

6 STEPS TO MAXIMISE YOUR PRODUCTIVITY AND PROFITS

LORRAINE PIRIHI



DENISE HALL



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Lorraine Pirih has a unique background, including over 13 years in business helping small business owners get organized so they can be much more productive and profitable.

Time management was a major issue for her clients, however Lorraine identified it was 'Mind Management' that created what they were experiencing.

She realized that the reason many business owners didn't get the results they were looking for was because of their lack of awareness and having the right mind-set.

Lorraine identified that the majority of businesses she worked with were babyboomers who were

unaware that their business, health, relationships and life in general could improve dramatically by changing themselves!

Through her studies on personal development and coaching experience, Lorraine created Relaunch Your Life, specializing in helping business owners over 50 overcome fear, procrastination and self-sabotage so they can confidently move forward and change their life.



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Denise Hall is an ex-Business Owner turned Exit Strategist and Business Broker

She knows how to play the "Finish Unfinished Business" game like no other.

Starting a business is a BIG deal. Building it to become more than a hobby is even Bigger again.

In fact, building your Business into an Asset may result in it being possibly the largest asset you'll ever own, which is where Denise comes in. Not "Starting with the End in Mind" can result in all the blood, sweat and tears you've invested, not to mention your money, resulting in nothing!

In July 2011, Denise sold her 7-figure business for fair market value. From building a "Mother of a Business", to finding a way to GET OUT as profitably and painlessly as possible, Denise paints a picture enabling all to see what needs to be done, and how to do it.

To quote Denise, "Business, after all, is NOT a Life sentence..."

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6 Steps to Boost Your Productivity and Profits

Lorraine Pirihi and Denise Hall

Denise Hall: Welcome everyone to our latest podcast with Lorraine Pirihi from Relaunch Your Life. Denise Hall here from businessbrokers.com.au. And Lorraine is going to talk to us today about '6 Steps to Boost Your Productivity and Profits', which many of my business owner contacts certainly need to know about.

Now, just some background on Lorraine. She has a unique background including over 13 years in business helping small business owners get organised so they can be much more productive and profitable. And she realised this because many business owners that she was working with didn't get the results they were looking for because of their lack of awareness and having the right mindset. Lorraine identified that the majority of people she worked with were baby boomers who were unaware that their business, health, relationships and life in general could improve dramatically by changing themselves. And through this she's created Relaunch Your Life, specialising in helping baby boomer business owners reignite their passion for business and life. Very impressive Lorraine!

Lorraine Pirihi: Thank you! Thanks for having me Denise, it's great to be here. And that's true what you said, I'm just going to basically run through a bit more of my history because I'm sure there's quite a few of your listeners that have probably been in some of the places that I have been in not so long ago.

Yes, I do have that background, productivity specialist. I'm also a business analyse coach. I'm a range of things, I'm a speaker – like many people, we're often very versatile and if I really told you the truth about all the things I could do, you probably wouldn't believe me. But we've just sort of narrowed it and put it into a box.

But, I just wanted to give you some background about Relaunch Your Life and how it came to fruition. I had been in business for 13 years and after 13 years I'd sort of had enough. I actually fizzled out. I think, was I burnt out? Probably a bit burnt out, just sick of business, all the things you needed to do in business, and also going through a bit of a life change. And at that time I was about 53, I was about 53-54. And I basically walked away. I just didn't want to have anything to do with business.

And just over a period of time I did a few other things. I actually went back into the – I thought it'd be easier, I thought I'd go and get employed. Oh, that was terrible! I would never want to work for anyone ever again. And I felt like I was a jack-in-the-box. You know, I was the jack inside the box, desperate to get out. Because I found being



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employed was like being the height of mediocrity. People just don't like it if you're different and if you actually have a brain, in a lot of instances. So, that tells me a lot about leadership and management in the workplace today as well, which -that's a whole other story.

Anyhow, just under a year ago I'd had enough. I couldn't stand it anymore, feeling mediocre, and decided I'm going to go back into business again. And I created Relaunch Your Life, specialising in helping the baby boomers - many of whom I have since found out, who are just like me who have been in business for a long period of time and are just worn out and over it! And they've just lost their passion. They've lost their passion not just for business but life in general. And I wish, so much wish that at the time I found someone like me, and I would've been able to accelerate my success and my fulfilment a lot quicker.

So, I'm really passionate about what I do! I know there are many baby boomer business owners who may be in the same situation and I just want to let you know that it's never too late to change. You certainly can, but you're gonna need some help – it doesn't just happen. And when you get to the over 50's, you know it's not a time to procrastinate and look at your navel, you've gotta make the most of what you've got. While you've got your health and you've got your full faculties there, you've gotta make the most of it, you can't afford to procrastinate.

D.H. Yeah, definitely. I think it was about that age when I took my business to market as well.

L.P. Really? I didn't know that.

