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Time Saving Tips for Harried Website Owners (or, Going Online While Simplifying Your Life)

By Tatiana Velitchkov

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It's a situation many entrepreneurs inevitably find themselves in, after the first few months of doing business online.

First they build a website designed to attract the attention of millions of people. But when the first of the millions start coming in, these same business owners often feel like turning them away.

And it's not that they don't want new business.

It's just that they have a difficult time meeting the demands of existing clients, responding to the inquiries of potential customers, AND keeping their website as updated as they promised, all at the same time.

If you're one of these entrepreneurs, don't pull your hair out just yet.

Here are 4 time saving options you can use to keep old business alive, attract new ones regularly – and still keep looking good on & off the web.

1) Outsource or Delegate

If you find that online activities are taking up too much of your time – time you feel you could better use for other

aspects of your business – then you should decide to either hire a skilled employee, or outsource the tasks to the experts.

The most common – and most time-consuming – web-related activities that most business owners have to attend to are:

- reading & responding to email
- creating & uploading new content for your website, and
- managing & moderating your mailing lists

The good news is that these things can be performed by

anyone with a computer & internet access, and therefore CAN be delegated to people with the proper skills.

In fact, many skilled editorial, administrative, and web development professionals are already offering their services on the web. To find them online, just go to any search engine and use the following key words:

- editorial services
- ghostwriting
- virtual secretary, and
- web development

2) Plan for A Low-Maintenance Website

Not all websites are created for the same purpose; it only follows that different websites would need different amounts of maintenance.

The following 3 website types are the ones that require the least:

a) The Press Kit

Designed to encourage the press to write (good) stories about you & your company, this type only needs a few regular pages to do its job:

- your latest press release
- background information on you & your company
- biographies of key members of your staff
- downloadable photographs of your people & products

- downloadable & printable brochure
- magazine articles written by you or about you & your company
- downloadable video & audio files of your interviews
- downloadable promotional items or product samples

The only time you need to update this kind of site is when you have a new press release out for distribution (monthly), or if any major changes have happened among your staff or company that need to be included in the background information (quarterly).

b) The Catalog

This site shows off the different products & services you have to offer, and the only things you really need to update here are the price tags – which are easily

manageable on a quarterly basis.

c) The Brochure

Like the catalog site, the brochure site showcases everything you have to offer... except that you don't reveal the prices just yet.

Although this type is the easiest to maintain (i.e., quarterly or semi-annually), the trick is to make it so compelling that interested customers will immediately contact you after viewing the site... and not get turned off by the lack of information, forcing them to continue their search elsewhere.

3) Use Automating Scripts & Programs

The interactive nature of the internet makes it very easy for surfers to instantly "interact" with you.

Although this is the major appeal of every website, it's also practical to make the internet work FOR YOU, too.

Use these same automating programs to save you time, while keeping your surfers satisfied with the amount of interaction you can reasonably offer.

a) Autoresponders

Internet business gurus hold that every email inquiry should be answered within 24 hours or less.

Although that makes perfect business sense, there WILL be days when it would be close to impossible to do – especially if you're holding down 3 or more positions in your company.

The best way to keep to this business practice (while still managing to get some sleep each day) is to set up an autoresponder system for your email.

These systems send out an automatic response to each email, providing your interested client with a prompt reply and an assurance that you will attend to his specific request as soon as possible.

b) Form Messages

Form messages are pre-written responses to the most

common inquiries about you & your business. It's best to draft them long before you expect to get a deluge of emails, and save them in an easy-to access file in your computer.

This way, you don't have to think long & hard about the same questions over and over again, or spend countless minutes answering a simple email.

Just make sure to modify the names & details in your form messages, to avoid any embarrassing situations with new & regular clients.

c) Automatic Processes

Mailing list & ezine subscriptions. Updating of your client database. Credit card processing. Username & password generation.

