

JUNE 2018 • ISSUE 3: I NEED MORE TIME!

THE **BOTTOM LINE**

BY HER CORNER



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HER
CORNER

Welcome to

CORNER



Frédérique Irwin

Frédérique is the Founder and CEO of Her Corner. She has spoken on the topic of the state of women and entrepreneurship at The White House, The U.S. State Department, as well as companies such as Marriott, Chobani, Microsoft, AstraZeneca, TD Bank, and others.



Kimberly Berger

Kimberly is the President and COO of Her Corner. She is an active angel investor with a passion for women-owned companies. She has worked with venture-backed companies and large publicly traded companies specifically in the areas of digital marketing and strategy consulting.

Dear Her Corner Members,

Welcome back for our latest issue of The Bottom Line! As you know, this publication is exclusively for members and our content and templates are made available just for you. We hope you are enjoying them and using them to help you think through how to grow your businesses!

This quarter's theme is ***"I Need More Time!"*** Over the years time management has come up again and again as the single biggest topic of discussion among our members—whether in the Accelerator cohorts or in private coaching. How does one possibly get it all done? How do we handle the overwhelm? When can we know that it's time to hire?

We are thrilled to share the story of Jennifer Folsom, a Her Corner Founding Member, and also a woman who has both taken a company to Inc's Fastest Growing Companies, and is now working for another one on Inc's Fastest Growing Companies list. She first did this while taking care of twin 6 month old babies and today she has three boys between the ages of 12 and 18! She is a frequent contributor in the media on how to manage time and a business or career, and she shares some great tips in our feature article. And we also have two features on solutions for time management from professional business organizers.

This issue's worksheets and templates are designed to help you streamline your time in an area we could all use more focus: marketing. We help you break down the step-by-step guide behind your marketing strategy by giving you the templates to create your implementation plan. Taking the time to write it all down will pay off in spades as you then spend less time asking yourself, what do I do next? What do I say when I reach out? What is my next step?

We would love to hear how you are handling your time management challenges and what hacks you have come up with. Make sure to share your experiences on our private member-only Facebook group.

Here's to your success!

Fred & Kimby

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Don't Be the Bottleneck *By Kimberly Berger*

When we're stressed and overwhelmed, many women default to the five word kiss of death: "I'll just do it myself." One of the big a-ha moments that often comes during the Accelerator is when members finally realize that in order to grow their businesses, they can't continue to do everything themselves.

Once that realization happens, change is fast. Virtual assistants get hired, technology gets implemented, new systems are put in place to take some of the work off of the business owner's plate. I've now seen this happen enough times to know that even though this looks like amazing progress, there is one more change that still needs to happen in order for real growth to occur.

You have to begin to see yourself as the bottleneck and then get out of the way. One Accelerator member I work with had her light bulb moment pretty early on. She hired

a virtual assistant and decided to use Insightly to manage her contacts and business development process. Each month on our coaching call, I would expect to hear significant progress in prospecting for new clients but it never came. Finally, I asked her to explain to me how she was actually using her VA and new technology to help her.

And then she confessed that she actually hadn't done that yet because first she needed to go back through her hundreds of contacts and double-check that she had their correct contact information and LinkedIn accounts and, once she did that, then she would hand it off to the VA and start sending out prospecting emails.

Can you imagine how much time that would actually take her? **I explained that she was a bottleneck.**

The only things she should be spending her time on were the things that no one else could do for her. There was no reason that the VA couldn't get Insightly set up. I challenged her to get out of the way and let the systems she had put in place actually work for her.

The next month, sure enough, progress! So take a moment and consider what you do every day. What's on your to do list? How much of that can someone else actually do? Now get out of the way and let them do it!

Is It Really a Time Management Issue? *By Frédérique Irwin*

Recently someone told me she needed help with time management. There simply was not enough time to complete all the work she needed to do to run her business. She was putting in 10-hour days and still falling behind. By the time we got together, she was four days behind with client deliverables, and she thought the only way she'd catch up was by working the entire upcoming weekend. I could see the overwhelm she was carrying with her. I could hear how close she was getting to just giving up.

We started talking through solutions. What could we outsource? Who could we hire? Was there a short-term partner option? But she wasn't responding. She was not even able to make time for any of these possible solutions. Something was off.

So I took a step back. And I asked her to share something with me.

I asked her to pull up her calendar and show it to me. I immediately saw the problem. This was not a time management issue. This was a capacity issue.

She was right. There was literally no extra time to research outsourcing, or to hire someone to help. She had expertly time blocked her calendar for

the clients she had. There was no time. But as I took a closer look, I noticed something else.

