

# the solopreneur zone

*the resource place for solo-entrepreneurs*

## Why Are You Working So Hard?

### Stop Working So Hard

We all do it now and again. Some of us do it all the time. We work harder than we need to. How? By doing our daily tasks again and again without noticing that we are often reinventing the same wheel. Or, by spending too much time on things we personally aren't suited for doing instead of letting someone else do it.

Both of these cause us to work harder than we need to. The harder we work on things that don't require it, the less energy we have for the important parts of our business.

### Don't Reinvent the Wheel

How many times have you caught yourself doing something that you've done before, yet you are starting again from scratch? Maybe you never kept a sample of how you did it the last time or don't remember the steps you took to do it.

Don't reinvent the wheel. If you notice that you are doing a task regularly, you will be much better off if you create a system for doing it.

For example, I send a lot of the same emails out regularly. I have a folder in my email program that stores samples of the various types of emails I send. When I need to send something, I look for a similar sample, then simply adjust any dates, details or comments. I'd estimate that this saves me nearly 2-4 hours each week alone!

### If You'll Do It Again, Systematize It

A majority of the things we do every day are routine. If you'll do it again, create a system for it. This way, you'll be able to do a lot of your mundane tasks without using as much energy.

How do you create a system? Typically, it's as easy as keeping copies of how you did the work before or writing down the steps you take to complete the task. Sometimes, just scheduling a specific time slot each day or week to complete the task is enough of a system to get the task done more easily.

### Being Busy is No Excuse Not to Get Organized

It's true, we're all very busy. So we think it would take far too much time to stop and get organized. But most of us probably waste nearly a day or more each month because of a lack of organization.

Wouldn't an extra one or two days a month be great if you could spend it on long-term business planning and strategizing? Think of how much farther along your business would be if you spent less time on paperwork and more on the business itself?

### Entrepreneurs Aren't Designed to Love Organizing

Most entrepreneurs just plain aren't built to be organized. There's nothing wrong with that. Organizing isn't where our talents lie. We live in the world of possibilities and ideas. We aren't meant to think in a logical manner. If we did, we wouldn't be good entrepreneurs.

However, we still need to get what's in our heads down on paper or in some format that would enable us to get the support we need to keep organized.

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## **So You Think You're the Only One Who Can Get Things Done?**

Another trap we entrepreneurs fall into is "no one else can do it as well as I can". The fact is if it's administrative in nature, you are probably the worst candidate for the job. Your job is to do the core work of your business, not all the other little things.

Sure, it will take longer to finally systematize what you do, but once it's done, you'll never want to go back to being a "jack of all trades, master of none". Guaranteed.