Whenever possible, use available services & programs to automate these common processes on your website, requiring the least possible amount of input from you.

If you decide to manually manage these things now because you can "still handle them," you might find yourself struggling later when your website becomes as successful as you want it to be.

d) Web Templates

If you find it necessary to your business to maintain a regularly-updated website, then ask your web developer to create web templates that you can use for easier updates.

Ideally, these should be the kind where you can type in (or copy-and-paste in) your most current article or editorial, and then have it automatically uploaded to the proper page at the click of a mouse-button, without having to rename/rearrange directory files or deal with file transfer protocol (FTP).

Yes, it may be true that conducting business in a fast-paced generation could leave you feeling winded.

But if you aim to keep your business fit right from the start, then running your own company should be good not just for your pockets... but also for your heart.

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4 Super Reasons You Will Love "Easifying" Your Life

By Kathy Gates

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Are you someone who wants a simpler life, but who associates simplifying with giving away everything you own, and going back to baking your own bread? Unfortunately, that attitude can scare you away from making the simple (pardon the pun) kind of changes that can make your life so much easier, better, and happier.

Instead, let's agree that simplifying means whatever you want it to mean in your own particular life. For me, it means eliminating the stuff around me that I find neither useful nor beautiful, and trust me, other

people would not always agree with my definition of useful or beautiful. However, it also means setting up systems to make sure that I have easier ways to handle some age-old problems in the future.

To me, simplifying means "ease-i-fying" (ok, so there's no such word, but maybe there should be!). Easifying defined would be, "minimum effort for maximum pleasure:" Easifying simply looks at the problems of everyday life, then poses creative – easifying – solutions.

Here are 4 super reasons that you will love easifying your life.

1. Less Stuff, Fewer Problems: With less stuff cluttering up your life the benefits are easy to see. You'll have less stuff to clean, (yippee!), less stuff to have repaired (more cash flow!), less stuff to dispose of (environmentally good!), and less stuff to find (halleluiah!) Just pick one room in your house and look around it. How much of that stuff are you really enjoying and getting use from? How much of it is an aggravation for cleaning, repairing, losing, fixing, disposing of, etc.? I'll bet you a paycheck (not really!) that it's at least 75/25.

2. Less Effort, More Energy You'll have less fear and worry associated with carrying around a lot of

stuff. It will simply require less effort. By simply combining things into one (aerobics and weightlifting at the same time), by setting up a system to do the work for you (a bill paying system), by eliminating a task altogether (delegate it to someone else), you'll be calmer, not stressed with the day to day logistics of stuff. An example I love to use is the freedom that comes from not smoking. It's not the freedom from the habit that most people notice first. It's the no more worrying about having enough cigarettes, no more fears of not being able to find a lighter. You'll feel more in control of your time, your space, your energy.

3. Less Baggage, Better Relationships: "Stuff" refers

to not only material things, but mental and emotional clutter as well. By cleaning out the needto, haveto, and oughtos, of your own life, you'll have better relationships because there's not as much "stuff" in your life to fight about. Put the past in the past by returning anything you borrowed, by apologizing to whoever you need to, by getting your bills up to date, by sending the card or gift you forgot to send, by making the phone call you need to make. You get the idea. Anything that you "should" have done, but neglected to, has you Tied To The Past.

4. More FUN! Having an easified/simplified life means having more time for the things you dream of like reading, or traveling, or entertaining, or exercising, or playing with the kids, or visiting with friends. You'll feel more in control because the clutter -- physical, emotional, and mental -- will no longer dictate how your space is arranged, or how your time is spent (looking for things), or how your energy is used (frustration, aggravation). Need I say more?

Kathy Gates, Professional Life Coach, believes that "Life Rewards Action". She can help you create goals, overcome procrastination, organize your time and money, find your true passion, and learn to love the real you. Visit www.reallifecoach.com, email Kathy@reallifecoach.com, or call 480.998.5843



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