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**RUNNING AND MARKETING A  
SUCCESSFUL BUSINESS**

My Mission:

- Ending the "Starving Artist" Paradigm

Intention:

- Think about your work and your business in an entirely new way
- Prepare to take a leap into a whole new world of exciting opportunities

**Who Am I?**

- Debra Russell, Certified Master Results and Business Coach since 2001
- NLP and Hypnosis Master Practitioner since 2008
- Specializing in the Arts & Entertainment Industry since 2003

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**What We're Covering Today**

- ✓ Systems Creation
- ✓ Time Management
- ✓ Project Management

**The EMyth Concept**

- Entrepreneur vs. Manager vs. Technician
- Designing your business like a franchise
- Working **ON** your business, not just **IN** your business

**Create  
Systems**

### What is a System?

1. a set of people/things working together as parts of a mechanism or an interconnecting network.
2. a set of principles or procedures according to which something is done; an organized scheme or method.

### Why Create Systems?

- More professional / credible
- Save time in the long run
- Eliminates THINKING; facilitates DOING
- Enables you to stop and pick back up where you left off
- Easier to Delegate!
- Frees you up to do more of the creative work you love

### Systems Give You:

- Consistency
- Sustainability
- Room for growth

### Blocks to Systematizing

- Fear of stifling creativity
- It will take longer to systematize than to do the task
- Don' know how / Don't have the tools
- Thinking it's impossible
- The task is different every time, too many variables

Your Systems will Make or  
Break Your Business.

**If You Wait to  
Build Your System  
Until You Need it**

**YOU WON'T HAVE  
TIME TO BUILD IT!**

## Brainstorm Systems

What can you systematize?

## What Activities Need a System?

- Any activity that happens more than once.
- Any activity that has multiple steps.
- Any activity whose steps need to be done in a particular order.
- Any activity you hope to delegate now or in the future.
- Any activity that affects your customers and prospects image of you.

## Working ON Your Business

Create a System for Creating Systems

## Which System First?

- How time-consuming is the task?
- How much do you resist or struggle with the task?
- Does it lend itself to automating or systematizing?
- How quickly can you set it up?
- How badly do you want to delegate it to someone else?

## Systematizing vs. Automating

- Systematize = create a defined system for
- Delegate = Have someone else run the system you designed (or design AND run the system)
- Automate = Once set up, System runs itself

## Example: Bill Paying

- Systematized:
  - Physical space, tools and supplies setup
  - Documented procedure
    - Your bills are organized by date to be paid
    - Or you've coordinated your due dates so you only have to pay bills once/month
- Delegated:
  - You've hired someone else to run the above system

### Example Bill Paying (cont.)

- Automated
  - Setup on your bank's online billpay system
    - Create payment for monthly bills
    - Setup set amounts where possible
  - Allow companies to pay themselves
    - Give them your checking account info and permission to withdraw payments when due.
  - Direct Deposit so the money is there.

### Methods for Systems Creation

- Create a single, organized place to store all related information for each system
- Create & document procedures
- Create guidelines, policies and procedures
- Develop scripts for common phone calls, meetings, conversations
- Create flow charts for more complex systems
- Create templates for documents, e-mails, etc.

### Additional Tips

- Have your assistant document the procedure as you are training them
- Create a regular meeting for joint projects, businesses, families, etc.
- Create written agendas for all meetings and rehearsals
- Use other people's systems rather than re-creating the wheel
- Ask other people what systems they use
- Find tools that simplify your systems

### A Final Word on Systems

- Document everything you do
- Delegate everything you can
- Schedule time for creating your systems
- Always be asking:
  - how can I systematize or automate this?
  - How can I simplify it?
  - How can I delegate it?
  - Do I love doing this? If not, what can I do about it?
- Use the scientific method
- Your system could be an income stream!

### Your Overall System

1. Create Your Time Categories, Big Picture Goals and Time Map
2. Create your Performance Results Descriptions (PRD)
3. Apply your PRD to your Time Map and To Do list

# Time Management

### What are Your Time Management Challenges?

- Procrastination
- Overwhelm
- Prioritization
- Fear
- Interruptions
- Burnout

### Step 1 – Analysis

- You aren't broken
- Creating your Time Management Systems takes
  - Time
  - Effort
  - Experimentation
  - Implementation
  - Practice

### Four Challenges

- Knowledge / Technical Expertise
- Skill Level
- Quantity – Way too much stuff! (4 D's)
- Disempowering Beliefs

### Analysis Process

- How are you spending your time now?
- What is working now?
- What doesn't work now?
- When is your most creative time of day?
- When are you most social?
- What are your external time constraints?
- How do you best work?

