



## Spend Time on What Matters Most

Lately, the question I'm hearing often is:

**How do I focus on revenue generation when I am wearing so many hats due to downsizing, program cuts and the inability to hire vendors?**

Since my focus is ensuring that clients spend time on what matters most in their business, I have some tips to overcome this challenge:

### #1 Simplify & Streamline

Look at your current list of responsibilities (including the added tasks you've acquired due to cut backs). For each one, ask yourself:

- o **Can I eliminate this task or project?** Is this an outdated or obsolete task you have done for years but it no longer serves its original purpose? This may be a good time for you to "clean house". For example, a client recently decided to stop putting out their time consuming newsletter. They currently have other marketing outreach campaigns to the same audience (a blog, ezine & podcasts), so it was the perfect time to cut this out.
- o **Could I simplify any of these tasks?** With cutbacks, principles are forced to perform work that would have otherwise been offloaded to subordinates, thus creating more work for themselves. Now is the time to get lean. Take this opportunity to cut any unnecessary steps out of processes to simplify & streamline.
- o **Is there someone who can help me for free?** Can you hire an intern to come in and help you with scheduling, inventory, mailings, copying, etc.? I know many times it seems easier to do these things yourself but you will be surprised (once you get into a rhythm with delegating) how much time it actually saves.

### #2 Don't Burn Yourself Out - Prioritize

Now is not the time to overwhelm yourself with taking on too much. Be realistic and prioritize. After cut backs, you can't expect to get the same project load accomplished with fewer resources. **Decide what is crucial for you to work on and focus on that.** Then move onto the next project. The last thing you need is to be running on empty. The sales & marketing efforts you are undoubtedly focusing on need your full energy and positive attention. You can't perform them effectively if you are depleted.

### #3 Focus on the Bottom Line Daily

Make sure your days don't only consist of managing the non-revenue generating tasks that you have absorbed. Every day, be sure to do something that contributes to increasing new business (reaching out to past customers, discussing service levels with current customers, networking, etc.). **Whatever increasing your bottom line looks like for your business - you know the areas where you have the biggest impact on profit. Spend time there each day.**

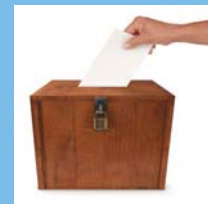
The businesses that will most likely succeed in this market will be those that have taken a strategic look at how to operate differently now vs. how they handled things when the economy was thriving. The earlier you create this new strategy, the better.

### KS Consulting Updates

- Now offering one hour "Laser Strategy Sessions" designed to quickly identify and clarify goals, set priorities and eliminate roadblocks.

- I will be out of the office on Maternity Leave April 8th - June 30th. I look forward to communicating with you upon my return.

### Suggestion Box



What struggles are you facing right now? What is stopping you from finishing revenue-generating projects? [Click here](#) & send in suggested topics for future **KS Consulting Tips**. I will do my best to respond to all suggestions via this publication.

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