D.H. It was 15 years old, the business and I would've been around that age when I either first started exploring it or had taken it to market, one way or the other – which eventually sold.

L.P. And that's interesting isn't it. Because there's quite a common well phenomena, or part of life. I thought, 'There's something wrong with me.' I actually felt like a failure. And there was actually nothing wrong with me it was just a, like a normal thing that many people go through. But I didn't know that at the time, I actually knew about it more so now when I sort of tell my story and I have lots of people coming up to me saying, 'Well I know exactly how you feel, that's how I felt. Blah, blah blah...' So, fascinating. So when you think you're abnormal, chances are in that sense, you are not. There's nothing wrong with you.

D.H. Especially as a business owner. We all go through this stuff.

L.P. Absolutely. So what I'm going to talk to you about, as I said is '6 Steps to Boost Your Productivity and Profit'. What I'm finding is, just if we go back on to what I was talking about, creating a new business, because I'd been in business before I knew how to crank



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things up again. But I also knew what was ahead of me. And can I say to achieve the level of success I have in such a short period of time, a lot of it's down to my organisation, my ability to get myself organised, to get myself focused and on track. To manage my time effectively and not waste it on the things that aren't going to give me the right results.

Many people, when they start a new business in particular they got bogged down with all this – you know websites and business cards looking beautiful and all this sort of stuff. That's not what's going to give you the business. Instead of focusing on the key areas - and you've gotta establish your systems and everything of course - but instead of focusing on those basic foundations that you need and doing the marketing, which I'm going to talk about a bit later on, they're doing everything else bar the things they really should be doing. And when they're disorganised they just waste an inordinate amount of time. In fact, they virtually waste so much time, life just passes them by. And before you know it – and if you've got kids quite often your kids are grown up – you've been so busy being busy and you've lost the important parts of your life, which you can never get back again.

D.H. Yes, agreed.

L.P. And I'm really passionate about that. I've also got a couple of kids, you know one's now 22 and the other one's 31. And I'm pleased to say that I was fortunate enough to be able to, when I was in business, I was home-based and I was able to work around the kids and everything.

D.H. And that makes such a difference.

L.P. It's huge, it's huge. I think sometimes in our society, we are definitely focused on some of the wrong things in life. Because at the end of the day, your health and your family, well certainly are for a lot of people, the highest priority. Yet they do everything else except take care of the most important things.

So today, we're going to focus on how you can actually boost your productivity and profit and actually get yourself a life. So some of the key areas I'm going to talk about in a general sense will be: how to free up your time for what matters most, the second thing is getting the right team in place, third, the mastering the skill of productive marketing, fourth is staying on track with efficient systems, five, focus on creating wealth and number six, it's not really, this shouldn't be last it just happens to be there, the order everything's been put into to make it easy to package everything in and to be able to convey my message, is making yourself and time with your family a high priority.

So, what we're talking about today, I've actually compiled into a big system, by the way: 'How You Can Work Less, Make More Money and Get a Life'. Which covers all the steps I'm about to talk to you about.



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So, freeing up your time for what matters most. Now just before I go ahead and just launch into this, I just want to say many, in fact all the things I talk about are simple, practical, easy tips to actually apply. And that there's no magic pill. You are it. So these tips and tools that I will share with you only work if you take consistent action. You've got to implement. This is where many business owners fall by the wayside. They might talk the talk but don't walk the talk. They don't actually implement the knowledge that they've gained, they rush off onto all these seminars and following all these bright shiny objects – but they don't actually implement consistently some of the good stuff that actually works. My, what I share with you actually does work, it's worked for me and many of the clients I've worked with over the years – it's just a case of you doing it. So I'm very big on taking action.

D.H. Yes, so am I. So no wonder we get along!

L.P. That's why we work well together!

D.H. Agreed.

L.P. So the first area is freeing up your time for what matters most. So here I'm going to talk about a couple of different things. First I want to talk about the clutter. Simple stuff, and some of you are rolling your eyes at this, but you know if you don't clean it out, you know what happens? You'll waste time searching for things, it takes up valuable space. People pay for valuable office space but they've got so much crap in there, they could actually be saving themselves a fortune if they just cleaned it out. You lose things, you spend extra money buying stuff you've already got, you waste it on the storage. It affects your image, you look out of control.

I walked into a computer store the other day just in my local area, never been in there before. I maybe would have paid for them to do a couple of things for me, but when I walked in there, the place was a mess! And there was no way they would be getting my business. Because my thought about them was, they're totally and utterly disorganised, they might know their stuff, but guess what? They'll probably charge me more because they're so disorganised and they don't know whether they're coming or going.

So, it does have an impact on how you look. You look like you're out of control, and chances are you are. And you spend too much time being stressed out worrying about where everything is, because you can't find it. Now, there's a lot of things around clutter; there's a lot of psychological stuff associated with clutter. And it's really interesting. I had a couple of situations last week when I was coaching a couple of clients on the phone. And two separate stories – there was one guy I've been coaching for a while, he's an accountant. And he realised, I've been working with him for a period of time so he's got a lot of insight now into how his behaviours are affecting everything that he does in his life and giving him the results that he achieves. And he realises he's created clutter as a diversion from the real issues. Isn't that interesting?



