

A Catholic Mompreneur's Guide

12

Things You Can Do Today to Earn More in Less Time



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Introduction

Like many Catholic mompreneurs, your zeal for the following fueled your passion to have your own business:

- spending quality time with your family
- having the flexibility and freedom to always be there for those special moments, along with
- your desire to serve your neighbor

Unfortunately, your vision doesn't always match your reality.

Feeling harried, being distracted, and not accomplishing those important business and personal milestones often block your mompreneur road.

These factors make it hard for you to achieve business, family, personal, and spiritual success.

Time Mastery: Necessity, Not Luxury, For The Catholic Mompreneur

As a successful mompreneur, mastering your

time is both a reward and a necessity. Ironically, striving to command your time may stress you as you concurrently manage your business and your home.

You often bargain for more time—time to invest in your relationships with your spouse and kids; focused time to finish balancing that spreadsheet; time for basic self care like exercise and painting your nails.

You don't need to put in more hours to earn more.

Time-strapped Tension

The time-strapped tension defeats your purpose for becoming a mompreneur in the first place, right? Remember what spurred you to open your own business?

- 1) You wanted to provide financial wiggle room
- 2) while spending more time with your family.

No mompreneur goes into a business to have less time for her family! But without a good system for efficiently generating desired revenue, the very business you established to buy back time with your family robs you off those precious moments.

You don't need to strike a balance between your business and your family time because really, no one would want to spend equal time working AND spending time with family.

A thriving, sustainable business combined with quality and quantity family time are what a mompreneur like you would want to have more of, right?

And you don't need to put in more hours to earn additional dollars. You have to learn to do the right things in the right way with your eyes on your vision.

In this special report, I'm sharing my 12 foolproof ways of things you can do today to earn MORE while investing LESS time.



1 Have Clear Priorities

You may be be bombarded with constant distractions as a busy mom entrepreneurs—

- kids needing assistance,
- numerous phone calls and emails,
- swelling to-do list .

Some envy your freedom and flexibility but **the blurred lines between home and work push many biz moms on waves of undesired detours.**

Develop a success habit to calm those waves. How to do it? Start by identifying your priorities.

ACTION STEP:

Write your top priority under each of the following categories: WORK, FAMILY, SELF. Keep it with you until you've memorized it; and regularly review it for a quick re-direct when you feel unproductive, scattered or overloaded.

2 Assess Your Business Model

Your business model may be the root of your time management and cash flow challenges. If you're exchanging time for money, you and your income will eventually get tapped out.

Shift from being a jill-of-all-trades to a visionary. You'll earn more money on less time if you:

- Target a well-defined market.
- Offer products and services your customers really want.
- Create smart delivery systems.

ACTION STEP:

Ask yourself these questions:

- How leveraged am I in my business?
- Who makes money for me in my business?
- How much direct service do I provide to my customers?
- Who am I outsourcing and delegating to?

When you do the numbers, can your business deliver the income you desire while working the amount of time in it you want to work? If not, list what changes you could make to improve it.

3 Identify And Aim For Your Success Targets

Be crystal clear about the concrete business targets you need to achieve each day, week, and month to keep a steady stream of customers buying your products or services.

You can do this by:

- Having a tracking system to keep business activities prioritized;
- Learning your unique business revenue-generating formula. This removes the mystery of where your next client will come from or why you are lacking for enough paying customers.

ACTION STEP:

Create and use a checklist of the daily, weekly, and monthly activities you need to consistently do to keep your current customers happy, successfully market to new ones, and keep your cash flow and profits where you want them.

5 Name Your Top Daily Priorities

Try including simple codes at the top of your calendar. This is a great visual to ensure all of your priorities get proper attention.

