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Create a Marketing Routine

By **Matt McGovern**

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Without structure or routine built around your marketing efforts, you're likely to lose focus and get distracted—something that's far too easy for small business owners and the self-employed to do—and your marketing will fizzle.

One simple way to add structure to your marketing is to create an overall plan that outlines for you exactly what you hope to accomplish and when. You can then supplement this with shorter-term, action-oriented "to-do" lists aimed at reaching your marketing goals.

Here's how I keep my marketing efforts pointed forward:

1. Every year, I create a short list of "Calendar Year Objectives"—goals I want to achieve by year's end. I usually give each goal a name, and then write two or three sentences describing what achieving that goal should look like. For example, an objective might be to write a book, followed by the title and subject matter, and by what date I hope to get it done. This does not have to be a painful exercise—my list usually fills only half a page.

2. Using my "Calendar Year Objectives" as the basis, I then create a "90-day Plan" where I outline specific steps as to how, in the coming 90 days, I intend to make progress toward my stated goals. At the end of the first 90 days, I look at what I've done, what's left undone, and then adjust as needed for the next 90-day cycle.

Each "90-day Plan" I create is generally two or three pages long, comprising a list of clearly stated bullet points with relevant dates. The idea is not to make the creation of the plan my end game, but

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rather to have a simple, action-oriented tool in place that keeps me focused.

3. Every month I then create a simple list of items that I need to accomplish within roughly the next 30 days. I call this list my "Monthly Milestones" and it's usually nothing more than verbiage I cut and paste from my current 90-day plan, arranged in sequence.

4. Lastly, at the start of each week I create a "Weekly Task List" of what I need to do so that progress towards my goals continues. This is akin to a "to-do" list and I simply cross off each task as I get it done. Some weeks my list is loaded, other times there may be only one or two items. What's key is that there's always something to do . . . and that something always gets done.

Of course, in all that you put on paper or commit to your computer screen, be sure to maintain an element of flexibility. Create your plans and follow them knowing that from week-to-week and month-to-month your objectives can—and most likely will—change.

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### **Make time for beauty**

**By Kenia Morales**

#### **Make time for beauty by Kenia Morales**

In today's hectic World many of us women have little or no time at all to take care of ourselves. Wouldn't it be nice to have a couple of hours just for yourself? Or simply have a more put together look? Here are some tips that will allow you to make time for your own beauty routine!

- Schedule the beauty routine in your weekly schedule beforehand; even if you are going to do it at home.
- Make it a routine and stick to it, for example: I will do my hair and nails every Thursday night.
- Do you have dry skin and no time for daily moisturizing? Try buying soap for dry skin.
- Delegate at least one of your chores to your partner or a family member.
- Cut off your cooking time, and order out or prepare microwave dinner. You can also cook for two days and take the next day for your beauty routine.
- If you can afford it pay someone to do a portion of your chores.
- Have all the necessary items for your beauty routine in one place, to avoid wasting time looking for them.
- Do not take phone calls during your beauty time.
- Cut off or limit time wasting habits such as TV.

Kenia Morales is the publisher of online magazine <http://kpatra.com> "For Every Aspect of Today's Woman. Visit her site to find a variety of women related issues and topics" [click here](http://www.kpatra.com/keniascolumn.htm) <http://www.kpatra.com/keniascolumn.htm> to find Kenia's little piece of heaven her inspirational column

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