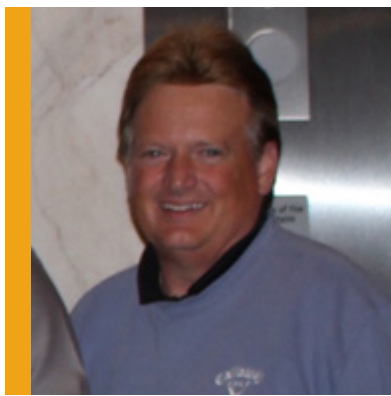


Make more money, work less, and build your business around your life.

Ideal BUSINESS Ideal LIFESTYLE

How A Virginia Dealer Got His Life Back



When Jay Robinson opened Sotheby Floors in 2006, he was far from a newcomer to the flooring business. While he he'd worked for several years outside the flooring business, ultimately he felt a calling to make his home in the same industry where his father had worked.

Jay loved the flooring business. He loved planning customer and staff retention activities, loved the variety involved in learning about new products and solving clients' flooring challenges.

What he *didn't* love was the schedule. Like so many flooring dealers (and new business owners in general), Jay fell into a pattern early on of putting in "as many hours as it takes". Before he knew it, he'd been in business for more than a decade, and was putting in 70+ hour weeks and only taking off two

days a month (if he was lucky).

But despite all the work he'd been putting in for years, he still didn't feel like he could break away from his crazy schedule – **because everything in the store depended on him.**

The breakthrough moment came when Jay discovered Flooring Success Systems. He started to learn about time-blocking, the Core 3 strategies, and how to move from an owner-dependent to system-dependent business model.

"Time blocking is so essential, so critical, for your success. I don't get off track now. I focus my time on the big projects. And every time I finish one, it makes a difference – we make more money, I can go from working 70 hours a week to 68 hours a week, and I just keep going like that."

When he started working the FSS process, Jay was able to change his focus from handling every little issue or problem that came up each day, to truly being the captain of the ship.

And his newfound focus on the big, important issues wasn't just good for reducing his hours – it helped him to create a better experience for everyone.

"My employees are learning to trust themselves, my customers are getting a better experience and benefiting from more knowledgeable staff, and I'm able to spend my time thinking about growing the business." And most importantly, says Jay, "**I have weekends again!** I used to take two days off a month, and now my wife and kids get to see me on the weekends. Flooring Success Systems has helped me to solidify the foundation of my business, so that the rest of the structure is stronger."



Time blocking is so essential, so critical, for your success.



The Multitasking Myth

By Jim Augustus Armstrong

We all like to think of ourselves as productive. When you're the boss and the buck stops with you, there's a sense that you have to do everything all the time: respond to emails, handle the budgets, resolve customer complaints, oversee project quotes, answer the phones, etc.

Unfortunately, the reality is that our brains can't do it all. Not all at once, anyway.

Every time you switch tasks – whether you're physically getting up to do something different or just mentally switching gears – your brain has to go through a stopping and starting process. According to a 2012 article in Psychology today, that stopping and starting process can cause you to lose an estimated 40% of your productivity.

But there are other, even more important drawbacks to multi-tasking. In addition to being a poor use of your time, trying to constantly switch gears can make you lose your train of thought, lose your motivation to keep going, or cause you to overlook something important or forget to complete the original task altogether.



More dangerously, from the point of view of building a business, multi-tasking often leads people to keep putting off the mission critical “big picture” tasks in order to deal with a constant stream of small day-to-day issues.

How often do I hear from flooring dealers that they really want to implement the Joint Ventures strategy so they can create more referral relationships with other businesses, but they just can't find the time? Or they really want to implement weekly trainings to get their sales team closing more sales and getting higher margins with the Design Audit, but they've been way too busy?

Sure, sometimes stuff comes up and you really are too busy. But a lot of times, when I dig a little deeper, I find out that the dealer has been busy with the small stuff: phones, customers, emails, floor sales, and so on.

