



# 7 Tips to Stay Business Organized

When I started my business in 2017 the last thing on my mind was to be organized. I was hyped up and nervous all at the same time. I jumped in feet first. But looking back I really wished I got a little more organized. Wished I had someone to guide me. Cause if I was business organized it would of kept me away from burn out and not let me miss out in life. So I've gathered 7 tips to help stay business organized.

## Tip 1: Dedicate a day to input expenses and mileage.

I found that the 1st Monday of every month dedicated to input expenses and making sure all mileage for the month is correct and recorded. When I started doing this it made a world of difference at the end of year when tax time came.

## Tip 2: Sign up for a CRM

This I knew I needed! I'm a digital person and doing contracts, invoices via paper was not something I wanted to do for long. So I did my research to find the one I wanted. Researching a good and reliable client management system is not an easy thing to do. I chatted with multiple photographers and found [Pixifi](#) was gonna be the best one. Pixifi caters for creatives, but it's definitely good for many other small businesses. Using a CRM will keep all documents together and organized pertaining to that client. I literally run my ENTIRE business via Pixifi.

## Tip 3. Automate

This brings me to automate. I can NOT recommend this highly. Being consistent is something I strive for. And automating with workflows keeps me consistent and organized. It also allows me to work ON my business not in it. It frees me up to spend time with family and work on things that I want to do on my business. From emails, questionnaires, etc it's all automated. I use Pixifi for this. Told you I use it for everything.

## Tip 4. Cloudspace

So in this day and age lots of people use some sort of cloudspace for their personal space. Using cloudspace for your business is amazing for keeping your business organized. Especially, when you use the same brand across electronics. I use iCloud since I have Apple devices. When I'm on my desktop and create marketing pamphlets or keeping records for taxes being able to view and edit on my laptop, iPad, or even my iPhone makes my organizing heart happy. I will break down my system another time. So having a system like iCloud or Google Drive and store them in dedicated folders will keep things organized and easy to access.

## Tip 5. Later App

One of my favorites! The [Later app](#) is what I use for social media scheduling. Scheduling social media posts keeps my creative mind at ease. I dedicate a day to schedule a week at a time. I try to dedicate every Monday. Sometimes it ends up getting pushed out through the week, but hey we aren't all perfect. Who this keeps me business organized is being able to schedule and organize my posts keeps me on my toes. I post on Instagram and Facebook using this app and I use these posts to dedicate tips and tricks, what I'm up to, and so much more. And organizing what my feed will look like. Also, within this app, you are able to organize by different things by taggin what the photo should be categorized. Like black and white photo, engagements, education, headshot, wedding, and so much more. It's a tool that will keep you organized.

## Tips 6. Finances (Profit First)

This is a BIG one! When you're financially organized, in my eyes, is a profitable and organized business. When you are able to dedicate and save for profit that is gonna keep you profitable and give you that freedom. We all want to

be profitable and beat that 5 year deadline. You know that one that says that most small businesses fail within 5 years of business. Let's not be a part of that number. So I highly recommend reading an amazing resource that has opened my eyes to being financially organized and that is *Profit First* by Mike Michalowicz. It's an amazing read. And I'm not much of a reader. It has definitely helped with my business financially. And I hope you enjoy the read and hope it will guide you to being financially business organized.

#### **Tip 7. Create a work schedule with a never ending to do list**

One thing I wish I did when I first started by business was create a work schedule. I know, I know it's hard to create a work schedule with boundaries when you first start a small business when you are researching and finding your way. You may not create one right away, but at least once you get somewhat ready for it then hit the ground running. When I was working at a 8am-5pm job and trying to start my photography business I found a work schedule almost nonexistent. I couldn't find a work schedule that was able to give me the freedom I wanted. I would love to share how I balanced a full time job, starting a small business with a never ending to do list.

Monday-Friday: working 8am-5pm the only time I could work during that time frame was on my lunch 12pm-1pm. I would do some photo editing and answering emails. Then, once I got home at 5:30pm I would work til 9pm working on more emails, marketing, backend work, to do list, editing, researching, blog writing, and so much more. I wouldn't do all that during that time frame. I would create a schedule that would be some of these. Now, when there is a deadline with editing there are some days where I would work til about 11pm-1:30am.

Now paying some attention to that long to do list. I would choose 2-3 to do list items a day and then low and behold I felt relieved and organized with my day instead of scrambling so much in one day and eventually get burnt out. I found when you have a large to do list you find yourself either staring at the list and not doing those things or worse yet doing half completions and feeling down of not accomplish anything.

In conclusion, I hope this was a great resource for you as you start your small business or looking for ways to become profitable. For more tips and content to use in your business you can find more via [heatherjphotography.net](http://heatherjphotography.net) or the link in the email.

*Until next time,*

*Heather*