

# 3 Things in Business That Aren't Worth It



We only have so many hours in the day so the last thing you want to do is spend time doing things that aren't worth the time. Being labeled as "not worth the time" doesn't mean they are annoying to do. In fact, some of the things you're doing in your business may be very enjoyable but aren't worth the effort in that you don't get the return out of the time you're investing.

Every hour of your business day is valuable.

You want what you do to move you closer to your goals. But some things we do in the name of our business don't have the same benefits of other things we could be doing with our time. As a businessperson you should always be performing a cost/benefit analysis.

## 3 Things in Business That Aren't Worth It

The things in this list are items that are generally not worth your time, but you'll need to do the analysis yourself before deciding whether you will continue to do these activities as part of your workday or sunset them for a more productive use of your time.

### Spending Copious Amounts of Time on the Coolest "New" Social Media

Whether a social media site is worth spending time and interacting on depends largely on your audience. If your ideal customer is there and you can engage them, it's worth it. If they're not, it's not.

There's no reason to get on a social network so you can be an early adopter and wait for your ideal customer to get on the site. The only way this makes sense is when your audience looks to you to tell them what the next "cool" or techy thing is.

### Spending Money on Free Things

Thanks to our giveaway economy, there are a lot of free options out there for things you use in your business every day. If you're just starting out, there are items you absolutely should pay for. And then there are items (especially software) where a freemium item could work for you...at least until your needs grow. Using Google docs instead of Word is an example. This may seem like a small expense but every dollar you save on something you can get for free can go toward the items where your monetary investment is very important.

### Staying up Late

Have you ever stayed up hours past your bedtime to finish a project? Sometimes it's just what you have to do. However, sleep deprivation comes with a high price. You'll likely sacrifice tomorrow's productivity to meet your deadline today. It's much better to chip away at the project bit by bit than it is to put it off until right before it is due and then work most of the night on it.

True, most adults don't plan on this type of course of action. And it might feel like you have no choice but to do it at the last minute. However, unless this project was completely unexpected, each time you agree to do one thing over the other, you're making a choice based on importance to you.

If you analyze both requirements on your time and you make a decision that one is more important than the other, and then defer the project until it becomes an urgent need, and a sleepless night, so be it. But don't let someone else dictate that for you.

Set clear expectations. A customer who wants a timely answer doesn't know what else you're working on. Do your best to balance their needs and the needs of your business by letting them know when you will have an update for them. Then check back in even if you don't have a resolution.

If you have a boss, or are otherwise not in charge of scheduling your own workload, and they give you an ASAP project clarify that it bumps everything else. Be clear about what projects are in jeopardy by doing that.

Being upfront about the demands on your time will help set expectations and minimize sleepless nights. If you fail to do this, you will be exhausted and turning in subpar work. No one wants to sacrifice sleep to make a deadline, only to turn something in that will need to be redone later. This doesn't benefit anyone.

When it comes to your business, you need to make the most of your day. Avoiding these activities—and others that don't provide good return on your time investment—is a solid business approach. Look for things that impact your productivity and weed them out of your schedule.

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