

Ever notice how you often get what you wish for?

Life is funny at times!

More so when you are *in business for yourself* and have *some* control over where you invest your time. There are times when you are so busy you really don't know where one project ends and another starts and you wish for some breathing room. Have you ever caught yourself wishing this?

Amazingly enough, you often get that wish. Why? Often it is due to your being *too busy* working *in* the business, to work *on* the business.

- By working **on** the business, I mean spending time in strategic planning and development of new service and profit areas.
- By working **on** the business, I mean investing time marketing and promoting what you do to current and prospective clients.
- By working **on** the business, I mean investing time and resources in your own skills development.
- By working **on** the business, I mean investing time in strategic play and creative indulgence.

This will energize both your mind and your body.

When you are working *in* the business, your focus is on doing the jobs, engagements, projects that you have committed to doing. The result of 'not' investing time to work **on** the business is the gigantic roller coaster of cash flow and client engagement.

I love to be busy and am at my best when I am working on a variety of projects. This allows me to more fully utilize my energy and creativity. I can switch from one project to another and often this change is in itself an energizer.

But I need to remind myself that some of those projects need to be focused on building the business by working **on** the business.

For example: May of this year (2005) we re-designed and launched our **Ideas@Work! - Strategies for Success e-zine**. I'm already working on the November and December issues.

I've been collecting ideas, writing '**Points to Ponder**', reviewing books and recruiting fellow North American

business experts to share their ideas to keep a rich wealth of material for my readership.

My strategic plan is to have at least one issue completed several months in advance at all times. That way, should I find myself too busy or away from the office, I can still send it out on time. I can add breaking news as needed, but the majority of the ezine will be locked and loaded.

I am also working ahead and eventually will take part of my 'mini-breaks' as creative writing sessions where I can work on issues as far out as 6 months. This for example may be a semi-annual '*creative writing break*' in the country each summer or on a beach during the winter months. Perhaps when I am speaking in Cancun, next February (2006), I will arrange a few extra 'writing days' to create material for our Ideas@Work! E-zine.

Another area where we have taken some *pro-active* moves in expanding and working **on** the business is in the creation and expansion of our websites.

We have registered quite a few websites over the past while and are busy creating a series of mini-sites that will serve to promote or focus on

specific value-added services (eg: www.ExecutiveCoach.ca) or specific products (eg: www.couragetolead.info) or some more fun ones (eg: www.fullofhooy.com or www.creativecatalyst.info) These mini-sites started appearing in the middle of June and will continue to grow our www.ideasatworkgroup.com

These mini-sites will act as strategic portals leading or nudging people to our main sites. With more people searching the web for products and professional services it makes *dollars and sense* to invest in creating opportunities for current and potential clients to find us and find out what we can do for them.

We also spent a good part of July working with a Search Engine Optimization company in the US and reworking our main site: www.ideaman.net

The results have been fantastic in getting our selves higher top 10 and in some cases top 5 listings on major search engines for our keywords and drastically improving our www.alexa.com traffic ratings. We saw our traffic ratings shoot up over 2,000,000 rankings in several weeks, putting us at 270,728 as of Sept., 2005.

I'm working on a couple of new e-books and conversion and updating of some of my older works to e-book formats.

www.attitudematters.info and www.thinkbeforeyouink.info –

So watch for those later this fall.

As leading edge owners, entrepreneurs, managers and self-motivated career professionals, we need to work for a sense of fluidity or balance in our lives, careers and companies. We are never really in balance, but we can work to ensure we are not running full tilt, out of control toward a brick wall or cliff in our futures.

Investing time to work on your life, career or business is the best investment of your time and resources. The long-term pay offs will be tremendous in better use of time, increased energy, enhanced career success, increased sales and client acquisition, and increased productivity and profitability.

If you need a hand, drop me a note at: bob@ideaman.net or visit one of our main sites: www.ideaman.net, www.leadersedge.biz, or www.trainersplus.com

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About the author:

Bob 'Idea Man' Hooley is a sought after productivity strategist, creativity catalyst and idea farmer (<http://www.ideafarmer.biz>), who regularly writes for North American consumer, association and trade journals, on-line magazines and company intranets. He is the author of nine books, a mini-book series, four success systems and an e-book series. Bob was the 48th person in the history of Toastmasters International to earn their coveted professional level Accredited Speaker designation. Bob is a motivational, business and association keynote conference speaker and executive leadership trainer and coach (<http://www.leadersedge.biz>). He is a professional member of the Canadian Association of Professional Speakers and the International Federation for Professional Speakers.

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