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MAKE TIME FOR PLANNING

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Miniatures BY BARB

As entrepreneurs we are all pressed for time. There is never enough time to do the things on our "Must Do" list, let alone get to the things on our "Would Like To Do One Day" list. With the start of a new millennium some new goals might be in order. Creatively finding some extra time might be a gratifying goal.

How about the time spent commuting? The time spent in our car, or on a train or bus, can be put to good use if we are prepared. We have time while we are waiting on line at the bank or the supermarket. This time can be used for planning. I carry a small notepad and pen with me. Jotted down in this pad is a list of things that need planning. When I am in a waiting situation I look at my pad, pick a topic, and start planning. When I come up with what seems like a good plan I jot it down. I planned out my new display and supplementary catalog sheet during these waiting times. This is a good time to review your mission statement. Are you achieving goals you set? Set some new short term goals. Make a ninety day plan. Plan some things that you always wanted to do. Plan out the steps you need to follow to achieve your goal. Then do it. Set some long term goals. Make a plan for one, three and five years from now. If you don't plan it..it won't happen.

There are waiting times when you can sit and read or write. Waiting in a doctor's or dentist's office or when you are on hold on the phone need not be wasted time if you plan ahead. Plan a newsletter or a short note to some special customers about a new product, promotion or service. Review your promotional material. Has it gotten stale? Try to see it as your customer does. Does it publicize what you want it to? Does it represent you in the manner you want to be perceived? Bring along a miniature publication, business publication, trade publication, home decorating publication, a book about computers, the internet or any other subject you would like to know more about.

If you find some down time at your place of business try changing your telephone message? Even though you can't answer the telephone you can still let the caller know of new products and promotions. Log on to your computer. Check out the internet. See what is out there in the field of minitures. Is a web site for you? Start a list of your customers e-mail addresses. What a great way a great way to contact them with new promotions.

I know that I am compulsive. But, being prepared to constructively use time when it becomes available has served me well. I hope that in this new year, new century, new millennium, you can find some time to plan your future goals.