



MEDIA

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How to Get Twice as Much Done in Half the Time

Four Time Management Tips for Busy People

How can you get more done in less time so that you can have a life? With all the layoffs and continued downsizing many employees are finding their workload doubling. “But you don’t need to double your effort to get twice as much work done,” says small business expert, David Frey, author of the Small Business Marketing Bible. To double your productivity at home or at work and create a better balance of life, Frey offers suggestions for more done in less time.

To help you get your life back Frey offers a free, “Double Your Productivity Checklist” that you can get by sending a blank email to checklist@MarketingBestPractices.com. Frey also suggests the following six additional tips to help you get more things done so that you can enjoy your life.

1. Plan Your Next Day the Night Before – The biggest time wasters are caused by not having a prioritized daily plan. Without a plan you may be tempted to do things are not important. Your action plan should include things you need to get done that day prioritized from the most important to the least important.

2. Overplan Each Day – “As humans, we usually get things done in the time we’ve allotted for it.” comments Frey. If you plan to do more things, you’ll get more things done. It’s okay if we have things left over on our list we didn’t get done. Frey says, “At the end of the day it’s far more important what we got done, rather than what we still need to get done.”

3. Avoid Time Wasters – Telephone calls, email, and meetings can sap your time away. A person who walks into your office unannounced can initiate an unnecessary meeting. Frey recommends, “Schedule your telephone usage. Set a specific time to return phone calls and stick to it. Don’t answer the phone unless it falls within your phone time period.” With the rise in email, a lot of valuable time is wasted wading through spam just to find the legitimate messages.

4. Don’t Shuffle Your Work – Only handle a piece of paper once. If it requires more than 60 seconds to accomplish, list the action on your to-do list with any deadlines and place the paper on your to-do pile. Establish a time to come back and work your paperwork to-do list.

David Frey is the author of the “Small Business Marketing Bible” which can be found at www.TheMarketingBible.com.