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# ROUTINES FOR SUCCESSFUL ENTREPRENEURS

## DAILY

Self Care	<p>This is a MUST. Spend at least a few minutes (longer if possible) doing something that is just FOR YOU.</p> <p>Listening to music Walking Hot baths Reading (something for pleasure) Spending time with pets Exercising Spending time doing a hobby Playing a sport Meditating / Prayer</p> <p>You get the idea...</p>
Spend time with family / friends / loved ones	<p>Take out your calendar and schedule time with your family, friends and loved ones. For folks who don't live near by - send a card or a message letting them know you are thinking of them.</p> <p>Staying grounded is important as you build your business. Take a few minutes each day to make sure you are staying connected to your roots.</p>
Plan your Tomorrow	<p>This activity is best done the night before.</p> <p>Look at your upcoming appointments</p> <ul style="list-style-type: none"> <li>- Review who you are meeting with</li> <li>- make sure you have directions downloaded into your phone</li> <li>- print any documents you may need / assemble files / sales brochures / business cards</li> </ul>
Set yourself up for Healthy Habits	<p>(best done the night before)</p> <p>Pack your gym bag</p> <p>Prepare a healthy lunch (even if you work from home, have "grab and go" meals prepped makes it easier to focus on tasks at hand)</p> <p>Get restful sleep - turn off all electronic devices at least an hour before bed. Go to bed at a scheduled time.</p>
Check in with your Money	<p>Visit your money daily - manage cash flow issues before they happen.</p> <ul style="list-style-type: none"> <li>- Pick up fraudulent transactions and suspicious activity</li> <li>- Identify opportunities to save money</li> <li>- regulate spending</li> <li>- Stay up to date with customer payments</li> </ul> <p>Keep a daily record of incoming and outgoing payments</p>

Prospect for new clients	<p>Depending on your business - this may look different for everyone. A few common tasks you may perform for prospecting may be:</p> <ul style="list-style-type: none"> <li>• Sending out emails of inquiry</li> <li>• Following up with "hot leads"</li> <li>• cold calling</li> <li>• "door knocking" (sales calls)</li> <li>• initiating meetings</li> </ul>
Open Your Mail	Chances are, snail mail is 99% junk anyway. Open the mail as soon as it comes in - throw out the junk, shred the confidentials, and put the bills in the "to pay pile" for the end of the week.

## WEEKLY

Social Media Strategy	<p>Allocate a few hours each week to create content and schedule posts.</p> <p>Use your trello board to organize posts and scheduling</p> <p>Things you will want to include in your posts:</p> <ul style="list-style-type: none"> <li>-Upcoming events</li> <li>-New services / products</li> <li>-Special Annoucements</li> </ul>
Content creation	<p>Depending on your business, you may do this either daily or several times a week.</p> <ul style="list-style-type: none"> <li>• write blogs / articles</li> <li>• write facebook posts / instagram posts</li> <li>• LinkedIn Articles</li> <li>• Podcast recordings</li> <li>• Speech writing / keynote writing</li> <li>• workshop development</li> <li>• Videos</li> <li>• Live broadcasts</li> <li>• books</li> </ul>
Payroll	<p>Pay your employees timely and accurately! Review their time cards for accuracy and completion.</p> <p>If you don't have employees - this is a good time to pay yourself! Remember, as long as you are willing to do things for "free" for your business, you will never be able to replace yourself with employees.</p>
Record transactions	<p>Record into your accounting software all your book-keeping transactions - including:</p> <ul style="list-style-type: none"> <li>• invoices</li> <li>• payments</li> <li>• cash purchases and receipts (including petty cash)</li> </ul> <p>File away receipts. I recommend scanning (with your phone) into Evernote - use the tagging feature to separate them into relevant categories like networking-meals, travel, office supplies, etc.</p>
Prepare invoices	Prepare and send all invoices promptly to maintain a healthy cashflow. Remember to include your payment terms.

Networking	<p>Go through your list of contacts and schedule at least one (and depending on your schedule and goals) up to three, one-to-one networking meetings.</p> <p>Write out goals of what you want to achieve at each meeting</p> <p>Keep diligent notes regarding the people you meet, and how you might be able to help them (and in turn, how they may be able to help you)</p> <p>Schedule follow up conversations to keep the relationships nurtured.</p>
Learning	<p>Take time each week to learn something new:</p> <ul style="list-style-type: none"> <li>- podcasts</li> <li>- forums</li> <li>- documentaries</li> <li>- books</li> <li>- blogs</li> <li>- conversations with other business owners</li> </ul> <p>The point is, spend a few minutes each day learning new tricks and strategies and watch your business grow.</p>
Say Thank You	<p>Fostering gratitude for your community promotes a culture of appreciation and a positive work environment. Here are some easy ways to say thank you every day:</p> <p>Add "thank you" to the bottom of an email</p> <p>Write a simple thank you note to a client or customer</p> <p>Show gratitude to your staff, contractors, and suppliers</p> <p>Give out company swag on a daily basis</p> <p>Acknowledge your own hard work with a have-done list</p>

