



# Master Your Time & Dominate the Day with These Tips

By: **Larry Adams**



**W**ith only so many hours in the day it's crucial to make every second count. While some fall victim to Parkinson's Law, the adage that "work expands so as to fill the time available for its completion," others possess an uncanny ability to master their time, even work ahead, and make it look effortless.

In this article, we connected with some productivity pros with successful food businesses and they imparted some actionable advice. Read, repeat, and be deliberate about implementing any tips that will help you master your time and dominate the day.

## Remove the Digital Clutter

One of the biggest obstructions to my productivity has been digital clutter. One of the easiest ways that I've found to reduce my emails and digital clutter is an app called Mailstrom. It allows me to make rules - emails with reservations in the subject or body immediately get forwarded to the reservations team or emails with catering in it get immediately forwarded to the sales team - so that nothing falls through the cracks. Those emails then get automatically archived, so they don't fill up my inbox.

I also use Boomerang which will essentially boomerang an email back to the top of my inbox if it's something that requires me to fol-

low-up. For example, if it's a major client who I need an answer from, I'll schedule the email to boomerang back to me in a few days so that I don't forget to close the loop on something. The Boomerang app also allows me to schedule emails, so, for example, I have scheduled reminders to go out two weeks before every upcoming holiday so that they can staff and schedule production as necessary.

**Diana Yin,**

Owner of Poppy + Rose & Peaches  
Smokehouse & Southern Kitchen

## Streamline Operation w/Tech

I am a firm believer in applying technology to assist my business. The larger the operation becomes, the more critical it is to have ways to keep accountable to our clients and ensure staff does not let leads fall through the cracks. We've begun using HoneyBook to help keep track of the entire sales cycle for our catering business from inquiry to contract stage and through execution of the on-site event. The system helps the events team manage multiple clients and provides the ability to set automatic workflows. Payment processing is also incorporated into the system, making collecting payment easy and efficient. We anticipate we will spend less on labor resources which is especially appealing in a tight labor market.

**Christina Ferrari**, Owner & Operator  
of Shoreline Lake Boathouse  
and American Bistro

## Control Your First Two Hours

I always work from home for the first two hours a day. I use this time to get all of my emails answered, make my to-do list, and prioritize what I need to do in the next day, week, or month. It works for me because it is too easy to get distracted once I am at work. Many things can happen, good or bad, and that can take my attention away from the goal. By having some quiet time in the morning, I know I am progressing on my goals daily.

**Jason Santamaria**, Co-founder  
of Second Self Beer Company

## Outsource as Much as Possible

We live in the 4-Hour Work Week era, so the more you can delegate to the others, the more time you'll have to grow your business. Hire and train kitchen staff, product demo teams, social marketers, and find solutions that'll free you up from whatever else takes the most time out of your schedule. Utilize online platforms, such as RangeMe for national distribution. Don't let your startup be stifled by the "it won't be done right unless I do it myself" trap. I've been there, and it'll only slow you down.

**Jenn Stoner**, Owner of Cake Bams

## Make an Execution Plan

Being truly organized is vital. For me, each job is different. From who the client is, their needs and expectations, to the location. To be more productive and not waste time or forget something last minute, I create a run-sheet for every event to make sure I can plan a timeline of every detail weeks or months out. That way my team and I know what needs to be done, and when. It can seem a little tedious writing it out, but it's worth it and has saved me from forgetting vital details.

**Peter Pan**, Somm & Cellar Consultant  
with Vintage Wine Consulting USA



## Clear Communication w/Customers

The key to good productivity is personal communication. It seems counter-intuitive, but by personally speaking to all of our clients we get to know them it helps us serve them better, so there are no surprises, complaints, or dissatisfaction later. By developing a personal relationship with our clients, they become our friends – long before they arrive at our cooking schools. This means we know them and are better able to help them enjoy their time with us. By investing “up front” in our clients, there is no growing period – we start out on day one knowing what our clients like, dislike, and want to gain from their visit with us.

**George & Linda Meyers,**  
Cooking School Owners

## Let Go to Grow

To any young entrepreneur trying to perfect every aspect of their business, I would tell them to just let go. Not completely, but a little. Especially while you are trying to expand, it is difficult to manage every minute detail of the business. But to grow, you have to allow others to take on some of the responsibility so that your vision can be executed from a wider perspective. Learn to trust others; it might lighten the load.

**Tony Quach,**  
Founder of Snowdays



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