### Step 2 – Build your Foundation

- Apply what's working to the areas that aren't working
- Learn the skills and create the structures you need to function optimally

### Time Map

- Identify Your Categories
- Design Big-Picture Goals for each Category
- Decide Total Time by Category
- Map out your time blocks by Category

### Bookends

- Morning and Evening Ritual
- Include activities that create a productive mindset
- Include planning activities
- Assess and Adjust!
- Brainstorm the big list and build bit by bit

### Step 3 – Experiment and Practice

- Scientific Method
- Schedule-centric vs. Task-centric
- Change your expectations
  - Time Estimation Chart
  - You’ll never get it all done
- Identify what works and build it into the system

### Scientific Method

- Define the Problem
- Create a Theory
- Design a test to test the theory
- Gather Data/Evidence
- Analyze Theory in terms of the Data
- Revise Theory (or Problem) and repeat

## Project Management

### What is it?

- Project - an individual or collaborative enterprise that is carefully planned and designed to achieve a particular aim.
- Project Management - the discipline of planning, organizing, motivating, and controlling resources to achieve specific goals.

### Project Management as a Solution for Prioritization

- ✓ Apply your values!
- ✓ Keep the Big Picture in mind
- ✓ You’re allowed to change your mind

### Project Management as a Solution to Procrastination

- ✓ Helps you decide what to do
- ✓ Give you a plan for how to do it
- ✓ Gives you focus and priorities when managing multiple projects

### Solution to the To Do List

- ✓ Laundry List vs. Priority
- ✓ Urgency vs. Importance
- ✓ Overwhelming vs. Motivating

### Two kinds of Projects

1. One time Project
2. On-going, recurring and lifestyle Project

### Key to Sustainable Success

- ✓ Everything is a project
- ✓ Balance one-time projects and recurring/ongoing projects

## **Design Your Project Management System!**

### S.P.E.C.I.A.L. Roadmap

- S – Starting Point Assessment
- P – Picture the End Result
- E – Explore All the Ways to Get There
- C – Create the Plan
- I – Implement the Plan
- A – Assess and Adjust
- L – Love the Results

## Performance Results Description

Top 3 Month Objectives for: [YOUR NAME]

From (start date) to (end date)

KEY RESULT AREA: [CATEGORY]

The result of \_\_\_\_\_ (My goal) \_\_\_\_\_ will be successfully achieved when I have:

## Step One – Set Your Goal

- ✓ The outcome or end result
- ✓ A having or being
- ✓ Specific, measurable
- ✓ Realizable in the time frame
- ✓ Inspiring and visionary
- ✓ Evidence procedure

## Step Two – Identify Objectives

- ✓ If you accomplish these, you'll have your goal
- ✓ Deliverables
- ✓ Mini goals

## Step Three – List the Activities

- ✓ The specific steps or actions that will create the objective
- ✓ Objectives have at least 2-3 activities

## Apply The PRD to the Time Map

- ✓ Make a realistic assessment
- ✓ Asses and Adjust Your Time Map to Reflect the PRD needs
- ✓ Manage your expectations.
- ✓ Set yourself up to WIN.

## The ToDo List



### What's Broken with Your ToDo List?

- OVERWHELMING
- Stored in lots of different places (post-it notes, napkins, and the electronic equivalent)
- It's living in your head
- No prioritization
- Tasks aren't connected to goals

### Fixing The To Do List

- Create the Master List
- All tasks must be linked to a specific goal
- Break larger items into bite size pieces
- Segment the List by Categories and Goals

### The 4 D's

- Delete
- Delay
- Diminish
- Delegate

### Create the To Do List

- ✓ Divide the To Do list by category
- ✓ Add Activities from PRDs
- ✓ Identify strays

### Your Overall System

1. Create Your Time Categories, Big Picture Goals and Time Map
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### Implement Your System

- ✓ Creating any new system is a project
- ✓ Schedule time weekly to plan the week
- ✓ Schedule time monthly to review PRDs
- ✓ Bookend your days
- ✓ Forgive yourself for lapses

## The Tool Time

### The Excel To Do List

- Separate Sheets for Each Category
- Column Headings:
  - Project/Objective
  - Task
  - Start Date
  - Due Date
  - ETA
  - Percent Complete
  - Notes

### Some of My Favorite Tools

- Google Apps
  - Insightly
  - Gmail – Priority inbox and filters
- Evernote
- Todoist
- Online-Stopwatch.com
- ScheduleOnce

### Clients also Use

- Things
- Daylite
- AddressTwo
- IndieBandManager

**Celebrate!**