## MONTHLY

Review your business plan	<p>Review your business model canvas.</p> <p>Use it to focus on your long-term goals and help prioritize your monthly goals and weekly tasks. By reviewing your business plan monthly, you can tweak and pivot your goals as your business strategy evolves.</p> <ul style="list-style-type: none"> <li>- Have you seen a significant change this month which should be reflected in future plans?</li> <li>- Do you need to alter your current goals, or revamp them?</li> <li>- Have you had any events this month that could change the direction of your business trajectory?</li> <li>- How are you doing year over year? Are there any trends to look at?</li> </ul>
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Track progress	<p>What are your main business concerns this month? Review the progress you have made towards your goals this month and identify areas of weakness. If you are trying to build a stronger online presence, how is your social marketing plan working for you? If you haven't reached your target, refine your strategy next month.</p>
Financial Review	<p>Be sure to pay all your suppliers on time. Late payments can damage your reputation, not to mention cost you money in late fees and interest.</p> <p>Review your invoices to be sure all your customers have paid on time. Follow up on any unpaid invoices.</p> <p>Review your progress year over year from last year. Are your sales slumping or soaring? Are there trends to notice?</p>
Reconcile your statements	<p>If you use an accounting software like quickbooks, reconcile your bank, credit card and vendor statements. Look out for receipts that don't match, duplicate charges or simple errors.</p> <p>Doing this each month will help you spot discrepancies before they become a problem and confirm you are working with the correct cash flow position.</p>
Website maintenance / updates	<p>update plugins, add or remove offers, add new pages as needed, change headers/announcements etc. We definitely do not follow the 'create and forget' principle for our website. It is very much a 'Live' thing!</p>
Back Up your Hard drive!	<p>You may already back up "to the cloud" - in this case, take a few minutes to make sure your backups are working properly and everything is in order.</p> <p>For me, I back up my hard drive to a "terabyte" portable drive.</p> <p>I also take some time to back up my phone, my videos and my photos.</p> <p>Keep your photos and videos organized by using a photo storage such as Google Photos for easy retrieval.</p>
Follow Up	<p>Don't miss out on this invaluable revenue stream. Commit to following up new leads and reconnecting with previous customers at least once a month.</p> <p>Use a mailing list or regular newsletter to keep in touch with contacts. Share your latest news and developments with customers and suppliers with a well-written email campaign or newsletter.</p> <p>Adjust your follow-up methods to suit your business needs. A product-focused newsletter can be a useful tool for shifting extra stock, whilst a personalised follow-up email will ensure your customers feel valued.</p> <p>Got an Open Day or special event coming up? Use your follow-ups to invite customers along!</p> <p>Use follow-up communications to request testimonials from happy customers and drum up interest around your latest projects. Don't forget to review the conversion rates from last month's campaign and identify areas for improvement.</p>
Give Back	<p>I put this as monthly - but you could do this as frequently as daily if you wish.</p> <p>By participating in community events or participating in acts of kindness, you will give yourself a boost. Sometimes as business owners, we get bogged down in the day-to-day, and forget about how good we have it. We are blessed!</p> <p>Find ways to give back to your community either through volunteering your time, mentoring or donating goods/services.</p>

# QUARTERLY

Update your 90 day goal plan	<p>Breaking down your annual goals into quarterly segments is less overwhelming, and makes it easier for course-correction when needed.</p> <p>Ask yourself:</p> <ul style="list-style-type: none"><li>- am I currently on track to achieve my annual goal?</li><li>- Where did I lose time or progress?</li><li>- What areas need my attention for the next 90 days?</li><li>- What needs to change?</li></ul>
Evaluate your systems	<p>A system is a process or order to the tasks in your business that help you maintain stability and control through a variety of changing circumstances. For example, in my business (coaching), I have a step-by-step guide for screening potential clients that takes the guesswork of who is an ideal client for me.</p> <p>When just starting out, having well-oiled systems may not seem important, but it's those very systems which allow you to scale your business without losing your mind. By creating those systems you are able to eventually hand those systems off to other people so you can focus on the activities that only you can do that move the needle for your business. So take a few minutes to evaluate your systems and find ways to improve them.</p>
Pay your taxes	<p>This is where you will be glad you are doing your book-keeping weekly, and reconciling your accounts monthly, because sending over your quarterly numbers to your CPA should be a breeze.</p> <p>General rule of thumb, retain at least 25% of revenue in a bank account for your quarterly taxes. For more exact estimates, budget with your CPA to see what you should be budgeting</p> <p>If you have employees, you will also need to pay your employment taxes, and if you have products - don't forget to pay your sales taxes!</p>
Analyze your P&L	<p>Analyze your annual profit and losses. Take a look at the cash you're bringing in, how much of it is profit, your expenses, and the cost of sales. What are you left with? Does this seem to be in line with your annual projections? If not, you'll be able to make changes while there's still time in the fiscal year.</p>

Inventory Review	<p>Even if you are a service business, you should take stock of your businesses assets for both accounting purposes, and replacement planning.</p> <ul style="list-style-type: none"> <li>- Are there any assets you need to replace or acquire?</li> <li>- What is the current value of your assets?</li> <li>- Are your depreciation schedules accurate?</li> <li>- Are you turning inventory effectively?</li> <li>- What conversations are needed with your team regarding supply usage, efficiency or costs?</li> <li>- Are you getting the best costs and services from your vendors?</li> </ul>
Annual performance	<p>Take a moment at the end of each year to review your annual performance.</p> <p>How do actual figures compare to your projections?</p> <p>Where can you reduce costs next year?</p> <p>Which areas need improvement to continue towards your plans for growth?</p> <p>Revisit your Business Model.</p>
Review Insurance Policies	<p>Has your business evolved or grown over the last 12 months? You may need to reflect this in your policies. It's a good idea to have a sit down with your insurance agent to make sure you are covered, or look for areas where you can save money (especially in workers comp!)</p>
End of Year Accounts	<p>Keep accurate monthly accounts and your end of year should be straightforward. Be sure to claim for all appropriate expenses, these can include stationery, equipment, milage and fuel.</p>

Do you need a strategic plan for your business? I'd love to help you create smart strategies that strengthen your business! Let's chat! Schedule a strategy session with me! <https://blazingtrailscoaching.com/chat/>