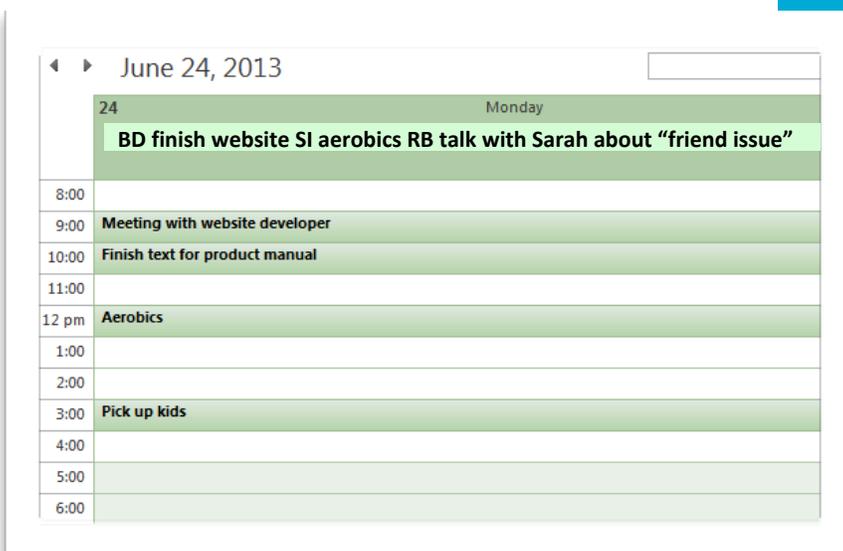
These three priorities cover:

- business or professional development priority,
- self improvement priority,
- and relationship development priority.

ACTION STEP:

Use the abbreviation BD or PD for your business or professional priority, SI for your self improvement priority, and RB for relationship development priority.

This will provide a powerful and quick reminder of what you need to accomplish within the day.



| June 24, 2013 | |
|--|--------------------------------|
| 24 | Monday |
| BD finish website SI aerobics RB talk with Sarah about "friend issue" | |
| 8:00 | |
| 9:00 | Meeting with website developer |
| 10:00 | Finish text for product manual |
| 11:00 | |
| 12 pm | Aerobics |
| 1:00 | |
| 2:00 | |
| 3:00 | Pick up kids |
| 4:00 | |
| 5:00 | |
| 6:00 | |

Sample Outlook calendar

6 Pray

Start your day with even a 5-10 minute prayer routine (more if you are a daily quiet time veteran). Through prayer (talking with God) and meditation (listening to God):

- You access direct insights from the all-knowing, all-powerful creator of the universe.
- The Holy Spirit's whisper often gently modifies your course in your business and personal life, if you will regularly tap into it.

Bringing God into your life vision through prayer is the ultimate and legal insider trading you need for a truly successful enterprise.

ACTION STEP:

Grab a meditation book, the Bible or daily mass readings; a journal and pen and commit to your daily time with Our Lord. Pick a best time for you, and work to make it a habit or to refine the prayer routine you may already have.

7 Do A Weekly Planning

Have a 30-minute weekly planning session, ideally at the same time and day of the week.

Start with a top down review of your priorities, goals and specific action steps. Doing so will give clarity that allows you to have high productivity as you chip away at achieving your goals.

Lower Your Stress Now With This Simple 30 Minute Time Investment

Download [this sample spreadsheet](#). When you start with a top down review of your priorities, goals and specific action steps, you gain clarity that allows you to have high productivity as you chip away at achieving your goals. Each step becomes more and more concrete on the specific action steps you will take in the coming week. When you review your targeted versus actual action steps taken, you'll see patterns that give insight into better future planning.

ACTION STEP:

Figure out what day and time you will do your weekly planning. Schedule your first session for an hour to give yourself time to populate your spreadsheet with your specific goals and priorities.

| A | B | C | D |
|---|----------------------|---|---|
| | | 5 | |
| | This week | (7/8/13-7/15) | |
| | This week - business | Activity (6/16/13-6/25/13) | |
| | | 1 Create 90 day business action plan | |
| | | 2 Listen to first Spanish tape | |
| | | 3 Call leads first thing in the week | |
| | | 4 | |
| | | 5 | |
| | This week - family | | |
| | | 1 Work on volunteer project | |
| | | 2 Dietician Healthy Eating Process Notebook | |
| | | 3 Bucket lists | |
| | | 4 walk dog with husband | |
| | | 5 | |
| | This week - self | | |
| | | 1 Follow exercise program | |
| | | 2 Get to bed by 10pm so you can get up for mass | |
| | | 3 | |
| | | 4 | |
| | | - | |

8 Work Your Priority Projects

Have a priority project for each category: business development, self improvement, and relationship building.