- An entire day blocked off to deliver a business development presentation.
- And a few days later, four hours set aside to deliver a webinar for a partner organization.

Why was she making time for these things? Even if they converted to new business, she didn't have the ability to take on any more work. She told me that she was afraid if she stopped doing business development, the work would stop coming in. Plus, she didn't want to disappoint someone to whom she'd made a commitment.

The picture became clear. This wasn't a time management issue.

This was a priorities issue. Her desire to please others, and her inability to prioritize herself, had led her to fill up her calendar so much that there was no way to actually get everything done.

I waited on mute as she called the organizations and politely told them she had to cancel. And suddenly we had something we could work with. Room to breathe and room to catch up.

If you have ever felt this way, take a look at your calendar. If non-priorities are taking up all of your time, start by getting rid of them.



3 Systems to STREAMLINE *Your Business*

By Kacy Paide

Systems can elegantly carry us through the daily grind and have our backs during growth spurts. Here are three not-so-obvious systems that, once in place, will give you a sense of calm and order in your business.

1. Capturing content ideas

It's hard enough to sit down and clear your head to write, but harder still when your writing ideas are scattered. It's also hard to be a reliable content creator when you can't access all of the ideas you've had over the last few months. A common physical folder I create for business owners is "Blog Post Ideas." This is usually the first step towards a more streamlined, usually digital, collection bin of writing ideas.

I have two notes in Evernote for newsletter/blog post ideas. The "Newsletter Ideas" note is the master dumping ground for older ideas, some years old that I'd still like to revisit.

I most often work off of the "[Current month] Newsletter Ideas" note. This is a very active note placed prominently at the top of my shortcuts. Most ideas land here and are immediately assigned to a week. When it's time to sit and write, I turn to this trusty list from which to pull a selection of posts for the week's newsletter.

2. Keeping action items separate

When faced with a desktop (or bag or floor) filled with paper, most people feel paralyzed. The good news is that with one simple question we can begin to part the sea into two clear categories. For each paper I ask, "Is there something here you need to act on?" From there, we create a pile for action items, and piles for absolutely everything else. The priority is then to further sort action items, usually by action required, such as

- To Call
- Add to Calendar
- To Pay
- To Discuss with [Colleague], and much more.

"As much as I love digital programs such as Evernote, there's magic in keeping this sheet as a hard-copy."

"If I just had a system, I could follow it" is something I hear from most organizing clients, especially business owners. For some, this means a paper flow system if they're still paper-heavy (as many still are!) For others, they don't know exactly what systems to ask for, but are certain they need multiple ones in place.

Relief is fairly instant once action items of varying priorities are safely separated from everything else.

3. Weekly prioritizing and goal-setting

Those of you who follow a routine, you know that it can be the axis of a quickly spinning life. Given that, many people aspire to have too many routines, failing at all. Mastering a daily morning, evening, weekly, and even monthly routine is quite the advanced move.

When in doubt, master just the weekly routine. I like to create this on a single sheet of paper that, at a minimum, is where you list the three things you must accomplish. At a maximum, it can account for:

- Major current projects (such as workshop planning)
- The things we know we should do but don't (such as calling past clients)
- The things that we might even like to do but slip through the cracks (such as sending a newsletter)

This can be an assortment of check boxes, fill-in-the-blanks for time spent on a project or blog post titles, and more. Most importantly, set aside just a few minutes on Sunday or Monday to date the top and fill it out. For consistency and ease, sketch out a single master sheet that can be printed in multiples, so you don't reinvent the wheel each week. As much as I love digital programs such as Evernote, there's magic in keeping this sheet as a hard-copy.

Kacy Paide is a Professional Organizer specializing in offices, paper, digital organizing, and time management. Since starting her business in 2001, Kacy has helped nearly 700 clients find what they need, when they need it, freeing them to live fuller lives both in and out of the office. Learn more at theinspiredoffice.com.



Yes, You Can Buy Time By Amanda Jefferson

The New York Times published a fascinating article about how “buying time” (aka outsourcing or delegating) can increase your happiness level. Whether it’s ordering take-out on a stressful weeknight or paying someone to clean your house, outsourcing specific tasks in your life can significantly reduce burnout and increase happiness.

So why don’t we do it more? The researchers have a hunch: “a Protestant work ethic that values being busy or guilt over paying someone for a task that people could easily do...” We want to seem like we have it all together and we might be therefore resistant to spending money on time saving purchases even when we can afford it.” Sound familiar?

In my work, I meet so many people working hard to “do it all”. Not only am I helping them to completely de-clutter their homes, I’m helping them to simplify and de-clutter their LIVES. One of the most important lessons that I teach them is HOW TO DO LESS.