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D.H. Yeah, isn't it just. I suspect that, they'd be a number of folks – possibly even me included in that – where if you actually sat down and thought about it, thought about that comment you've just made, then they'd say, 'Hmm, that's sounding a little familiar.'

L.P. It prevents you, because you've got so much clutter, it prevents you from making decisions. So you can easily procrastinate, because you just don't know where to start, you're totally overwhelmed. So, and this guy is a real big time procrastinator, so that was interesting.

And the other thing that – it's funny how they all sort of came up back to back. Then I had another client in the same field and one of her key outcomes, what she wants to achieve – originally she wanted to, people say they want to make more money blah, blah this, that and the other – but the bottom line was she actually wants to find her real self. Because life has passed her by. Well, when I say that, I think everyone listening to this will relate, as long as you're over sort of the age of about 40, you'll really relate to this. You know, you grow up, you've got your aspirations for what you're going to do and then life happens, and you might end up having some kids, you know all that sort of stuff. And then it's like: where is that person? Where's that person, that excitable person who was gonna take on the world? What's happened to her? And she realised her clutter was actually burying the real her, the real person inside of her. It was a case of keeping her stuck. And that was quite fascinating when she realised that herself.

D.H. I bet it was. I can understand that as well.

L.P. Yeah. So, clutter is more than clutter. Nothing's what it may seem. So, however for today, I won't go into all the details about behaviour and all the meanings of life and everything. From a practical perspective – just get rid of it. You're gonna feel so much better, you're gonna think more freely, it's gonna reduce your stress, it's gonna save you money and it's gonna save you time. And it's a good enough reason to get off your butt and take the necessary steps to remove the clutter out of your life.

D.H. Good tip.

L.P. So, that's the first part. Now under the 'Freeing up Your Time for What Matters Most', many people – well in fact just about everyone I come across – they tell me how busy they are. In fact it's like a badge of honour! Like, who really cares how busy you are? It doesn't mean anything. Really, because they don't know what else to say half the time, people say – they just say busy like: 'How're you going?' 'Oh good thanks, how are you?' 'Busy.' It's like if I don't say I'm busy there's something wrong with me, people will see me differently. I don't, however others might.

So, how do you know what you're doing is productive? You might have a lot on but how do you know for real that it's productive – activity that you're engaging in? So this is what I get my clients to do and you can do the same too. I have a special time sheet I get



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them to fill out. And we can offer this to any of the listeners Denise, if they want to send me an email.

D.H. Excellent, thank you.

L.P. So, we'll mention my email address at the end for any of these things. So what had happened was, I get them all to do this because then we get the truth. It's like if you're trying to lose weight, say you go off and get some assistance, you might see a trainer or a nutritionist. They'll ask you to write down what you've been eating, or what you're eating. Now what you've actually been eating, what you think you're eating and what you actually eat and write down as you do it, as you put it into your mouth are usually two different stories. You know, you often forget the rubbishy foods that you've been eating through the day and the amount of alcohol you might've drunk if you fill a sheet out at the end of the day – you've gotta fill your sheet out as you're going along, because you tend to forget.

Anyhow, John sort of procrastinated on doing this, a lot of people do. They put the brakes on to write things down because they really know that there is gold writing things down and we're gonna find out the truth. Anyhow, what happened was John filled out the sheet for a few days – he had a major realisation from just by doing a simple activity like that, that his sleeping patterns were stealing two hours of his productive time each day. You see, he was going to bed too late at night, sleeping in for too long in the morning, so by the time he got to his office he'd wasted half the morning. Now that meant he was wasting ten hours of his working week, so that's over one day a week. Financially it was costing him \$400 a day, or in real terms, \$2000 a week. Because he valued his time, as a financial planner, he valued his time at \$200 an hour. So he recognised, just by filling out the sheet, about his sleeping habits which was interesting, because he'd never once mentioned anything about sleep to me. And I would never have known had I not got him to write down what he was doing with his time. And that was just one area where he was wasting a lot of time.

D.H. That's a lot of time and a lot of money.

L.P. Isn't it!

D.H. Yeah. Definitely.

L.P. And so my question to you is: how will you know how much time you're wasting? You know? And money you're wasting, unless you do this, you actually track your time. Do it for a week, a normal type of week, not an abnormal week and just see what happens. And then review the sheet, and then you'll know for sure – you'll see certain, certain things will arise that will make you stop and think, 'Wow! I'm really wasting a lot of time answering everyone's problems.' Or, 'I'm going to way too many meetings here that I don't need to be going to.' So, there you go – you've got the evidence in front of you.



