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Tips to Getting Organized in 2009

As interviewed: Julie Morgenstern, author/consultant

Get in the habit of daily planning. Entrepreneurs tend to be all over the place. Choose a centralized online or paper planner and keep everything there. It's helpful to do your planning at end of the day for tomorrow and two to three days beyond.

Set weekly or monthly benchmarks for yourself, such as writing a certain number of articles or blog entries, or contacting a certain number of clients. Make sure these benchmarks are measurable and track them.



Julie's "Four Ds" to Prioritization

Delete → Delay → Diminish → Delegate

See if you can **delete** the idea; that is, determine if it's worth the effort or if other versions are already in the works. It may also be possible to **delay** the idea to a time when you're not as pressured. **Diminish** means seeing if you can streamline the idea and complete it in a shorter time. Finally, there's **delegate**—give the idea to someone else. That way it will get done and not throw your schedule off balance.