

## Short Notes

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### **Lack of Time is an Excuse: Reason #1**

There are 11 reasons that lack of time is an excuse. In this issue I will talk about the first reason that lack of time is just an excuse. You may not want to hear it as the truth can be uncomfortable, but it can also be very liberating to realize that you don't have to live your life the way you are now.

How often do you hear yourself saying, "I don't have time..." or "I need to hurry up..." or "I'd like to ...but I can't because I don't have time"? Are these statements almost an internal mantra running through your head none stop all day long? Do you feel like a dog chasing its tail, running but getting no where fast? It's time to stop this nonsense and get control of your time and your life.

The #1 reason you don't have time for the things you want now is because you lack a plan. Without a clear big picture plan for what you want out of your business you are easily distracted by the urgent but not important. At the end of the day you're tired, you wonder where the day went, and you wonder why you didn't get any of the things that you meant to do done.

If you don't control how you spend your time, others will. You allow other people to dictate how you use your time by responding to them and their needs immediately even though there really isn't a valid reason to do so. But because you don't have a clear picture for what's most important yourself you buy into the thinking that others need immediate attention or some disaster will befall all of you.

Clearly knowing what you want from your business and how your business will serve you both personally and professionally is a first step. It goes back to the old saying, "begin with the end in mind", a very true and valid adage. It's a whole lot easier to hit your targets and objectives when you know what they are!

Would you try to build a house without a blue print if you needed to get the house built in the least amount of time using the least amount of resources? Of course you wouldn't! Even if you thought you had a clear blue print in your mind once you began the building process you would quickly realize that the plan in your head doesn't quite match reality as you begin the construction process.

Once you've put together a written strategic plan for your business you can get what you want faster and with fewer bad decisions than you can trying to operate from a plan that you keep in your head. Having an overall plan that defines the most important and measurable objectives reduces the tendency to respond to the seemingly important versus the critically important. This will also empower you to start planning how you will spend your time in a proactive manner rather than a reactive manner.

The best way to start regaining control of your time is to plan how you want to spend your time. Most people plan their time based on how they are spending their time currently. This just leads to getting what you are getting now consistently. The better approach is to plan how you want to use your time based on the most important objectives you've identified from your strategic plan and then blocking your time accordingly. Yes, life will still happen but now you can make a good decision about how you choose to respond based on your knowledge of what is truly critically important for your business success.

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Look for Cheryl's column "Coaching Excellence" in Omaha's newest paper the "Heartland Messenger". Any business wanting to receive a copy of this free paper can email [hrtlndmessenger@yahoo.com](mailto:hrtlndmessenger@yahoo.com) to have an issue delivered each month. April issue: "Business Owners Are You Struggling to Tame the Monster?"

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