- D.H. Meetings are always a big one, aren't they?
- L.P. Oh, they are. I could spend a whole session on how you organise your meetings.
- D.H. Maybe we might do that another time!
- L.P. We can save that for a whole session – meetings, gosh. Now this is a really important area – it's about your diary, planning your time. You can't do time management without using a planner of some description. Whether you choose paper base – which I still use, it just works so well for me – or you can use your Outlook, whatever it is you choose. However, there's a way that you need to work with your time.
- In your planner or, you know your physical diary – now everyone knows you put appointments in. Of course, that's the first thing they use it for, appointments. However, often times aren't allocated for the before and after the appointments. You know, you've got to allocate travel time. You've gotta block out time for tasks that you are going to do on the day. You've gotta block out time to follow up on the promises you've made. And you've gotta block out time for you. Where are you in the scheme of the day? If you just put appointments in, you think that's all you've got on. But if you don't allocate time to do certain things – they won't get done. I guarantee it, they will not get done, unless you've only got one simple little thing to do for the day. So what most people tend to do, I find, is just put in appointments. But then they've got their task list somewhere else. And their task list is so huge, you could never get it done in a day anyway.
- D.H. No, that's right.
- L.P. So planning your time is crucial – you've got to use a diary. And can I tell you, following up on your promises you make, when you promise something you get your calendar out or your paper diary and you make a note on the day you intend to do what it is you promised. Because, and you know this Denise: how many people promise and don't deliver?
- D.H. Yeah, far too many for my liking.
- L.P. You betcha – exactly, way too many. In fact most people I deal with, I have to say unfortunately are pretty useless in that area. They make promises, and they don't deliver. And they lose their credibility, they lose my confidence in them to do things, and I think – whether it's true or not – I feel like they're not, they're just not doing a good job. If they can't even do what they say they promised. Because your word, is all I've got to go by.



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D.H. Exactly. Definitely. And I was also just thinking too, from a – you know people set up websites. And they have ‘Contact us’ part. You know, that’s part of the terms and conditions of a website.

L.P. Yes.

D.H. But how many times have you put a note into the contact us form and you get no response?

L.P. I couldn’t even count.

D.H. Like seriously, don’t have it there! Or just have a phone number or something. But honestly, if you don’t intend monitoring that and responding to that – don’t have it there.

L.P. Exactly. How much business is lost by these simple little things?

D.H. There’s a lot. In that respect there’s a lot going on I think. And of course, it’s not tracked anywhere. Who would know?

L.P. Who would know? Exactly. So what’s really interesting, and it just made me stop and think – sometimes you need to get outside, like a mystery shopper, someone to check, little things like that even. Even your website, get someone to test it. You could get, maybe it’s a friend or someone outside of the business, just to test that everything’s working on the website and that everything’s followed through.

D.H. Good idea.

L.P. Simple stuff. So, a key area in business, if you don’t want to burnout and you want to have a life and be more productive – you’ve gotta have the right team in place. I don’t care whether you’re a solopreneur or you’ve got a big business, you can’t do it all on your own to be successful. It’s too hard. Even if you are good at doing bookkeeping, organising seminars, packing orders, photocopying – the 101 things that are associated with small business – you will die in the process if you try to juggle all the balls up in the air. Because half the time, you don’t even have the skills to do half those things anyhow. And someone else who’s got the specialty can take a fraction of the time and save you a heap of money. Plus probably save you your health in the process.

So, as an example of that, when I created this new business I knew straight away, straight off the bat that I would need a virtual assistant. I outsource overseas, but I used a virtual assistant in my business last time who was great. And fortunately for me she was looking for work and I’ve got her back on board again and she’s working for me for about 20 hours a week. Which is great. She’s got her second child and it’s all worked. And she’s had a baby while she’s been working for me and I’m helping her with the costs



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of living over there. However, I could not go back into business with no help. There was so much to do to crank things up! I'm not going to sit around and work out how websites work and all the 101 little things around, you know setting things up. I've gotta outsource it, I've gotta free up my time, use my brain power on getting the business rolling. On the marketing and finding the clients and all things that I need to be doing.

And I still do. I still have someone working with me. So don't try and work it out all on your own because you know what? You're going to get jack of it, you're gonna get tired and worn out, you're gonna think: what the hell am I doing this for?

D.H. Yeah, certainly if you're the one capable of making the money in your business, then that's what you need to be doing.

L.P. Exactly!

D.H. So any activities that takes you away from doing that should go somewhere else.

L.P. Yep. It's really interesting, isn't it? And something else that's really important about getting the right team in place. You might have people in your business to do certain tasks and they've got the skills to do that. The thing you've got – there could be a whole heap of other things that you need doing, but there's no-one in the business who has the skills and capability. And marketing could be one of those things, which I'm just going to bring up, marketing's a huge area. But you know things like social media as well as basic marketing things, or marketing processes. Well, you have to go outside and outsource them, some functions. If it's not there in the business, it's not worth your time and energy to worry about it. You're better off just getting someone in.