When you are in a state of overwhelm, there is only one thing to do: SIMPLIFY. One of the best tools to help you do this is the 4Ds, which was featured in Julie Morgenstern’s pioneering book, Time Management from the Inside Out.

“When you are in a state of overwhelm, there is only one thing to do: **SIMPLIFY.**”

DIMINISH: This one is my favorite! How can you do less of something?

Don’t clean the whole house. Set a timer for 20 minutes and do your best impression of a Tasmanian Devil as you whiz around straightening up and wiping down.

Love hosting but don’t have the time? Host monthly “come as you are” dinners, where your guests (and you!) might even be in sweatpants and enjoy take-out or grill some food. (Great tip from my fellow KonMari buddy Patty Morrissey.)

DEFER: Can you do this later?

Use apps: Apps like ToDo to prioritize your to-dos and move tasks to “next week” with one easy click.

Look for open pockets of time on your weekly calendar. Schedule things that are important but not necessarily urgent, like finally making that vet appointment or renewing your passport.

DELEGATE: Can someone else do this for you?

I LOVE delegating my grocery shopping to Peapod. Every time that happy green truck pulls up and plops my groceries right on my kitchen floor, the joy sparks fly.

On your to-do list, note items that a spouse or partner can do. My husband knows he’s in trouble when I get out the purple Sharpie...

DELETE: Do you even need to do this at all?

Hate sending Christmas cards? Don’t send them. That’s all.

Got an invitation to a party that you don’t want to attend? Send your regrets. That’s all.

My clients tell me that the 4Ds are a life-saver. Ask yourself today: How might YOU buy more time, and happiness, in your life?

Based in the western suburbs of Philadelphia, Amanda Jefferson is one of the world’s first certified KonMari consultants. After a successful 20-year career in academia, consulting and non-profit leadership, Amanda now channels her passion for helping others by creating homes that are peaceful, stress-free and efficient. She can be found at www.indigoorganizing.com, via email at amanda@indigoorganizing.com and on Instagram at [@indigo_organizing](https://www.instagram.com/indigo_organizing).



Mastering the Art of **TIME MANAGEMENT:** *An Interview with* **Jennifer Folsom** *By Her Corner*

Jennifer Folsom knows a thing or two about time management. The business she co-founded—Mom-entum Resources, a flexible schedule staffing firm—was named one of Inc. magazine’s fastest growing companies. She achieved this while raising her then five-year-old-twins and six-month-old infant. She’s got more than a few secrets to share with Her Corner members about how to get things done—and when and how to just say no.

Folsom admits that co-founding, growing, and leading Mom-entum while her three kids were young “was not easy.” “Even though I had great childcare and the twins were in school, I was trying to work within school hours and found that I just didn’t have enough time for it all,” she says. The hard lesson she learned while she tried to model and live the flexible schedule lifestyle that she was selling to her clients was this: “It wasn’t working.” So what did she do to make it work? “For one thing, I had to get comfortable with my choices. I couldn’t hang around on the preschool playground for a picnic lunch after pick up. I had to race home, cram lunch down my toddler’s throat, and pray to God he crashed quickly so I could get back on sales calls with clients at 1:00,” Folsom says. “But I also couldn’t go hard 10 to 12 hours per day. That was the whole point of this, of owning my destiny and being in charge of my schedule and being there for those critical afternoon and evening hours with the boys.”

She needed to find more time—10 more hours in an already impossibly busy week. “That’s when I started with the crazy early morning hours,” she says. “I would get up and work hard from 5:00 to 7:00 every weekday.” This required plotting out what had to get done during those crucial quiet hours of the morning. “The afternoon before I would figure out what needed to happen in those two hours so I could stumble down, knock back some coffee, and get some of my heavy lifting done.” But the day didn’t stop there. She’d move on to two hours or so focused on her children, and then from 9:00 to noon she’d focus on her clients. Why? Simple. That’s when clients were available. “Clients don’t want to hear from you before 9:00 or after 4:00,” Folsom says, “so get those calls and visits scheduled then.”

Folsom also became a master multitasker—an essential skill for a mother of twins plus one—by combining exercise with family bonding time. “I would ‘save’ my

exercise time for us together,” she recalls. “Run in the jogging stroller or ride with the iBert seat or sometimes just [have] an indoor dance party.”

