



Done in a Day! Good for the Year!



~ 33 Steps You Can Do in a Day to Start the Year off Right

Wouldn't it be great if you could finish all of your business New Year's resolutions in one day? Manage your public profile, identify goals, delegate tasks, create assignments, and set up workable systems for the year.

That's right, one solid 8-hour block of time is all it takes. Follow this schedule and get it all accomplished in a single day!

During this time, if you start to get overwhelmed or if you feel yourself getting distracted, note the distraction or other specific task on your To-Do list and quickly move on. Don't let the urgent but unimportant interruptions (such as the mail delivery or routine phone calls) throw you off track.

Grab your coffee, calendar, and computer, and let's get started.

Hour 1: Managing Your Public Profile

1. Rerecord the outdated message on your answering machine or voice-mail. Smile when you create your new message and remind callers that they can text or e-mail you as well. (5 minutes)
2. Go to www.LinkedIn.com and see if your profile is 100% complete. If it isn't, add the relevant information. Make sure your current job/position/responsibilities are listed. Be certain your contact information is easily findable on the front page. Update your photo if it is more than 2 years old. Do not get wrapped up with reading other people's profiles, answering messages or responding to invites. Get in and get out. (15 minutes)

Mary's Updates

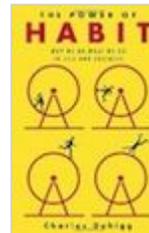
A Happy New Year!

We wish you a prosperous and happy 2013! Thank you for being part of our newsletter family!

We are so thankful! *Master Your World* won the [Pinnacle Book Achievement Award](#)! April this year marks the 2nd anniversary for this book. I'm so grateful for receiving a wonderful award like this one and to the people who have so kindly given this book great reviews!



Mary's Book of the Month



[The Power of Habit: Why We Do What We Do in Life and Business](#)

by Charles Duhigg

Why do we do what we do? Are we "hardwired" to behave in a certain way, or can we consciously change? When Charles Duhigg was a reporter in Afghanistan, he learned the importance of habits from the US military. He researched how, as individuals, we create habits and how we can alter habits that need to be changed. Duhigg also explores how retailers use buying habits to create different markets. This is a fascinating insight into our own behavior as well as how our customers act and react.

Twitter and Social Media

A few of Mary's favorite Apps

[Summly](#) is the most visually attractive way to keep up with the news of the day. This pulls content from a multitude of news sources and separates it into categories. You can then read the headlines, brief

3. Go to www.Twitter.com and look at your background. Does it tell perfect strangers what they should hire you for? Are you interesting? Compelling? Entertaining? If someone read your last 5 tweets, would they know how they could possibly hire you or just what you ate for breakfast? Write 30 tweets in a word document that discuss or reference your expertise. Tweet one now. (Yes, "tweet" is both a noun and a verb.) Find an article that deals with that topic. Tweet that too. Reword your tweet two to three other ways to send out that day. Use the other 29 Tweets for the rest of the month. (30 minutes)

4. Visit your www.Facebook.com profile page. Do you blend your business and personal pages? Stop it! Create a business page already! Add photos of your products, ads, or descriptions of the services you provide. Already have a business profile? Invite your friends to visit it with a link on your personal page. Add something relevant. Words with pictures get more traction than words without pictures. Don't know how to create a business page? Put it on your To-Do list for later. (5 minutes)

Take a 5-minute break.

Hour 2: Organize your work space and your finances

5. Clear off your desk. I mean it. Take everything except the computer off the desk. Wipe down the desk. Add back only those items you are using today to stay clutter free. (10 minutes)

6. Put as many things in your office away as you can in 15 minutes. Put items you haven't used in forever (books, materials, and those promotional bags you've gotten from your last 5 conferences) in a trash bag for donation.

7. Get another trash bag. See how much you can get rid of so you don't have to put it back on your desk. Take trash to trash bin. (15 minutes)

8. If you don't already have an effective system for organizing your expense receipts, it's time to create one. Try an app called jotnot, which allows you to scan receipts and merge with dropbox and evernote. (10 minutes, to download jotnot, dropbox and evernote)

9. Resolve to track your business' profit and losses. (Or get someone who will.) Use the totally free downloadable Profit and Loss Statement at www.ProductiveLeaders.com/free-stuff. Date it, and add to it daily. (5 minutes)

Take a break and refill your coffee.

Hour 3: Strategic Planning in One Hour

summaries or full articles. You can also customize the categories and news sources.

[Lift](#) helps you track your habits and resolutions. Did you promise you'd read a book every month? Get more sleep? Eat better? Lift shows how you're doing and gives you that little push to do better. Personal life coach on the run!



Keep pictures on your phone secure with [Gallery Lock](#). This photo manager that allows you to easily hide and manage videos and photos, but it is Android-only.

[Words with friends](#). I'm addicted.

Pet Tip

Did you know that more dogs are lost in the winter than any other time of the year? Dogs in snow can lose their scent and become lost. Make sure you keep track of your dogs and that they are micro chipped and have ID.



Thank You for Reading this Newsletter



Do you know anyone planning a conference who needs a motivational leadership speaker, a funny economist, or a business growth program? Please [contact me](#). I greatly appreciate your referrals!

Mary C. Kelly

Connect with Mary



10. Brainstorm for 5 minutes on all of the things you need to do for the day and the week. Write everything down somewhere so you don't have to think about it. Include washing the dog and revamping your business plan. (5 minutes)

Continue reading the remaining 23 steps on [my blog](#).

Would you like to use any of these articles in your newsletter or website? You can, as long as you include this at the end: With over twenty years of leadership experience and a diverse background leading teams in the U.S. and abroad, Dr. Mary Kelly makes leadership a reality for all levels of an organization. Register for her free newsletters at www.ProductiveLeaders.com