And here's a word of warning for business owners – Denise you really relate with this – getting advice.

D.H. Yep, definitely.

L.P. There's lots of people out there gonna take your money. It doesn't matter whether you need their services or not, they'll talk you into needing their services. You've got to be very careful on who you get your advice from. I know many small business owners, they've gotten advice from their \$20 an hour person who they hire in the business, virtually to tell them how to run their business. You've gotta be really careful there. There's no skin in the game there if you're paying someone who hasn't had a business before. Not saying they haven't got any input, but a lot of people are getting their advice all from the wrong people.

D.H. I agree. Certainly from my point of view, there's advice and there's opinion. Now where the majority... coming from the right place opinion, but none the less it's opinion. Advice has to come from experience and quite a wealth of knowledge in that as well. Whereas



opinion comes from anyone. And it may be very heartfelt and meant for all the right intentions, but it's opinion nonetheless.

L.P. Absolutely. I agree. So be very careful. Spouses, relatives telling you how to run your business, although they've never been in business themselves. By all means get feedback – you can get feedback and that's all fine. However, if you want your business to really fly, you want to work smart not hard, you need to invest in getting the right type of help. And I would strongly suggest, it's like Denise with what you do buying and selling businesses, if you're gonna buy a business get someone like Denise to help you get through that minefield. Because you can easily lose money...

D.H. Ohh yeah.

L.P. You know all about that! And also, if you're selling your business, you've gotta get the right people involved. Like Denise always says: you need your A Team. So having a small business, say you're already in business and you're established, you're not thinking of going anywhere, what will be really valuable for you is to have a coach of some description. Someone outside of your business with the right skills and expertise to keep you accountable, on track and fast track your success. And you could also have – you could have two things – and you could have a mentor as well. It's good to have a mentor, I believe anyway, from your industry who is very, very successful just to see how they've done things. But I also believe you need a coach as well, because the mentor you're just going to generally as you need and things pop-up and you're sort of a bit more reactive to that. Whereas a coach will help you with the plan and get you steering all your ducks in a row towards where it is you're trying to go to. And they don't have any emotional attachment to your business. So be very, very careful who you get your advice from. I know with me with my new business I knew straight away I needed to have that support as well, because it's too hard being in business all on your own.

Next area, I mean I've got 101 different tips but I'm just going to narrow it down today for you. I hope you're taking notes as you're listening to this and really summarising the simple things that will make a difference for you. Things that you can actually do, that resonate with you. Because not everything I say, or anyone else says or does, will work for you. Because there's so many factors to making success happen. And even though I could be in the same industry as you, you may not experience the same success as me. Even if I gave you every tiny little step along the way, because you and I are two different people, if that makes sense. And I'm sure, you know what I'm talking about here Denise, we're all different and our emotional make-up and all sorts of things. You know, we're all individuals. However the basics apply to everyone. The simple stuff applies, like what I'm talking about – clutter, managing your time, getting the right team in place – that applies to everyone across the board.

D.H. Yeah, absolutely.



L.P. So I'm going to share with you some basic marketing tips that anyone, anyone in business can do. Often we overlook the simple things that virtually cost us nothing, and then run off and do these other fancy, shiny objects marketing ideas which really don't get the results. So, I'm just going to share something simple that happened to me when we bought a new puppy! I have two beautiful dogs, Casper and Beasley, and they're Bichon Frise's, they're little white fluff balls. And I remember a time, we already had Beasley in the family and then about three years later we decided to have a companion. And we got – it's really interesting, my husband had said, 'No dogs, no dogs, no dogs!' And of course we got dogs. So that was really funny. If we want dogs, we'll get dogs. But it had to be dogs that sit in your lap, they don't smell and they're really easy to look after. So they're like little babies in a way. As you can tell I really love my dogs.

So anyhow, getting back to Casper. Beautiful little puppy. And what happened was after picking him up from his original owners, I had already booked in an appointment at our vet. Just to check him out, just to make sure and to provide me with other details about looking after a puppy. Because it had been three years since we went through the puppy stages and you quickly forget some of the basics. So, went off to the vet and I had my checklist. I asked the vet things like, what type of food do we feed him? How much? What vaccinations will we require and when? When can he be taken out on the street? What about toilet training? And all the other commonly asked questions. And instead of having a checklist of frequently asked questions about your new puppy, the clinic of course had no standard paperwork addressing these questions. And you think about this: how many people prior to me had walked into that clinic with a new puppy and had the same exact questions to ask?

D.H. I would've thought lots!

L.P. Absolutely! So think about your business – how many people ask you the same questions time and time again, which takes up a lot of time, when you could quite easily answer their needs if you had a frequently asked questions about... and that could come in a range of different formats. Whether it's a book, an ebook or whatever.

