Chapter Fourteen: On Your Own

"I choose love. I choose love."



As the first few years of college pass by, new life goals take form and new associations are made based upon common benefits and lifestyles. Dorms provide the freedom of communal living areas where the safety net of close associations provides safety from the big world.

What is your favorite thing about living an entrepreneurial lifestyle thus far?					

REMEMBER: As I'm sure you've noticed, entrepreneurs live a different type of life than most. It's important to stay focused on what is best for your business rather than trying to follow a contrived daily routine. Making the most of your time each day is difficult to master but so beneficial to growth.



Chapter Fourteen Challenge: Mastering Your Time.

There can be so many distractions in life and in business. So many things vying for your time and attention. When you are wearing a million hats and attempting to market, sell your products, build your brand, build your network, put money in the bank, return those calls and emails... it can become difficult to cut through the noise and really focus on what is worthy of your time each day.

In business there are dry tasks that must be completed to keep your business legitimate and afloat, so it isn't as if every task should be exhilarating and fun, however every task **should** be serving your business in one way or another. As you go on and your business grows and your vision changes, it is important to continue taking stock of your tasks and identifying whether or not they still serve the growth of your business. If not, it is up to you to make those changes.

<u>Your Challenge</u> I want you to outline how you spend every day this week. Next to each task you spend time on this week, I want you to list exactly how that task serves the growth or upkeep of your business.

Day	Tasks	Purpose Served
Monday		
Tuesday		

Wednesday						
Thursday						
Friday						
Now I want you to really look at your boxes and think about where your time is going each day. Are you mastering your time or is your mastering you? If your answer is the latter, I want you to list a few tasks you can eliminate immediately in the box below: PRIORITIZE and ORGANIZE						

"Managing your time without setting priorities is like shooting randomly and calling whatever you hit the target."

-Peter Turla