

BEING PREPARED – its not just for the girl guides

What are the benefits of being prepared?

1. Routine
2. The way we think
3. Flexibility
4. Resilience

What can you do?

Weekly

One other thing I do at the beginning of the week is message or email clients (using their preferred method of communication) and confirm the dates, times and locations of any meetings that week to try and avoid last minute cancellations on both sides

Monthly

At the beginning of each month, I schedule in my monthly commitments for Pinpoint's own blog, social media posting, newsletter etc. Plus I schedule in each of my retainer client's work to eg reporting at the end of the month and writing their social media posts at the beginning of each month

How can you be more prepared in business situations?

1. Diary management – don't overpack the diary. Tempting I know.
2. Block time out – if you want to stay on top of things like your social media, marketing or admin etc, dedicate time in your diary on fixed times in the week/month and don't let anything go in that space. Get into a routine of being prepared
 - a. REMEMBER to block time out for yourself too.
3. Delegate and outsource – being prepared is knowing what is likely to come up in your business situation wise. Outsource. Yes this will cost you but its worth it if it will save you time and stress
4. Make lists. This can be pen and paper or a CRM or an online app/tool. Whatever works for you
5. Make a plan. Aside from stopping the overwhelm, a plan helps to break down a large task and into smaller bite size sections. This makes it more manageable and easier to get your head around, step by step
6. Go prepared to meetings

BUT whilst you are busy creating this new habit and learning to be prepared, try not to overthink it!

We can't pre empt everything, but we can try.

Get writing!

Jacqueline Gold, founder of the Ann Summers empire, recommended that us businesswoman write ourselves a letter or email highlighting our successes and achievements, business wise and personally. Big and small. We can often forget the small things and we can take winning new business or winning/being nominated for awards for granted. But let's not do this to ourselves. Take time to celebrate.

To me, this tip will help you to be prepared in both good and bad times business wise. For two reasons, in good times we can add to this list and give ourselves self confidence and quieten down the internal imposter syndrome voice. And in bad or low times, this list will remind ourselves that we have achieved and that we aren't failures and that we shouldn't give up.

I would like you all to go away after today and write to yourself. If you wanted to share this on your own social media then do it. Or just file it for a rainy day or feel free email it to me and I will save it.

Thank you

Nicole