Tips to tackle these priority projects:

- Business priority project— do these towards the first part of your working hours.
- Home projects—allot blocks of time e.g. 3 hours on a Saturday.

You may not complete the project in the time allotted, but always set up another date on your calendar for when you will get back to the task.

These projects often become time and money saving systems that create time efficiencies, freeing you up to do more of the work you love and are called to do.

ACTION STEP:

List your three priority projects and make sure you have scheduled time in your calendar for each of them.

9 Schedule Consecutive Power Hours

The successful mompreneur personifies time mastery.

Have you heard of the power hour? “Power hour” is working intensely without interruptions on a specific task for 50 minutes of an hour with a 10-minute break. This produces desired results for the biz mom when done consecutively in three to four hour blocks.

Did you know that it takes an average 20-30 minutes to refocus after an interruption? If your work sessions are truncated or suffered from interferences, you might find yourself putting in more hours at work. Definitely not what you're aiming for!

ACTION STEP:

On your schedule for tomorrow, structure your time so you can devote 3-4 solid hours to work your business.

10 Keep Troop Morale High

As a mompreneur, there are times you wage war on multiple fronts. Keeping the morale high with the troops at home and work prudently reduces or even eliminates future time-robbing crises due to “unhappy campers”.

Some looming problems at home biz moms tend to overlook:

- Unresolved marital struggles;
- Kids getting lost in the culture and technology while you aren't looking;
- Poorly attended home administration.

To have that much needed time to address these challenges, delegate some tasks at work and mentor someone.

ACTION STEP:

List the key players in your home and work and how well those relationships are going on a scale of 1 to 10. For the high scores, ask yourself what is working. For the low scores, identify one thing you can do today to improve the connection.

11 Schedule a Silent Retreat

Even with a strong prayer life and frequent reception of the sacraments, it is hard to maintain full integrity to the faith at home and in business.

For this, consider taking an annual Ignatian Silent Retreat. It may be daunting to pluck yourself from your family and the outside world for a weekend with God but this is a way of calibrating your will with God's will.

An annual silent retreat is an act of humility. The experience will give clarity on how to better serve your clientele and at the same time spread your feminine genius in your family.

ACTION STEP:

Research the silent retreat you will attend this year and sign up for it. For resource, you may contact the Legionaries of Christ for a listing of retreats their priests plan to facilitate.

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12 Have Fun & Enlist Family & Friends

Stress accompanies being a business owner and a mom. When you let the pressures overtake you, often humor and playfulness go out the door.

The best antidote? Have a spontaneous or planned fun with family and friends!

- Time away from work and spent with loved ones often sparks creative work ideas that refuse to come while sitting in front of your computer.
- Enlist family members in collaborating in household chores. See what needs to be done and begin delegating.

ACTION STEP:

When planning your day and when you review it, make sure each day includes play with those you love.

Last Word

Incorporating these 12 habits daily disciplines you to steadily implement your God-inspired vision you've created. These habits enable you

1. to spend time using your unique gifts,
2. create a flourishing business that provides the high value products and services to your clients, reaping you the economic benefits.

Living your values deliberately avoids sacrificing important family time and helps you fulfill your dream as a success Catholic mompreneur.

Christina Weber of The Catholic Women's Guide (<http://www.catholicwomensguide.com>) helps Catholic Mompreneurs fully engage the power of their calling, earn more in less time, and get back to enjoying their families.

As a Catholic mompreneur herself she has striven to overcome similar obstacles to her clients. Her empathy, insight and deep Catholic spirituality provide her clients with the crucial foundation that enables them to soar.

Now Christina enthusiastically accumulates information and skills to make her the go-to resource for Catholic biz moms. Christina invites committed Catholic mompreneurs, both with kids in or out of the home, to work with her so they can "set the world on fire" for Christ.

If you are ready to have more time while boosting your income, schedule a complementary "Getting It Done Strategy Session" with Christina here: www.catholicwomensguide.com/schedule



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