



# LAUNDROMAT

INTERNET CAFE • TANNING • ICE CREAM

## COFFEE HOUSE

Manage Multiple Businesses ...  
Without Going Crazy

Becky McCray

- [smallbizsurvival.com](http://smallbizsurvival.com)

Cory Miller

- [entreneurshiplab.net](http://entreneurshiplab.net)

# Poll: How many lines of income do you have right now?

- None. I haven't started any business yet.
- One. I'm thinking of adding more.
- Two or three. Maybe four.
- Five? Six? A Dozen? I lost count.

**VOTE**



SIDEWALK  
CLOSED

What if they close the  
sidewalk?

A photograph of a hospital room. In the foreground, a hospital bed with white linens and a brown blanket is visible. To the left of the bed, there is a small table with various items on it. On the wall above the bed, there is a red medical device, possibly a ventilator or oxygen concentrator, and some electrical outlets. To the right of the bed, there is a small wooden table with a television mounted on it. The room is dimly lit, with a bright light source visible on the left wall.

What if you get sick?

Photo (CC) by YODCOX!



# Unable to connect

Firefox can't establish a connection

- The site could be temporarily unavailable moments.
- If you are having trouble connecting to the site, you may want to try the following:
- If your computer or network is protected by a firewall or proxy, you may have to disable the protection for Firefox to access the web.

What if you can't get online?

Try Again



What if the  
market shifts?

Spread out the risk



**Risk  
Factory**

# Poll: What risk are you most worried about?

- Losing that one big client.
- Getting left behind by the market or customers, or never finding a market in the first place!
- Outside forces, like the economy, disasters, or government regulations.
- Getting sick or being unable to work for some reason.