Breaking Away From “Too Busy”

If you want to make a difference in your business, you have to plan your day differently. There are three keys to avoiding the multi-tasking/ “too busy” trap:

1. Delegating
2. Time-blocking
3. FOCUS

The first step to freeing up some of your time is to figure out which of your daily duties could (and *should*) be handled by your staff. If you don't have anyone who knows how, train them! You can't be successful when you're trying to do everything yourself.

Once you've got some of the simpler tasks off your plate, you have to get proactive about how you spend your time. Plan what your days will look like, block off the time in your calendar for each task or objective, and stick to it. Want to make Joint Ventures a regular part of your marketing plan? Make an appointment with yourself to get it done, and follow through. Unless something is a true emergency, resist the temptation to switch tasks – whatever it is can wait until the appropriate time in your day.

Finally, to really see a difference in the big picture, you need to FOCUS – Follow One Course Until Successful. Choose a project or a priority, plan how to tackle it, and get it done. Don't allow yourself to be side-tracked.

By delegating, time blocking, and FOCUS-ing, you'll build your ideal business and ideal lifestyle.

SHOWER THOUGHTS



“ Watching a graduation ceremony is like sitting through a movie that's entirely end credits.”

By *definitelyusername*

“ It makes sense that the target audience for fidget spinners lost interest in them so quickly.”

By *Aristea84*

“ The object of golf is to play the least amount of golf.”

By *HansOlavLee*

“ If humans could fly, we'd consider it exercise and never do it.”

By *DiogenesK9*

To Make More, You've Got To Work Less

By Jim Augustus Armstrong

“Make more, work less.” There's a reason I made this a major theme in Flooring Success Systems. Sure, it's a catchy slogan – but it goes a lot deeper than that. I put those two ideas together for a reason.

For far too many flooring dealers, making more money comes down to doing *more*. Working more hours, putting out more advertising, taking on more low margin jobs (because they're getting beat up on price by the big box down the street). Dealers are beating their heads against the wall, trying to do “more, more, more” – but it's not making them much more money, and it's **certainly** not making them any more satisfied with their business.

That's where “Make more, work less” comes in. I want flooring dealers to understand that working less isn't just a perk of the Flooring Success Systems strategy – it's absolutely vital to the process. When you start to see your time as the incredibly valuable commodity that it is, you can finally start using it correctly. If you want to start making better money, creating your ideal business and ideal lifestyle, you have to stop thinking about “more”.

It's Time To Start Focusing On “Different”.

Many of the flooring dealers who join FSS come to us with extremely thin margins and close rates under 30%. Talk about running a business on hard mode! When your margins are low and you aren't closing the majority of sales that walk through your door, throwing more hours at the problem isn't going to cut it.

Every business is different. It's not uncommon for dealers to implement the FSS strategies in slightly different ways, to adapt them to their market and customer base. But I advise every single person who joins Flooring Success Systems to start by doing two things: raising their margins, and implementing the Design Audit selling system.

Why start there? Because those two steps are going to make an **immediate** difference in your bottom line. The Design Audit process lets you take control of the control of the conversation from the moment a prospective customer walks through the door, while simultaneously demonstrating to them that you are a trusted advisor providing a superior product and experience. And with higher margins, every project you close becomes more valuable and a better use of your time.

The other pillars of the Core 3 – the Neighborhood Advisor and the Referral Partners system – are going to help you build a steady stream of repeat and referral business. They're powerful tools for developing long-term, sustainable growth.

But before you can get to that long-term growth, you need to start doing things differently. It's not about bringing in more customers or advertising more sales. It's convincing the prospects you already have to buy from you, at a price that makes it worth your time. **That's** how you work less and make more money.

FEATURED WEBINAR: *Available for a short time only!*



How To Add \$1MM In Revenue With Joint Ventures

<http://featuredwebinar.com/jv>

Visit the website above to view this featured webinar and learn how your fellow Flooring Success Systems members have added hundreds of thousands of dollars to their annual revenue!



CONTACT US AT:

Flooring Success Systems
Support@FlooringSuccessSystems.com

www.FlooringSuccessSystems.com

Ph: 530-790-6720 | Fax: 530-790-7906
236 South 3rd St., Suite 309 | Montrose, CO 81401