

**Sent:** Thursday, January 25, 2001 12:25 PM  
**Subject:** BETTER MANAGEMENT OF OUR TIME

Dear On-Line Aquathin Dealer;

Next to our families, time is the most precious possession we have. Being able to take better care of time keeps us in better control of our lives, reduces stress and anxiety. Please read the following short article. It would be a great idea to make copies and hand them to your staff as well.

Warmest regards,  
FOR THE BEST TASTE IN LIFE  
Think Aquathin..AquathinK !!  
Celebrating our 21st birthday in 2001 !!!  
(visit the allnew <http://www.aquathin.com>)

"Alfie"  
Alfred J. Lipshultz, President

P.S. When responding please continue 'REPLY' to include all previous correspondences on this subject.

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### **A Fresh Look at Time Management**

By Jennifer Peterson

When you wear several hats, it's hard to hang them all up at closing time. So you stay late, take work home, or come in early the next morning. That's a common scenario for the small business owner.

What's the solution? Time management. But don't roll your eyes just yet; time management is not what it used to be. New strategies and technologies have made time management more compelling than ever before.

### **Five New Tips and Tricks**

Even if you're a veteran of time management, it's good to keep your eye open for new techniques. Here are a few ideas to help you take even more control of your time.

- Multitasking. Not all tasks require your full attention. When possible, create more time by working on multiple tasks simultaneously. For example, use a headset or speakerphone. With both hands free, you can multitask while talking on the phone: check e-mail, tidy up the desk, walk around the office for energy, or eat a quick snack.
- Pagers and cell phones. If you lose time to unnecessary calls, consider using a pager for incoming calls and a cell phone for outgoing calls. When people know they're sending a message to a pager, they keep the message brief. This strategy allows you to quickly review messages and decide which calls to return.
- Unlisted e-mail addresses. Try setting up a second e-mail address, which you give out sparingly. This is comparable to an unlisted phone number. When you get an e-mail at that address, you know it's important.
- Spreadsheet priority list. Take your to-do list to the next level. Create a list in any spreadsheet, and assign a monetary value to each item. Then sort by value. This can help you see which tasks are most important to the bottom line success of your business.
- Communication. It's ironic, but the office environment can be highly unproductive. Protect your time by asking employees to consider which method of communication (e-mail, voice mail, or face-to-face) is appropriate for their message. For example, you probably don't need to be interrupted for a quick financial update; an e-mail would suffice.

#### Back to Basics

If you're new to time management, you may need to take a step back and start at the beginning. Over the past decade, two approaches have emerged as the best and most effective ways to manage your time.

- Organizers. Personal organizers may look like fancy notebooks, but they're much more. They help you track all your information in one place, including contacts, to-do lists, and calendars. The best organizers (like those produced by Franklin-Covey) include time management tutorials. You'll learn all the basics of time management, including tips on how to prioritize your time and carry-over your to-do list from day to day.
- Delegate. This is the oldest time management technique of all, and the hardest for business owners to implement. To get started, try a simple experiment: pick one day in the week, delegate all activities for that day, and then take the day off. Don't think about work; don't call in. Just enjoy yourself. Chances are, you'll arrive the next day and find that not only is the office still standing, but all the tasks you delegated are complete. The more details you can delegate, the more time you'll have to focus on the bigger picture.

#### Taking the Next Step

The trick with time management is finding the right combination of tools and strategies for your individual work style. It takes some work, but the payoff can be significant. To learn more, check out these books:

- Organizing from the Inside Out, By Julie Morgenstern
- Time Management for Dummies, By Jeffrey Mayer.