However, just expanding on that idea, if the vet were marketing savvy, he could've produced a 'puppy pack'. Which would include that little booklet of frequently asked questions about your new puppy plus all the relevant products. He could've included the worming syrup, couple of toys, toilet training pads etc. And guess what? I would've bought it – because it was all packaged up ready to go.

D.H. Yeah, I bet you would've.

L.P. You would, wouldn't you? When you've got the need there.



D.H. And the beauty about that is that then you would've also been taking collateral home that has the vet's details all over it. So the next time that you actually need the vet, you're not then having to go find it.

L.P. Yeah, absolutely. So everything's all branded. So think about your business and what you can do with what you've got. It's important to have a range of options, people like options. Small, medium or large. Not everyone can afford the biggest program product and by having alternatives you can make sure you don't leave any money lying on the table, because you didn't offer the options. But keep it simple though, because if what you are offering becomes too confusing you'll find people won't buy it if they don't know what to choose.

I find with my business, because I do a range of things from business to life coaching, to speaking and I've got product and stuff. What I have, I've got a range of things. Say you wanted something to do with a bit of coaching. I have got, from \$97 – really cheap – which is my inner circle, which you were part of Denise with our interviews. So all those expert interviews and some other resources. So from \$97 a month it's available to you – right up until hundreds of dollars a month for some personal coaching. So it ranges, there's something there for everyone. You want to make sure in your business that you actually have at least three key options that sort of go right across the board, so that you don't leave money on the table. Because it all adds up in the end.

D.H. Doesn't it.

L.P. Doesn't it just. Another area that's low to no cost marketing is staying in touch. Staying in touch with your clients. The gold's in your database – and hopefully you've got a database if you're in business, not on an Excel spreadsheet. It's frightening what many business owners don't have. You need a database that's obviously got the names and numbers and all this sort of thing. But making notes – you're talking to people all the time, you need to make notes of what you've said and who to follow up with. A database is the memory of your business: and you've gotta have one!

D.H. Yes I absolutely agree with that. Certainly from a starting with the end in mind point of view. If I'm going to sell a business for you, for example, a database is very important and so is the platform that you run it on. Because that then indicates to me how often you are touching the people that you know. And if they are sitting on an Excel spreadsheet, I know that there's not a lot of contact going on.

L.P. Exactly. And what people overlook is: the best source of business is the business you've already got. They already know, well hopefully they know and like you, if you just go back to them again. But you've gotta stay in touch with them. And there's a certain way that you go about doing this, but you stay in touch. Because what I find is people just take your money and they bugger off. You know, really? And you never hear from them



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again. They give you the product or the service and you never hear from them again. And that is ridiculous!

D.H. I know. Certainly from my point of view, having a database is one thing, but it's actually the quality of the database which is key. And that is around: how clean it is, how current it is and what relationship you have with it.

L.P. Yes, I agree.

D.H. And so you have to have a platform that enables you to use that to your advantage in order to develop the relationship.

L.P. Absolutely. And just on the, staying in touch with people, one of the simplest things you can do – again not many do this, not consistently that's for sure, in such a way that's of interest to anybody. I just say that, some of them are boring as bat shit, the stuff that comes through from people. You're not even interested in. But having a newsletter, an update every... you know, definitely every month. I mean that's a minimum. With an update, what's going on, have a client testimonial in there, you know a story. As an example, say you're an accountant. Some of these boring accountant newsletters that come out, they are so boring. And it doesn't really interest you. Have a story about a client who you saved a heap of money for. Or, you know something that's going to resonate with people. People want to have a personal relationship. Make it interesting.

I'm just going to tell you a quick example about a newsletter and how it can bring in money. When I was in my other business one of my clients – kicking and screaming – finally got him to get the ezine out. And it was quite simple to do once he just stopped procrastinating basically. And he had, they hire tents and equipment for events, that sort of stuff. Event hire, not event hire, you know tables and chairs and all that sort of party stuff and all that.

D.H. Yeah, the party hire.

L.P. Party hire, yeah. All that sort of stuff, but did really big events. And anyway, just on his first newsletter – and it had to be set out in a certain way as I said, it can't be boring as bat shit, there's certain things you've gotta have in a newsletter, and a call to action in it. Anyhow bottom line was, the first time round – I'm not saying it's going to happen to everyone - \$20,000 order. So you reckon he didn't continue on with it? You betcha.

So what I'm saying is: stay in contact. I've got something that I do, I'm not actually doing an ezine for my business but I realised since I started, I gotta stay in contact, gotta stay in contact. So what I did was, I actually have my weekly 'words of wisdom' that go out to everybody. Just simple sayings, quotes to make you stop and think about what you're doing and hopefully take some action. So just having that going out in the background automatically every week keeps me on top of mine. There's a call to action at the



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bottom and everyone on my database is placed, every week regardless of anything else I do. And it works.

D.H. Yeah, perfect.

