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MARKETING BYTES

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BUSINESS R.A.T.S. Part 4: Organizational Tools

I believe that being organized is such an important *Tool for Business Success* that I am devoting this entire *Business Issue* to *Organizational Tools*. With the advent of the electronic age, we now have so many tools to help us organize ourselves. This can be both a boon as well as a bust for us.

I personally have between four and five places where information about my clients, colleagues, leads, friends and family is stored:

- My Outlook Express and Yahoo address books
- A Palm Pilot
- A Palm backup computer file
- Two Rolodex file carousels

In fact, my Palm Pilot, an indispensable tool for information storage and retrieval, has died; I have not replaced it. I confess that I have reverted back to the manual Rolodex system I set up years ago. I consider this a serious technological regression.

In addition, I admit, that I keep notes on all my potential client contacts in a notebook that looks exactly like the kind I had in elementary school. They only came in black back then and now come in all sorts of colors; so I have the additional challenge of color coding in deciding what color my business feels like when I make my purchase.

I do not recommend this system. It means that I have to manually cross reference whom I contacted, when I contacted them, whether I e-mailed or snail mailed them and what I sent them. I have not yet found a way, either manually or electronically, to cross-reference my activities so that I can retrieve information automatically by date and/or by business/person. Has a system been invented yet? Perhaps I need to invent one.

I will say, in my own defense, that my desk and desktop are very neat and that I rarely misplace or misfile things. But as part of my *F.O.C.U.S. on Success*, I am committed to finding more time efficient and cost effective way of doing things. But, I have to remind myself about enjoying the journey because I feel that I have a long way to go in this area.

Good luck getting organized; and remember Alison*s Art, Inc. is here to help you *F.O.C.U.S. on Your Success*. Visit www.AlisonsArt.com to learn more about our *BUSINESS CONSULTING SERVICES & MARKETING TOOLS For the Success of Your Business, Organization, Events, Projects and Ideas*.

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