



For Coaching Clients, Members and Friends of Coach Beate

Beate's Tip Sheet

Insider Information for Photography Professionals

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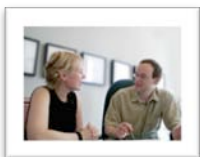
The Secret to Success is Execution

How to get 'it' done

You've been there. You were at or listened to a conference, a teleseminar, a class, a radio show, or you read an article that made a huge impact on you. The light went on and you said, AHA! This is what I need to do. Next thing you know, its several months later and (once again) you didn't do what you said you would.

It's funny how this type of thing sneaks up on us. From getting up that hour earlier to exercise to giving our partner more focused attention to our business goals – time passes too quickly. We just can't seem to get it all done and some of what we want to do ends up sitting on a list forever. One of my coaches James Malinchak has a saying and it goes "Get Stuff Done Fast." He even hands out rubber bracelets to his clients and conference attendees that say GSDF!

To avoid that you will be a victim of 'it's too late now', let us examine what you can do to execute everything better and faster. What can you do to help yourself reach your goals in a realistic and consistent timeframe?



Here are the three steps: Prioritize, break-it-down and schedule.



Mark the date

After the incredible feedback I received on the Photography Business Intensive Course I decided to put it online. On October 1st, we will be launching our first membership site. Each session is available individually or as the entire course. Stay tuned for more information. The sessions are about finding more clients, marketing, promotion, branding, sales, getting people on the phone, and how to set up your websites and create marketing pieces clients will keep.

Step 1: Prioritize

Get going on your master list. Review your notebooks and go through all of your papers and notes that have accumulated over the last couple of months. You know, the things you wanted to do. Write them all on a list. You can write it by hand or on your computer, whatever works for you.

Tip: Get in the habit of writing in notebooks vs. loose papers. That way it's all in one place.

When you write down your list, leave a little space on the left side of the page. When you are done with your master list, start adding your own code to the list by making abbreviations on the left side of each entry in the empty space.

The abbreviations work as follows:

DO = Do Immediately or TA = Take Action

ID= idea for a future time. Ideally add a date to it such as ID-11/11

NP = Non priority item, do when convenient. Such as NP 1/2012

You can either use these suggestions or you can create your own system. Do what works for you and what you will most likely use. It's important that you also add things that you do on a daily basis, like bringing your kids to school, a doctor's appointment, or a business meeting you need to schedule. Absolutely everything goes on your master list including all your wishful and want to do items like fixing your website and doing SEO.



Monthly Inspiration

This month my own family inspired me! Yes, it is possible. My brother and his family including my nieces' boyfriend from Seattle came to visit me here in Los Angeles. I was a bit nervous because it was full house. Things happen and over the years it is easy to loose touch especially when you live across the continent. Not sure what those things were anymore so it was time to handle this.

I am glad to report that it was amazing. Just like no time had passed at all. We all cooked together, sat after dinner for hours telling stories and we were laughing non-stop. Now I am sad that they are gone. It was so good to reconnect and get back to my roots of where I come from and whom I grew up with.

Is there anyone out there who you could and should reconnect with?



Your Monthly Three Goals

- 1 Create your master list.
- 2 Code it and break it down.
- 3 Schedule your action items on a daily

cont.



Step 2: Break It Down

Your next step is to transfer 5 items per day from your master list over to a daily Action Item or To-Do List. Why 5 items and not more? Because it is my experience that when your daily list is too big you will try to avoid looking at your list and end up doing nothing. Why? Because way too much is unachievable. If you can't get it done you won't feel good about yourself. As your coach, I want you to get into the habit of getting things done and out of the way and doing more than you said you would. Therefore, you and I are designing this in such a way that you can consistently exceed your own expectations- a sure way to increase self-esteem and stamina.

Next, review your list with your five items. Make sure that the five items include the errands that you have to take care of today. My rule is no more than 3 errands and a total of 5 things a day that must get accomplished.

Now it's time to put your daily items in order of importance. Family and health is always first, so these items take a priority. That includes your fitness program. Don't ever waiver on that rule because you need your support and your health. The top will be lonely if you go there by yourself.

Next come the items that are cash generating. Lastly come the things that you do each day like answering emails, social media, research and whatever other items there may be on our list.

Step 3: Schedule

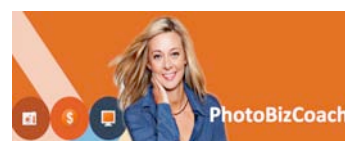
Here comes the tricky part. Now you get to schedule your day. Put your 5 items in your calendar. When your Outlook or ICal reminder pops up, focus on that task and execute it. Because you have it scheduled you can manage your breaks. You can't get up from your desk until you've completed one task. That includes getting up for coffee or tea. Get in the habit of making yourself stick to what you said you would do.

When these other unexpected daily things happen, this is how I suggest to dealing with them: let's say a potential client needs to be estimated or a deadline has been changed. Of course you must take care of that immediately. If possible, finish the task you are on and add this new item to your daily list. Prioritize it and act accordingly. If you need to do it right away than adjust the rest of your list.

Following this outline will make you a master executer. 5 things a day are 25 things a week are 100 things a month are 1200 - vacation = 1100 tasks that you accomplish a year! That dear reader is impressive execution!

Comments? Let me know how this works.

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Who is proof reading this Tip Sheet? Thank you: www.ProofYourCopy.wordpress.com.

My Favorite Testimonial for This Month:

I am a different person after taking this course. I have more focus, more confidence, more drive, and more awareness of myself as a businessperson.

I feel like an athlete who has been coached and readied toward an Olympic trial: the photography business strength training field trials. And I am now ready to be at the top!

*Beate has a special approach that addressed my specific needs and requirements for my specific photography business. I never felt like I was being white washed or generalized with cliché or trite advice. She always asked what do you need and answered those questions with grace, wisdom, and practical advice. I must tell you that I was skeptical at first, and came away feeling that every penny was a penny well spent!! I know this course was one of the best investments I have made thus far in my career as a commercial/editorial photographer.
~Stephani of buchmanphoto.com*

What an awesome testimonial from Steph who just finished the Photography Business Intensive course. So glad you got a lot out of the sessions!

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Picture to the right and on pg. 3 is from a recent shoot by photographer & client (s) www.DoritThies.com for www.Venusstock.com. I am on the beach for a lifestyle shoot with Presley, the cute daughter of my niece.



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