L.P. So that's your low to no cost marketing. The gold is already – most likely if you've got an established business and you've been doing some of the right things – the gold will already be sitting inside your business, you've just gotta have a good look and see what's there. And get, what I'm gonna talk about next, your systems in place so that you can run smoothly and much more effectively.

When we talk about systems, what's really important is having instructions in your business. Really important. If one of your team members is away, you've gotta make sure that everyone else can get in there, get things done and find things. So you might have an assistant, as an example, in your business, who's really sort of the heart and soul of your business. You really rely heavily on them, which is often the case in a lot of businesses. Yet if something happens in their personal life and it's unexpected and they need to be away or you can't be in contact with them – you're not going to be able to contact them every five minutes. And you don't want the place falling apart, because no-one knows how they do the payroll or how they do what they do. You've just got no system in place. So it's really important to have instructions on how to work things and how to do things – and you need to have that for every staff member. Otherwise you're going to be in a hell of a lot of trouble when something goes wrong.

D.H. Yeah. Agreed.

L.P. And another key area about systems: track and measure everything. You should be tracking and measuring your activities – what's working, what's not. Any advertising you do, any expenditure. You need to be looking at that on a, generally for some people, it's on a weekly or a monthly basis. But don't leave it longer than that, because otherwise, sometimes it can be too far down the track when you pick up things that you know you're wasting money on, but it was too late you could've stopped it six months earlier.

So track and measure everything. And make sure things are working. But you've also gotta give it time, for things to work. And just saying, supposing you outsourced doing an ezine. Because you can do that, quite cheaply. Because you mightn't have the expertise inside your business to put this thing together. Just track things over time. It may not be necessarily that the ezine doesn't work, it could just be the content that's actually going in it. So, you won't know until you actually have a good look, instead of keeping yourself busy all the time.

And that's the same with social media – I know you're big on social media Denise.

D.H. Yes, I am.



- L.P. And I bet you check to make sure, you know you track and see what results you're getting.
- D.H. I do, I do. I look at it in one of two ways. It's either as a positioning piece, where it may not necessarily get the numbers, it may not necessarily determine what I do, but nonetheless I think it's worth it in terms of being front of mind as a positioning piece. But then with the other part is don't waste your time if you're not getting any kind of traction out of it at all. So, and that's how you know, by tracking and measuring, you will end up with a handle on – you're getting feedback. You're getting feedback on the effort that you're putting in.
- L.P. Absolutely. Very important. I'll just give you a quick story about tracking and measuring and how important it is that you get clear, which brings me up to focus on creating wealth which is sort of my other key area in your business. I had a client that had a business from home, she was in the graphic industry. And she's very creative of course, being in that industry. And she didn't review her figures regularly, because she likes doing all the fun stuff of course. And she used to bury her head in the sand. But she was really busy and under the false illusions that she was making more money than she really was. And she ended up – this happened afterwards, after we were working together – but what happened was, she went and, thought she'd go out into an office space and started to grow the business. Again, not keeping an eye on the finances. And it turned out, when we really got her nailed down to actually look at everything, she was working way too hard with little return and she was better off going home and just outsourcing bits of work. And she could make far more money than having this fantastic little office – looks all glamorous, great for the ego and all that. But the bottom line was: it wasn't profitable enough. And how many people do that?
- D.H. Yeah, a lot. Because quite often you'll hear in the housing market, you'll hear about growth or cashflow. And business actually abides by similar rules. There's growth; and there's cashflow. A lot of small business, especially if they intend to stay smallish business, need to concentrate on the cashflow aspect. Because unless you've actually got a plan to grow and go world domination – there is an element of growth that needs to be in there to maintain the cashflow, I get that – but they're actually two different types of strategies. And cashflow, especially if you're a solopreneur, you know one or two of you in there, or it's a lifestyle business or it's a second income or if it's one that you don't want to bust your chops running it – then that has to be, the logic has to be cashflow based.
- L.P. Exactly. So you've really got to keep an eye on all these things. To do that, that's why your productivity, managing your time and being organised is really important. Allocating certain times of the week where you are going to check on everything and see what's going on is absolutely vital.



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My last key area that I was going to focus in on – actually I'll just mention this before I do – get a grip on your personal affairs as well. Business is one thing, but how many people's personal life is in disarray. Paperwork's all over the place, they wouldn't have a clue where anything is. They're not organised at home but somehow they can get organised at work, because probably there's a lot of other people that they're really, they've gotta sort of save face and that they're accountable too. But home, it seems like there is nobody there to be accountable to. So get a grip on your personal affairs. Most people really have no idea where they spend their money and often they've just got no plan for their financial future. So if you don't take care of that area of your life, chances are you won't have much of a future to look forward to.

