isn't beautiful. **SIMPLE IS BEAUTIFUL!** Use the 80/20 rule to keep it simple, and you'll start to achieve more while doing less.

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Cyndi Smasal: Jump–Start Coach & Inspirational Speaker  
Gives focused one–on–one Coaching to people who want their business to succeed in 90 days or less.  
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Cyndi Smasal is a "Jump–Start" Coach and Inspirational Speaker who inspires people to manifest their dream. She has a Bachelor's Degree in Computer Science, 15 years start–up experience and specializes in working with entrepreneurs who want to start, focus, or expand their business without giving up their life. Send e–mail to <mailto:csmasal@cyndismasal.com> for a FREE Coaching Session or visit <http://www.JumpStartCoach.com> for more information.

## Easy Way to Achieve Your Goals

By Cyndi Smasal

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What accomplishments do you take the most pride in?

My favorite feeling is accomplishment. Is there anything better than thinking, "I'm finished – mission accomplished"? Think back to the accomplishments in which you take the most pride.

What did you accomplish? How did you accomplish it? What did you do specifically to accomplish it? What strengths did you use? What steps did you follow? What did you get out of the accomplishment?

When you take time to reflect on your past accomplishments, you learn from what went right. The lessons learned will help you achieve your future goals.

Now think ahead to the goals you still have.

What do you specifically want to accomplish in the future?  
How will you know when you've accomplished it?  
Is this a realistic and achievable goal or is it far fetched?  
How does this goal relate to your lifetime goals?  
By when do you want to achieve this goal?  
What will achieving this goal do for you?  
What steps do you need to take to achieve it?

Here are 5 reasons to go back and write down the answers to those

questions.

- 1) Goals that are written down are more likely to be achieved than unstated goals.
- 2) Knowing what you specifically want to accomplish by when, gives you the energy and motivation to start working toward the goal.
- 3) Acknowledging what you will get when you achieve this goal pulls you into action.
- 4) Stating action steps helps you plan out how you will go about achieving your goal.
- 5) You'll never leave where you are until you chart a course to where you'd rather be.

Now go back and write down the answers to those questions.

The easy way to achieve your goals is to learn from your past accomplishments and write down your future goals in such a way that they help you achieve them.

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