Folsom has moved on from Mom-entum and her kids have grown and have different schedules and needs, but she still applies the time management lessons she learned early on in her new role as Chief of Corporate Development at Summit Consulting, LLC—another Inc. 5000 fastest-growing firm. She’s still an early riser, getting up at 4:50am, sharing a cup of coffee with her husband, and getting her workout in. “If I have writing to do, I do it then,” she says. And she still uses her main business hours for clients, between 9:00 and 4:00. If she has internal meetings to attend to, like mentoring her team or handling other management issues, those happen afterward. Why focus on clients during the peak hours of the day? “No matter who you are or what role you are in, your clients come first,” Folsom says. “You are your own Chief Revenue Officer. It is—no matter what the industry—all about sales. Be loud and proud in front of your clients when THEY want to see you.”

She’s also learned the art of the strong finish. In order to make sure she gets her most important to-dos done every day, she started a “daily close-out routine.” “Before leaving, I block the last 15 minutes of my calendar to plan [for] the next day, write in my journal three things that I accomplished that day, and send one thank you email to someone who did a great job or made my day better,” she explains. “Having that closure on my day allows me to unplug for the evening with my family.” Folsom also uses technology to her advantage: both by leveraging its productivity applications and knowing when to turn it off. “You have to unplug,” she says. Folsom sets her notifications on “Do Not Disturb” from 5:00pm to 5:00am so she doesn’t have “that Pavlovian response to check that ‘ding’ during family dinner.” She knows the costs of doing so: “I once did that and set my

“Before leaving, I block the last 15 minutes of my calendar to plan [for] the next day, write in my journal three things that I accomplished that day, and send one thank you email to someone who did a great job or made my day better. Having that closure on my day allows me to unplug for the evening with my family.”

son's highchair tray on fire on a lit burner. True story." Now, if she's out of the office, whether it's on vacation or chaperoning a field trip, she disconnects her work email—and recommends that others do the same. She also finds benefits to having a smart phone as one of her business tools. "I love and use any productivity app," Folsom says. "I spend less time waiting on trains (MOOVIT) and avoiding traffic (WAZE) and there are a zillion ways to track expenses and hours." And of course she multitasks: "I use my commute time to meditate (Headspace, Calm) and keep up with industry news (I am digging the Hustle right now)."

Part of managing one's time with a busy schedule is knowing when and how to say no to projects and people. Folsom has no qualms about doing so. "Look, you're a grown ass woman. You are in charge of your time," she says. "No one MAKES you do anything. You decide. And own your decision." Folsom recommends saying "no thank you" with a big smile. "And, if I'm feeling generous," she says, "[I'll add] 'it's wonderful that you thought of me, but I don't think that is right for me at this time.'" She says yes to opportunities that work for her and her kids, and no to volunteering when it doesn't. "I love volunteering in my kids' schools, but I cannot take leadership positions on the PTA or spend five hours/week in a school when I spend 50+ hours in the office. The math doesn't work," Folsom says. She likes to volunteer to lead a weekly reading group with her youngest son's teacher because it's 30 minutes/week on a day she usually works from home. "It's just me and the teacher on communication. No meetings. No emails. No guilt. If I can't make it that week I just say 'sorry, I have a conflict.'"

Jennifer Folsom currently serves as the Chief of Corporate Development for Summit Consulting, a \$21M data analytics consulting firm. Under her leadership, Summit has earned a coveted spot on the INC. 500/5000 List of Fastest Growing Companies 10 years running. Previously Jennifer was a Partner and co-Founder at Momentum Resources, an Inc. 500 (#167) Fastest Growing Company focused on staffing flexible and part-time roles. She ran the Washington, DC office driving half of the firm's revenue. Jennifer began her career as an equities trader at Legg Mason Wood Walker and quickly moved into investment banking with a penchant for deal origination. She earned an M.B.A. from Georgetown University, and a B.A. in business and economics from Randolph-Macon College. Jennifer resides in Alexandria, VA, with her husband and three sons.

What's ahead for Folsom? A new project, one that ties together her tips and advice based on blog posts she wrote for Mom-entum. In it, she'll debunk the myth of work-life balance. "If you are working and you have children (or aging parents, or other outside commitments), it's a circus. It just is," Folsom explains. "But YOU can be the Ringmaster. You can decide where the spotlight shines and what goes on in each ring." The book project is about sharing what works, from negotiating a raise and a flexible schedule in your year-end review to getting dinner on the table. Want to know more? Follow Folsom's progress at jenniferfolsom.net. She'd love to hear your ideas for interview subjects, blog topics, and outlets for speaking engagements.

And watch for her book. Because if it has half the tips and straight talk she packed into this short interview with Her Corner, it will be well worth your time. In fact, it could help you manage and save time so you can focus on the things that matter most to you—whether that's your business, your family, your community, or yourself.