So, a couple of ideas to get a grip on your personal affairs. Set up a filing system for everything so you can find everything. Do the same with your emails as well, so you can find stuff. And have a set time each week where you go in and you check your bank – you know what's going on in the bank there - and you check your bills. Allocate time to review your personal stuff, otherwise you find, life just will pass you by. And before you know it, your opportunities have become very limited as to what you can do. And you really do need as part of your A Team - we all need an A Team in life. So, you need a proactive accountant and/or a financial advisor. Get someone to look at your whole situation, to make sure you are making the most of the money that you have got. Because you never know. I find a lot of people a lot of people are so slack in this area. They're hoping something good happens but they're not proactive.

So get proactive in your life! And go to the professionals, go to the people that know what they're talking about in this area. And if you don't know of anyone, either contact Denise or I and we'll refer you to someone. Because, believe it or not, we actually do know some really good people. There are a few good ones out there, aren't there Denise?

- D.H. Yes there are indeed. And the other thing that, certainly from your point of view Lorraine where you can help them is to actually map out what advice you need. That step before – by all means pull your A Team together – but if you're actually not sure who needs to be in your A Team, there's that conversation to be had as well.
- L.P. Exactly. Because it can be crippling. You get so overwhelmed, you don't know where to even start. So you're in this fog and you know life's not, things aren't working out the way you want it to go. You don't know who to turn to. If it's a financial thing you go to an accountant or you might get a financial planner. If your health is not too good maybe you might go to a doctor or a wellness practitioner. But what about your life? And the great thing about what I do, I'm really passionate about this, is: we look at everything, we throw everything into the mix, see what's really going on and what's sort of holding you back. What is it that's got you in this fog? We really sift through the crap, sort out the clutter and find out what it is, what it is you really want. What's going on with you at



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the moment? What's preventing you from moving forward? Often it's a lot of fears and a whole lot of other things as well.

And then we really look at what you want to achieve as a result of that and then get the steps in place to take you forward. So we're not dragging up your past – well some of that comes up as well – but we're not going to examine it until the cows come home and then 'woe is me' and become a victim. We want to move you forward. Because I'll tell you something. When you get past the age of 50, you cannot afford to procrastinate. There is nothing to wait for! Now is the time to make hay while the sun shines, so to speak.

D.H. You are on the downward slope.

L.P. You're not 21! So given that, one of the most – just to finish off – it is so, so important to take care of your health and your fitness. Now everyone, *everyone* knows this, but most people don't do hardly anything. Or what they do do is so poor, it's not going to do much at all. They play around, poke at the sides of this thing called health and fitness and they're not achieving results. Just about, 99.9% of all the boomers that I work with want to lose weight. That's the highest area they want to tackle first. They want to lose weight, because they're overweight. And chances are they're overweight because they've been in a bit of a funk, they've sort of given up a bit on life, lost their motivation and all that and it shows up. All that weight piles on. And if you've got all this excess weight on you: you are setting yourself up for something to happen. Guaranteed at some point.

So, you should be your number one priority. Forget this busyness factor – get the help you need to get your health on track. And can I say, yes of course you've gotta watch the foods that you eat and all that. But there's more to it than that. It's a mindset shift. And the exercise - unfortunately going around the block with the dog for a walk every day that piddles on every lamppost you walk past - is not enough exercise. I have a fitness background and I tell you it's not enough. Because if it was enough, I'd be doing it. You know? So it's time to get serious, to get off your butt and take the action. Because when you do, when you take the first step, you can take the second step. And you'll create momentum and you'll create energy. And then more passion back into yourself. You'll be more confident, more energised – and that will flow right through to every other area of your life.

So get the help that you need and take care of yourself. That's my highest value in life, health and fitness. And you can tell I'm passionate about it because I see so many people who limit their potential and they're way too old before their time. You know, they might be 55 or 60 but they look like they're 80. And the brain goes with it as well. You know, they may as well have put the nail on the coffin. And I hate seeing that, there's no need for it.



D.H. Yeah, good tip that one.

L.P. So that's probably about it for today, Denise. Basically, these things work, these simple tips work – you've just got to make sure that you actually apply them. Consistently. Choose the ones that you think are a good idea for you, and go try and do it for a period of time, give it a really good go consistently, and see what happens. As you achieve more success in whatever field you apply those tips you will then continue on. Because success breeds success.

If you want to know more about how you can be more productive and profitable and you'd also like to receive that time sheet that I mentioned earlier, just email me lorraine@relaunchyourlife.com.au. And also too, for those of you who are over that – I say over 50 but you could be over 40 – I've got a, on my website a questionnaire, free questionnaire which you can actually go to, to see if you've lost your midlife mojo. So there's some pertinent questions there that will be very helpful for you to pinpoint a few things in your life that may not quite be working the way you want them to.

D.H. That's great. That's very kind of you Lorraine.

L.P. My pleasure Denise. Thank you for having me today and I'm sure we'll be seeing each other in the near future.

D.H. Yeah, no doubt we'll talk again soon. So thank you again to Lorraine from relaunchyourlife.com.au and we'll speak again soon. Thank you!

L.P. Thank you.