

Five To Be Fit!

By Cheryl Rankin, www.fitforbusiness.ca

The big difference between successful people and the ones who just do not make it usually is 'Focus and Plan'. Are you able to focus your time, energy and money in the same direction? What is your plan that helps you focus and actually make progress?

Follow some of these business tips and watch the improvement in your business:

- 1) Today's top 5 – plan your day by writing down the top 5 things that you want to get done. Just by writing it down or telling someone helps increase your chances of getting it done. Keep the list visible so that you get the constant reminder to focus on today's top 5.
- 2) Work all 5 days – if you only work 4 days this week then you lost 20% of your time. It is very tempting to take a day off and go skiing but if you do then you should try to make up the time somewhere else. Go skiing on Wednesday, save yourself some money and get more skiing without the crowds and then work on Saturday.
- 3) Make 5 pro-active calls and send 5 pro-active e-mails a day. Who are the people most likely to purchase your product or service? Start with your hot leads and then work your way through the list. Plan before you dial the phone so that you know what you want to happen on the call – do you want them to check your web-site, set up a meeting or actually buy. An individualized e-mail can also give a strong message so plan them out as well.
- 4) Book 5 meetings for next week. How many meetings do you need next week to live up to your plan? If you need 5 meetings next week then every day you need to stay focused until you get a meeting booked.
- 5) Pick one special project each day (5 for the week). Long term projects seem to stay on the list forever. Spend at least ½ hour a day on these types of projects. If you have a crazy busy day then spend 5

minutes on a special project. You will be amazed at the progress you make when these projects actually get started.

- 6) Spend 5 minutes a day on the project that you hate to do. Usually when you talk yourself into 5 minutes you will actually do about 15 minutes. The hard part is getting started on the project that you hate. The majority of my clients who try this strategy focus their energy and start to see the plan come together because all of the things are getting done, not just the fun ones.
- 7) File by 5pm – try to file all of today’s papers at the end of your day. Whether you close up your office at 5pm or 11pm, try your best to file today’s papers. This step alone will save you numerous hours this month. 5 minutes of filing a day can save you upto 5 hours a month.
- 8) For a free template on setting up your systems, please e-mail your request to fitforbusiness@rogers.ca.

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Fit For Business is a business-consulting and training company. Hiring Fit For Business is like hiring a personal trainer for all aspects of a small business. Cheryl Rankin, President of Fit For Business, has over twenty five years of experience in a variety of positions in the fitness industry including sales, marketing and management. She brings a diverse array of skills to assist her clients in improving their performance.

As a trainer, Cheryl has presented at national and international conferences on sales and marketing topics. As a manager, she has doubled the EBITDA (profit) of a Health & Fitness Centre in Boston, MA and helped increase the fitness membership from 200 to 3,000 in five years at a multi-purpose centre in Ottawa, Ontario.

Fit For Business currently serves clients in numerous industries including: accountants, computer repairs, clothing design, automotive, human resources, personal training and of course fitness centres.

Fit For Business can help businesses get started and/or make the leap to the next level.

Specializing in:

Sales Training
Customer Service Training
Special Events
Marketing Action Plans
Business Plans
Project Management

Call Cheryl at 647-287-0320 to book a complimentary introductory session.