Marketing Implementation

THE STEP-BY-STEP GUIDE FOR YOUR MARKETING STRATEGY

MARKETING AND SALES GOAL: _____

MARKETING AND SALES BUDGET: \$ _____

MARKETING STRATEGY

EXAMPLE:

Attend Networking Events to Increase Leads & get new business.

Budget: \$200 / month

Goal: 2 new clients / quarter

EXAMPLE:

Launch a drip campaign to drive traffic to new product or service.

Budget: \$300 / month

Goal: 20 new clients / year

EXAMPLE:

FB Ads to drive traffic to new product or service.

Budget: \$700 / month

Goal: Increase visits by 30% and convert 10 new clients / quarter

FIRST STRATEGY:

BUDGET:

\$ _____

GOAL:

SECOND STRATEGY:

BUDGET:

\$ _____

GOAL:

THIRD STRATEGY:

BUDGET:

\$ _____

GOAL:

Marketing Implementation

THE STEP-BY-STEP GUIDE FOR YOUR MARKETING STRATEGY



EXAMPLE PAGE

ATTEND NETWORKING EVENTS TO INCREASE LEADS & GETS NEW BUSINESS

PRE IMPLEMENTATION TO-DO'S:

1. RESEARCH EVENTS
2. REGISTER / FILL CALENDAR
3. RESEARCH ATTENDEES (if possible)

STEP-BY-STEP IMPLEMENTATION GUIDE:

STEP 1 (Post Event) ENTER ALL INFO FROM CARDS INTO CRM (Customer Relationship Management) SYSTEM

STEP 2 SEND EMAIL (I enjoyed meeting you. Here is more information about my business. Can we schedule a call or get together for coffee? Here is a link to my calendar.)

STEP 3 CHECK EMAIL RESPONSE

- IF RESPONSE IS YES GO TO MEETING AND ADD TO NEWSLETTER LIST.

Follow up email afterwards with a thank you, blurb about your business to make it easy for them to tell others about you.

When referral comes in, send thank you email to referral source.

When work is complete, send email update with results, maybe a gift or donation to acknowledge the referral.

- IF RESPONSE IS NO ADD TO NEWSLETTER LIST, SET REMINDER TO REACH OUT IN 3 MONTHS

- IF THERE IS NO RESPONSE, EMAIL 1 WEEK LATER WITH INTERESTING ARTICLE

If still no response, add to newsletters list

Set reminder to reach out in 3 months

Marketing Implementation

THE STEP-BY-STEP GUIDE FOR YOUR MARKETING STRATEGY: EXAMPLE PAGE



EXAMPLE PAGE

EMAIL DRIP CAMPAIGN TO EXISTING CONTACT LIST

PRE IMPLEMENTATION TO-DO'S:

- 1. MAP OUT MESSAGING AND SEQUENCE OF COMMUNICATION
- 2. FINALIZE ANY TEMPLATES / GRAPHICS
- 3. MAKE SURE ALL LANDING PAGES AND CTAS (*Call to Actions*) ARE FINALIZED

STEP-BY-STEP IMPLEMENTATION GUIDE:

- STEP 1 SEND EMAIL TO ENTIRE LIST ANNOUNCING NEW PRODUCT OR SERVICE
- STEP 2 CHECK OPEN RATES 4 DAYS LATER AND COLLECT EMAIL OF EVERYONE WHO OPENED MORE THAN 2X
(This is your warm leads list.)
- STEP 3 SEND PERSONAL EMAIL TO WARM LEADS LIST WITH CALL TO ACTION
(e.g. here is a link to my calendar, let's set up a call / meeting.)
- STEP 4 IF NO RESPONSE, EMAIL WARM LEADS AGAIN 1 WEEK LATER.
- STEP 5 START SEQUENCE OF NEXT PART OF THE DRIP CAMPAIGN.
- STEP 6 GO THROUGH THE SAME STEPS, BUT BUILDING A MORE AND MORE ROBUST WARM LEADS LIST.

Marketing Implementation

THE STEP-BY-STEP GUIDE FOR YOUR MARKETING STRATEGY

STRATEGY 1

PRE IMPLEMENTATION TO-DO'S:

STEP-BY-STEP IMPLEMENTATION:

STRATEGY 2

PRE IMPLEMENTATION TO-DO'S:

STEP-BY-STEP IMPLEMENTATION:

Marketing Implementation

THE STEP-BY-STEP GUIDE FOR YOUR MARKETING STRATEGY

STRATEGY 3

PRE IMPLEMENTATION TO-DO'S:

STEP-BY-STEP IMPLEMENTATION:

STRATEGY 4 *(If Applicable)*

PRE IMPLEMENTATION TO-DO'S:

STEP-BY-STEP IMPLEMENTATION:
