

## ***Some things I wish I'd known much earlier...***

### **get the bills out, get the cash in**

It's a business. Don't be shy about talking about money. Be upfront on how you charge, get the bill to your customer promptly, and chase it up the day after it's due. The longer you leave it outstanding, the less your customers will care about paying.

### **use your time like your cash**

Reality check, at the start of every day: what will bring in the best return? and what just has to be done today, not any other day? (that may not be the biggest thing.)  
Then do those things now, before anything else. Done is better than perfect.

### **rehearse the conversation - and listen**

Practice what you want to say before you call, or enter the meeting.  
Doesn't matter if it's a sales call, or chasing a debt, or a project update: what do you want out of this interaction? Then listen, and adjust. If you find this really hard, get some training.

### **respond promptly**

Create some standard replies, and use the most appropriate one as the base, to reduce the drain on your time and energy. For emails, try auto-replies, then sort by importance, and follow them up in batches.

### **write it down**

Every time you have a great idea, or hear one! And, when you complete a new task, especially if it was tricky or unusual or you hated doing it: write down the steps, the key how-tos; so next time, you don't waste time trying to remember, or you can outsource it.

Carry a notebook and a pen. Old school and easy, even if you love your tablet to bits

### **outsource**

Unless it's your core skill - and maybe even if it is - someone out there can do it faster and better than you can, and you can get on with building up your business. To pay less, you'll need to provide more detail of tasks, and supervise more closely.

### **know where you want to be**

How will you know when your business is successful? that may sound like a really stupid question, but can you actually answer it in just one sentence?

Use that answer to work out what to do, and how to measure that.

Then, you can start doing what you need to do to get there, every day.

## ***make a plan, and use it - it will be your GPS***