**VOTE**

**VOTE**

# 1. Build a portfolio

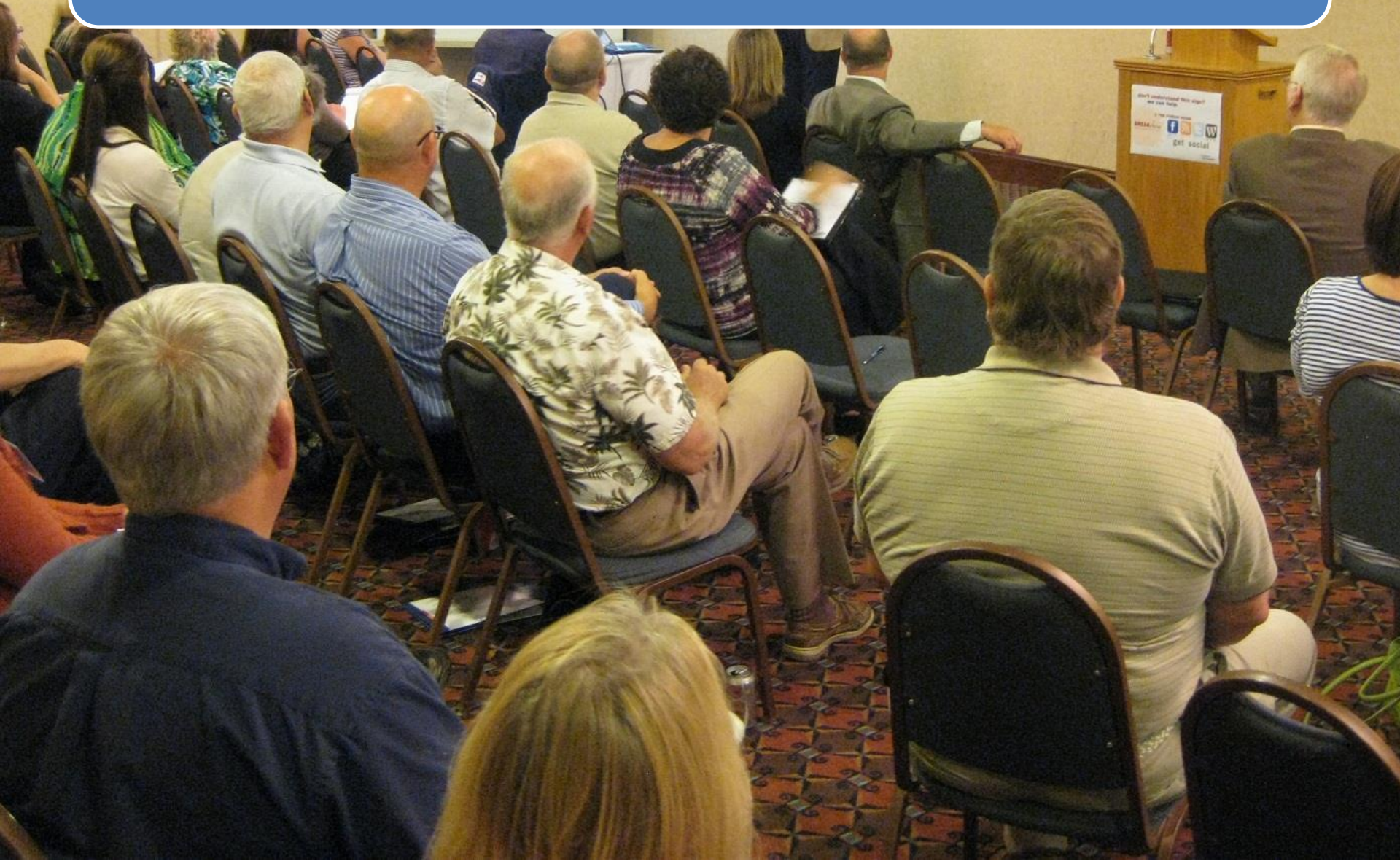


# One-to-One

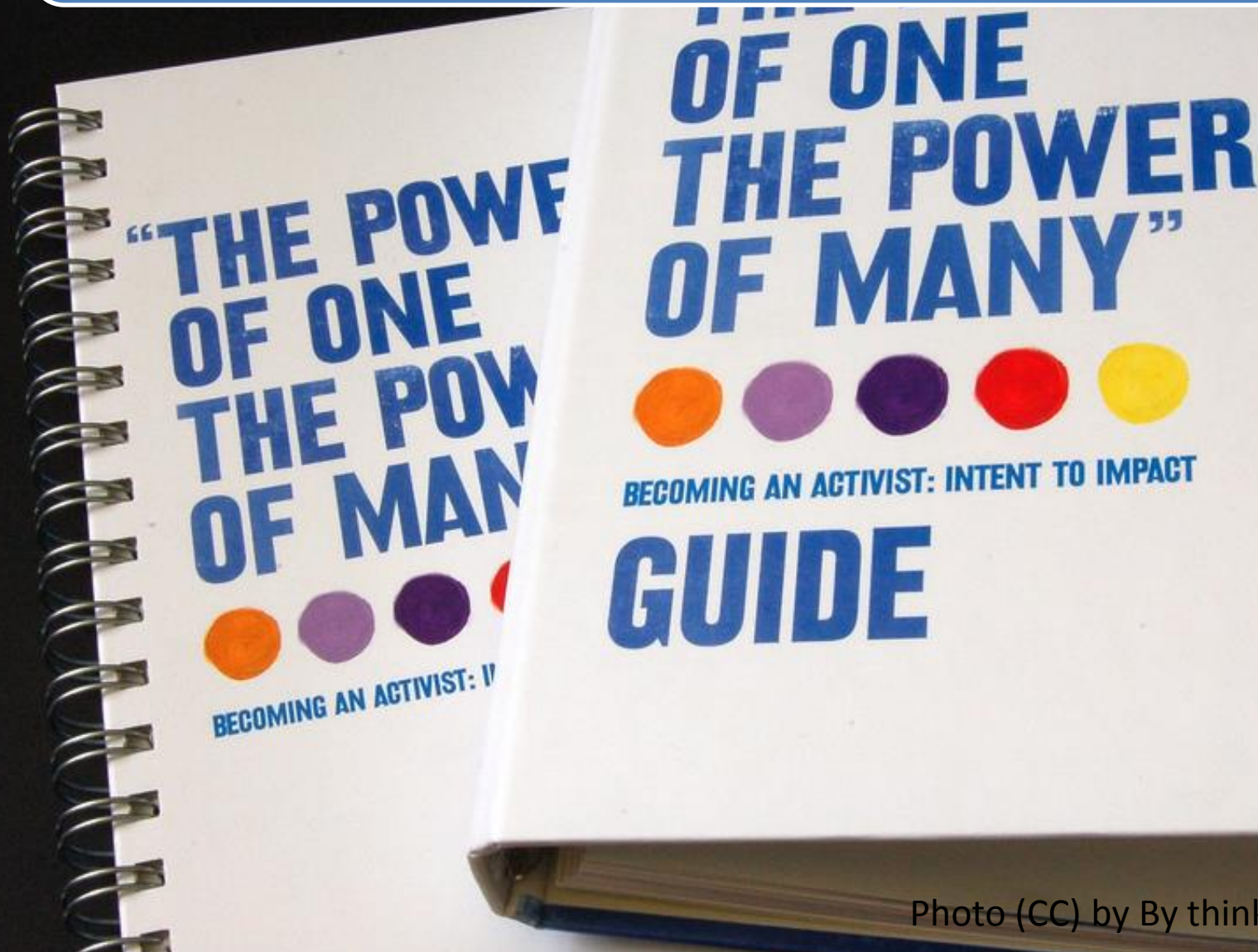


Photo (CC) by Shira Golding

# One-to-Many



# On-Their-Own



# Check your balance



Photo (CC) By Calypso Orchid

# Example: Alva's Sewing Center



The screenshot shows the homepage of Alva's Sewing Center. The header features a small house icon, the business name "Alva's Sewing Center" in a red script font, a row of colorful pushpins, and a Facebook "like us on..." button with a "Like" button and a count of "51". Below the header is a navigation menu with links: Home, Shop Online, Classes, Calendar, Service & Repair, About Us, and Contact Us. The main content area is divided into two columns. The left column features a large advertisement for "TruEmbroidery™ SOFTWARE FOR MAC" with the tagline "The Premier Embroidery Software for Mac® Computers" and a decorative border of colorful floral patterns. Below this is a section titled "What's New" with a dashed red line. It contains three images of sewing machines, each with a "view more" link underneath. The right column has a "Welcome" section with a red script font, followed by a blue text announcement about a new location event on March 7, 2013, at 9:00 or 1:30 with Viking Educator Karla Herrin, offering a \$10 gift certificate. Below this is a green text announcement about "Close Out" model sewing machines at great prices. At the bottom right, there is a "special Deals" section with a red script font.

**Alva's Sewing Center**

like us on...   51

Home Shop Online Classes Calendar Service & Repair About Us Contact Us

**TruEmbroidery™**  
SOFTWARE FOR MAC  
The Premier Embroidery Software for Mac® Computers

*What's New*

[view more](#) [view more](#) [view more](#)

*special Deals*

*Welcome*

Come celebrate our NEW LOCATION with our FREE event March 7, 2013, at 9:00 OR 1:30 with Viking Educator KARLA HERRIN. All attendees receive a \$10 gift certificate to use on that day only. Seating is limited, sign up today.

We have several "Close Out" model sewing machines at GREAT prices. Come check them out

When's the last time you had your sewing machine serviced? If you can't remember, then it is time to get it serviced!

Check all that apply: Which models are you thinking of adding to your portfolio?

- More one-to-one: consulting, coaching, etc.
- More one-to-many: training, speaking, groups
- More on-their-own: print, online, audio, video
- None: turns out I'm pretty balanced.

**VOTE**

## 2. First Establish, then Extend



# The Farmer's Rule



[illegible]

# You're a Farmer



# Not really a poll:

- What one new line of income are you going to establish next?

