



# Cairn

One step at a time

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Welcome to all new subscribers since last month.

At the moment, we're just not sure whether it's spring or winter here – mild spring-like days bringing out the flowers and birds and then a cold snap for a couple of days and we even had [snow](#) down here the other week which didn't last long.

I've been treating myself to some Thai massage sessions over the last few weeks, courtesy of a friend who is in training and needed some guinea pigs to practice on. Needless to say, I jumped at the chance. I can highly recommend regular massage to ease those aches and pains, either from spending too long sitting in front of a computer or just sitting at a desk generally. Even if you take regular exercise it's highly beneficial to get the muscles worked on so you can see where you're holding tension and where you might need to improve your strength and flexibility.

Training is now into the last two weeks as the Half Marathon takes place on February 18<sup>th</sup>. I did my longest run to date over the weekend and it was hard work – especially running back into the chill north wind. Fortunately I don't ache too much but fingers crossed for a mild or at least calm day on race day.

If you'd like to support me and Cancer Research, it only takes a couple of minutes and any amount is most welcome. <http://www.justgiving.com/clarehalfmarathon> You will also be able to keep up to date on my progress in my blog – once it's back up and running, as I haven't been able to access it to add more posts since the beginning of December.

Enjoy the rest of this issue.

- Make The Most Of Your Online Time
- Your 2007 Goals
- Recommended Reading
- Website of the Month
- Monthly Quote

## Make The Most Of Your Online Time

I know a lot of business people these days spend time networking online in the many networking sites like [Ecademy](#), [Ryze](#) and [Xing](#) (was OpenBC). Perhaps you'd like to spend less time or just be more organised in the way that you do it.

Manage your time online in the same way that you manage any other area of your business or social life.

What is your reason for networking online? Limit the amount of time you spend there. I know it can be hard and it's easy to get distracted but it's the only way to avoid wasting too much time.

Think about why you use online networking. Set yourself goals for your time online. Post xx blogs, connect with xx new members, connect with xx people in my network etc.

### **Clubs/Networks**

How much contribution do you make of the Clubs you are a member of? Some you might check every day, some you may only need to check once/twice a week.

If possible, change the Club Notification Settings to a level appropriate for each club, Daily, Digest, Immediate or None (Admin only). For the Clubs you're more interested in, set the notification to 'immediate', then create an email filter to a folder where it's easier to check your emails in one go. For those clubs you contribute less to, set them to Daily.

Check the list of Clubs you're a member of regularly and leave those you no longer use or that have become less active.

### **Notification Settings**

Set your Email Notification Settings to notify you for Private Messages so that you can quickly see new ones. You can also get options to notify you of Newsletters, Comments and Testimonials etc. Again, think about how much added email you need/want.

Limit yourself to 15-30 minutes on each site to read and comment on blogs, to connect with people, posting and reading. Spread the time over the week and set aside your 15-30 minute chunks once a day. Allocate set times to do any regular club postings - once a week. Once or twice a month, take time to connect with new members - particularly those in your area – geographically or for business.

### **Handling Posts**

I often spend time at the beginning of the day reading and responding to emails. Responding to personal messages is a priority, responding to posts is a lower priority and only gets done when I have time. I then get on with the important stuff and might come back to it later in the day - often in the evening when I have free time to read, respond and connect. I also set aside time during the week to post articles

### **Reuse/Recycle**

This is an efficient way to avoid repetitive work. Create a template of standard paragraphs you might use over and over again, e.g. to welcome new members, or contact members in your local area. Save time by cutting and pasting but don't over do this and make sure you personalise the message by referencing something you've read in their profile or a comment they've made. Cookie cutter messages that are obvious, standard and impersonal don't go down well.

### **Take A Break**

There's nothing wrong with taking a break from your other work to check what's going on in your online network. For those that work from home and don't get a chance to chat to your fellow co-workers, it can be the equivalent of the 'water-cooler' conversation.

How important is online networking to your business? What else 'should' you be doing when you're spending time online? Just make sure when you get to the end of the day you've achieved what you set out to do and didn't while away your time online.

### **Your 2007 Goals**

Take the opportunity to create your own Goals Report for your 2007 by taking this brief online survey. You'll also have the opportunity to take advantage of free email feedback on your goals, which could give you just the motivation you need.

Just click on this link <http://www.freegoalsreport.com/cmd.asp?a=105065&id=1627>

### **Recommended Reading: The Runner's Handbook – Bob Glover**

A classic book for both new and intermediate runners. Not only is it packed with simple advice to get you started but there's lots of info on fitness, nutrition, wellness and injury.

<http://www.amazon.co.uk/exec/obidos/ASIN/0140469303/clareevans-21>

**Useful Website:** [www.myfootprint.org](http://www.myfootprint.org)

With climate change in the news more than ever – this quick and easy online quiz gives you an idea of your carbon footprint and what you can do to reduce it. Mine has gone down from 4 to 2.9 since I last took it. Let me know how you get on and if you want some eco-friendly tips.

**This Month's Motivational quote:**

*"I love deadlines. I like the whooshing sound they make as they fly by" [Douglas Adams]*

If you've got deadlines whooshing by, contact me to find out how you can deal with them better next time and reduce that last minute pressure build up.

If you enjoy receiving this newsletter – don't keep it to yourself, pass it on to your friends and colleagues. If you were forwarded this issue of the newsletter you can register to receive your own copy each month by sending a blank email to [claresnews@aweber.com](mailto:claresnews@aweber.com).

Until next month, stay warm.

Clare



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