



# Cairn

One step at a time

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**clare evans**

personal & business coach

[www.clareevans.co.uk](http://www.clareevans.co.uk)

Welcome to all new subscribers since last month.

Just back from a few days in Cornwall – a bit of a working holiday as I took my laptop with me and as the weather wasn't so great, I spent more time indoors than I'd planned. I didn't even manage to get in the water once – even though I'm not a surfer but a body boarder. I did have a couple of good walks along the coast which is far more dramatic than the shingle beaches of Sussex and of course they have real sand down there. Running along the sand dunes is more challenging than the local fields I'm used to.

Unlike Brighton, which tends to smell more like – well I can't really say, you get that mixture of wet sand and salt spray which makes the sea-side smell like the sea and taking a few lungfulls of air is enough to relax the mind and recharge the batteries.

It was equally good to break my journey by stopping off in Somerset both on the way there and on the way down. Always keen to make the most of the long journey to see friends and family on the way.

Of course the big news this month is that while I was away, the smoking ban was introduced in England. Hoorah! Not that I frequent them that often but now I'll be able to go out for an evening in a pub or restaurant and not come home smelling of smoke. Although the downside seems to be that all the smokers now congregate outside the doors, so you have to walk through them or they are now out in the garden, so if you want to sit outside and enjoy the sunshine, you also have to endure the smoke.

Has the ban made any difference to you, especially if you're a business? If you're a smoker are you planning to give up or will you carry on regardless? Add your comments to my [blog](#).

I hope that you've been surviving the summer weather where ever you are and that you've not been too badly affected by the worst of the weather. At least I didn't have to worry about my garden needing water while I was away but it has been taking a bashing from the wind. However, my vegetables are growing like mad and it won't be long until I'm harvesting my own produce. I'm already picking a few salad leaves and the blueberries are ripening nicely. Yes, I even created a [blog](#) for that too.

Well, it looks as if we'll have another summer when you can't predict the weather but at least I'll be able to make the most of the sun when I can and enjoy the rain because at least it might mean we get away without a hosepipe ban this year. Not that it makes any difference to me, being both on a water meter and having several rainwater butts for the garden.

Enjoy the rest of this newsletter.

- Add A Little Colour To Your Life
- What On, What's New
- Recommended Reading
- Fun Clip
- This Month's Quote

## Add A Little Colour To Your Life

Do you get to the end of the week and you know you've been busy but you don't really seem to have achieved anything?

You've been rushing around from pillar to post, feeling as if you're at the beck and call of everyone and everything else, whether it's a ringing phone or a full inbox or people interrupting you while you're working but somehow don't find time for yourself.

Well, that's a common problem and could be a sign that you're focusing on the wrong things or don't really have any clear plan of what you need to be doing.

Take a deep breath, set aside a few minutes and get clear in your mind what it is that you want.

What do you want to achieve in the next three months, six months, a year? What are your longer term goals for your business?

Make sure that what you do each day is getting you closer to your goals and that you're not wasting your time on secondary goals or getting side-tracked onto less important tasks.

One way to do this is to have a visual representation of what you need to do each week or even on a monthly basis or across a whole year. Our brains work better if we're able to engage both the right and the left side. Having a linear list or diary appeals to the logic but get creative with it and use some colour to at least stimulate the more creative and visual aspect.

I love creating worksheets and checklists to help me plan and track my time. It feels good to see what needs to be done spread across the week and when I use colour to block out different areas where I spend my time, it's even more creative, visual and satisfying.

Even if you're using a diary – you can add some variety by using colour and symbols to identify different tasks – client meetings, admin tasks, research, writing, even your weekly exercise or social appointments. You'll quickly recognise the colour coding and it's easier to read

I set great store by Stephen Covey's Weekly Planner, which I've used myself for years in one form or the other and often recommend to clients who need to organise their time more efficiently. Even if you already use a diary or online scheduler, it provides a one-page record of your diary, action list and goals for the week, making it easier to focus and stay on track.

You can use it for both your business and personal goals and there are ways to create a tracking worksheet you can use for the month or even for a whole year.

It's so much more satisfying and motivating to tick off your achievements and track your progress on something that gives you a colourful representation of what you're doing and it actually encourages you both to focus and do more.

I use Excel or Word to create my planners, worksheets and checklists but if you're not technically minded, I have a variety of templates you can use and one of them was recently described as *"the sexiest thing since Daniel Craig stepped out of the sea"*!

If you'd like to find out more then just give me a call or send an email to [info@clareevans.co.uk](mailto:info@clareevans.co.uk)

## What's On, What's New

Up-coming teleclasses:

- **Intro Teleclass: Get Control of Your Time - Do you need to do more in less time?**  
Discover the importance of planning and prioritisation. How to avoid things becoming urgent and focus on the important tasks. Learn key tips and strategies to help you use your time more effectively. Register for the next [Time Management Teleclass](#) on **Tuesday 17th July**.

- **Intro Teleclass: Get Control of Your Money - Would you like to be more organised in managing your money?** Discover a few simple ways to save your pennies and start making your money work for you. Register for the [Money Management Teleclass](#) on **Tuesday 21st August**.
- **Intro Teleclass: Find Time For Your Marketing - Find time to market your business more easily and effectively.** Find the key strategies you can use to be more effective, focus on what matters and get real results. Register for the next [Marketing Teleclass](#) on **Tuesday 18th September**.

If you're in the Brighton/Sussex Area, I'm running a couple of one hour, workshop sessions in central Brighton on the on Time: Deal with Priorities, Avoid Distractions and Maximise Your Income – contact me for further details.

If you use networking as part of your marketing strategy then take a look at Ecademy – the online business networking site. Membership is growing rapidly and it's a great place to make contacts, promote your business, share your expertise and find useful and advise and information to improve your business. They currently offer a **free 30-day NetworkPass**, so you can try it for yourself but only if you sign-up by clicking [HERE](#).

### **Recommended Reading: ... and Death Came Third – Andy Lopata/Peter Roper**

Finally tracked a copy of this down having had it recommended to me by several people. As it says on the cover – it's not about the bike. Lance's amazing recovery from cancer to not only get back on the bike but win the Tour De France.

If you need to use networking or public speaking as one of your marketing strategies, then this book will provide you with the tips, tools and techniques you need to succeed in an easy to read format.

<http://www.amazon.co.uk/exec/obidos/ASIN/1905430159/clareevans-21>

To see my previous Book Recommendations – click [here](#).

### **Website of the Month: [www.wearewhatwedo.org](http://www.wearewhatwedo.org)**

Not that I watched it but at least making a token effort towards Live Earth's attempt to save the planet (by putting on a series of huge energy sapping concerts), make your own contribution to a healthier, happier, less polluted planet.

### **This Month's Motivational quote:**

*"Believe nothing.  
No matter where you read it,  
Or who said it,  
Even if I have said it,  
Unless it agrees with your own reason  
And your own common sense." [Buddha]*

If you want to make those changes in your life and need motivation, focus and support to help you do it, don't hesitate to contact me and arrange for an initial exploratory session.

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,

Clare



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