**VOTE**

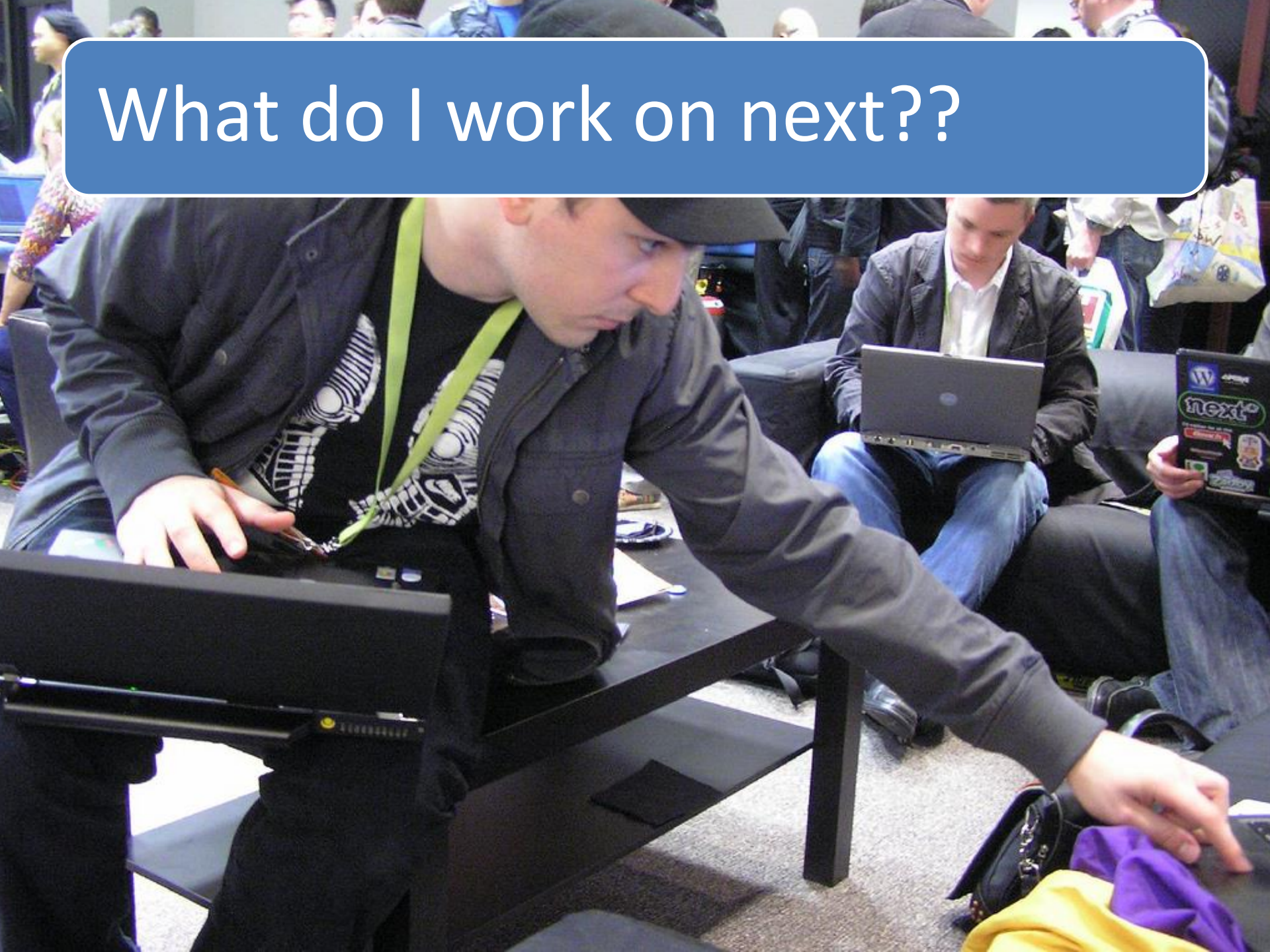
**VOTE**

# 3. Manage Your Time



Photo (CC) by justinbaeder

# What do I work on next??



# Know your goals



Photo (CC) By lululemon athletica

Plan by the week

2/

3/ WEDNESDAY

4/ THURSDAY

# The 6 Most Important Things

6 most  
important  
things

11

sunday

12

monday

appointments

Focus on one at a time



Photo (CC) by ilya\_ktsn

Is it any worse than an office job?



Photo by University of Michigan MSIS

# Having a mission helps

Do small towns  
have a future?

allTown

# Dress for productivity success



# Poll: What's your biggest time management challenge?

- Knowing my goals. I know I have lots to do, but I'm not sure what I should be working on.
- Focusing on one at a time. So many things are begging for attention right now!
- I get interrupted: customers, twitter notifications, emails, kids! I just want to be alone!

**VOTE**

**VOTE**

# Questions?

*We Buy, Sell or Trade Homes, Farms, Ranches and Business Places*

☐ DEAL YEAR ☐

Real Estate and Oil & Gas Lease

Cottonwood Inn Restaurant, Motel & Club

Manage Multiple Businesses ...  
Without Going Crazy

Becky McCray

- [smallbizsurvival.com](http://smallbizsurvival.com)

Cory Miller

- [entreneurshiplab.net](http://entreneurshiplab.net)