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MARKETING BYTES

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Website: www.AlisonsArt.com

eNEWSLETTER

E-mail: info@AlisonsArt.com

BUSINESS ISSUE #27

F.O.C.U.S. Part 7: Getting Organized

In *Business Issue #8*, the eight blocks to *F.O.C.U.S. (Fixed on Clear Unlimited Success)* were introduced. So far, we have explored two of those blocks, procrastination and clutter. In this *Issue*, I would like to address disorganization and getting organized.

Some people can function in organized chaos; others, like myself, need to keep things in order. In either case, everyone eventually finds that getting organized is unavoidable. Ask yourself these questions:

1. Do you have trouble finding things when you need them?
2. Do you have trouble tracking what you need to do or where you need to go?
3. Do you tend to be late for meetings or appointments?
4. Do you find that you do not have time clean up or organize things?

If you answered yes to any of the above questions, you may want to look at your disorganization as a block to *F.O.C.U.S.* Let's start with *the first question*. If you have trouble finding things, it may be that you do not have a system of organizing, i.e. clearly labeling files on your desktop or in a file cabinet; having a bulletin board for notes that need to be found easily.

For help with *the second question*, use a calendar and an appointment book (manual or electronic) to track and reference what you need to do. *The third question* is about time management and getting organized. What I do is make a mental note of what time I have to leave for an appointment to be 5 or 10 minutes early; then I work backwards to determine how much time I need for the tasks I have to do before I leave. That tends to keep me on time with that extra few minutes to gain my composure once I arrive.

The last question hits the jackpot. If you are one of those people who lives in chaos not because you want to but because you 'don't have time to clean up', try this. The next time you misplace something, see how much time you spend looking for it. Then see how much time it takes to do a routine cleanup. I am willing to guess that the latter takes less time! Good luck getting organized; and remember Alison*s Art, Inc. is here to help you *F.O.C.U.S. on Your Success*.

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