

# Alison\*s Art, Inc.

## MARKETING BYTES

### BUSINESS ISSUES . . . EVERY BYTE COUNTS!

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## BUSINESS ISSUE #26

### BUSINESS R.A.T.S. Part 3:

### Strong Boundaries and Clear Guidelines Make Good Business

Entrepreneurs, as creative beings, can be loners by nature. We tend to not be team players. As a result, we often do not play well with others. This can be a major challenge for us when we take an idea out into the world; we need to interact and engage with others to give that idea life, structure and a chance for success as a business entity. Because of this, I have found that strong boundaries and clear guidelines help to make good business.

Because many of us have virtual or home offices, it is especially necessary to create strong boundaries as well as establish clear guidelines. It can be a challenge to separate available client time from creative alone time and personal time. Here are some tips:

1. Be available to clients during regular business hours.
2. Work on the Internet, write and do research after regular business hours.
3. Spend weekends and non-work times with family, friends and having fun.
4. Take a lunch break away from one's desk and even away from the office.
5. Use voice mail to screen calls and answer the phone only during business hours.
6. Make use of e-mail and request that inquiries be made using it.
7. Engage in hobbies and recreational activities.
8. Track time to become conscious of where and how it is being spent.

My intent is to be available to my clients and have quality time for myself, my family and my other interests. It is a delicate balance that comes back to setting strong boundaries and establishing clear guidelines. We can better serve others by taking care of ourselves.

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