

MYTH: I get more done when I wait 'til the last minute.



My sister has a t-shirt with this on the front:

"The top ten reasons I procrastinate:

1."

Well I guess that t-shirt says it all! We all procrastinate and sometimes we can't even complete the 1st step. For those who are not procrastinators, the procrastinator is notorious for starting lists and not finishing them or what is on them- all with the best of intentions of course.

If you fall in the procrastination category, you are not alone. They say that procrastination is a habit. And, if you know the reason for the procrastination you can put strategies in place to combat it.

So why do we procrastinate?

- ❖ It's a task that is less than appealing- cleaning the fish tank; or preparing for the upcoming meeting on "Procedures for eliminating the dust bunnies out from under the desks."
- ❖ Feeling overwhelmed- How am I ever going to get this done? It's not possible for one person to handle!
- ❖ Possible Failure- Too many ways it can go wrong. Too many outside forces beyond my control.
- ❖ Indecision- Do I want to have the party at the house or on the beach? Consequently, never getting the party scheduled at all.
- ❖ You just don't see the point. You just don't care.
- ❖ I don't like my boss. I don't like the way he asked (or told) me to do it.
- ❖ "In the midst of great adversity- Oh, look at the cute bunny!" Yes, distractions. They are everywhere.

How do we combat procrastination?

- ❖ Do the yucky, less desirable stuff first and then go for ice cream or a manicure.
- ❖ Break big projects into smaller steps. Ask for help. Delegate/ outsource certain aspects of the project.
- ❖ Keep the end result clearly in your head. Follow the steps necessary, but always think of the final outcome and how great it will be.
- ❖ Schedule a difficult task for when you are at your peak.
- ❖ Look for the "big picture." It may be a boring step, but what results will it ultimately produce?
- ❖ That nasty boss? Clarify the steps and expectations of the project. Think of what you will be able to add to your resume when searching for your next job (with a great, new boss)!
- ❖ Eliminate those distractions. Turn off the phone and TV, close your door, pull the blinds, and train the dog to keep the bunnies out of the yard.

Now ask yourself if a task is being delayed because it is appropriate or is it procrastination without any real justification? Oh, and if you are reading this instead of working on your list (procrastination)...get moving!!

Playing Hide and See with Your Website

Ok, you've spent a load of cash on your new website. It's beautiful, stunning even, and just what you've always wanted. But when you and your customers search for it on Google or Yahoo, you find you don't exist! What good is your website when no one can find you?

Business



Tip

Help!

Well, the answer is you've overlooked one critical step in your website design: Search Engine Optimization (SEO). I know, I know, it sounds technical. Honestly, I even have a hard time pronouncing it! But SEO really is critical to the success of your website. It's what puts you on the search engine map, and really, I promise, doesn't take a lot of time! So you know what you're talking about, take a look at the tips below:

Here are a few tips for optimizing your website and ramping up traffic:

- 1) Don't assume your web designer knows how to optimize your website, since design and optimization are two separate things. Find a company that specializes in SEO and that is willing to explain how and why your website can be optimized.
- 2) Write a list of about 15 "keywords" that best describe your business, and be as specific as possible. Use those words throughout the content of your web pages, perhaps using a bold or italicized typeface, and give those words to your SEO specialist.
- 3) The more specific you are, the better, including going local with your description. Listing your hometown or region will narrow the search results to only companies in your area, giving you a better chance of ranking higher in the search engines. For example, if you're a website design company in Northwest Indiana and just list "website design," you'll compete with designers around the globe. Plug Northwest Indiana in with that, and you will narrow the results.
- 4) Include links to your site to help increase traffic, since search engines look to see if any other sites link to yours. Link your LinkedIn, Facebook and Twitter activity to your site. Tell friends and business associates to link to your site. Have a blog and Twitter so followers will want to link to your site.
- 5) Get started now. SEO can take from two to eight months, depending on your particular site. Get started today to find the help you need so not only the search engines can find your website, but your potential clients can, too!

Do you want help clearing a path to success?

The Success Trek team is ready to talk! Sit down with us and we will listen to your issues and challenges. To find out about your proverbial first step, contact Theresa Valade at t.valade@success-trek.com or 219-680-7720.

Information on Free HR Webinars

Success Trek partner, Preventive HR, offers a free Webinar. The title for April (approx. the 15th) is "Independent Contractors vs Employees."

The title for May is "EEOC: Discrimination and Harassment"

To receive notification of the date and registration, go to www.hr Sentry.com and provide your email address. You will also be notified of future free webinars. These webinars are provided by HR Sentry which Preventive HR offers through an alliance.

Preventive HR is dedicated to providing its clients with tools and resources to help them efficiently and effectively manage their organizations. Preventive HR has teamed with HR Made Simple to create a free webinar series that will address various Human Resource topics.