

Staying Focused

By Chuck And Sue DeFiore

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Three of the biggest areas of concern to our survey participants were repeat sales, getting new business and staying focused while working at home.

First, let's discuss staying focused at home. Remember, to have a separate office or to delineate one area and one area only to your home business. This can be your kitchen table, a desk in your dining or living area, but only one place for the business paperwork. Obviously, if you have to place supplies in a different area, this is OK. In addition, if you have clients come to your home, you can do this in your living room, or family room area, or an area you have designated for clients.

I know, it's summer and all that sunshine and water beckons you. Remember, folks this is your business. If you need a few days off to get it out of your system, do it. You'll come back more motivated, refreshed, and ready to tackle anything.

Your home-based business is no different than that job many of us had years ago, that when Spring and Summer came along we had a hard time concentrating, and maybe took some time off. However, when we came back we were ready to work. And this time it's your own business, so that should motivate you even more.

Don't forget one of the basic tenets of running a business from your home, set distinct hours for that business and stick to them. When the work day is done, close the door, or clean up that area, and go on to household chores, or outside interests.

Use that To Do List to keep you focused. Make it up at the end of each day. Use that last half hour of the day to set up your work schedule for the next, put your work and To Do List in your tickler file, check your daily scheduler, check your goals for the day, did you meet your goals for the day, if not, why not, and what do you need to do to be sure you meet them for the next day, and for the week. Use your goals to keep you focused on your work day and what needs to be accomplished.

What time of day is it when your focus is wandering. Is it late afternoon, early evening? Maybe you need to get up earlier, and adjust your schedule so that your work day is done sooner, and your down time coincides with the periods of time you are having trouble focusing.

We all go through periods when we need to get away or take time off, even from our own businesses. I don't care how passionate you are and how much you love what you do, sometimes you just need to get away from it all. We say DO IT, have your fun in the sun, pool, golfing, whatever. Then come back with a vengeance to that business with renewed purpose and energy.

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