

BUILDING BETTER PRACTICES

# chiropractic economics

**MARKETING**

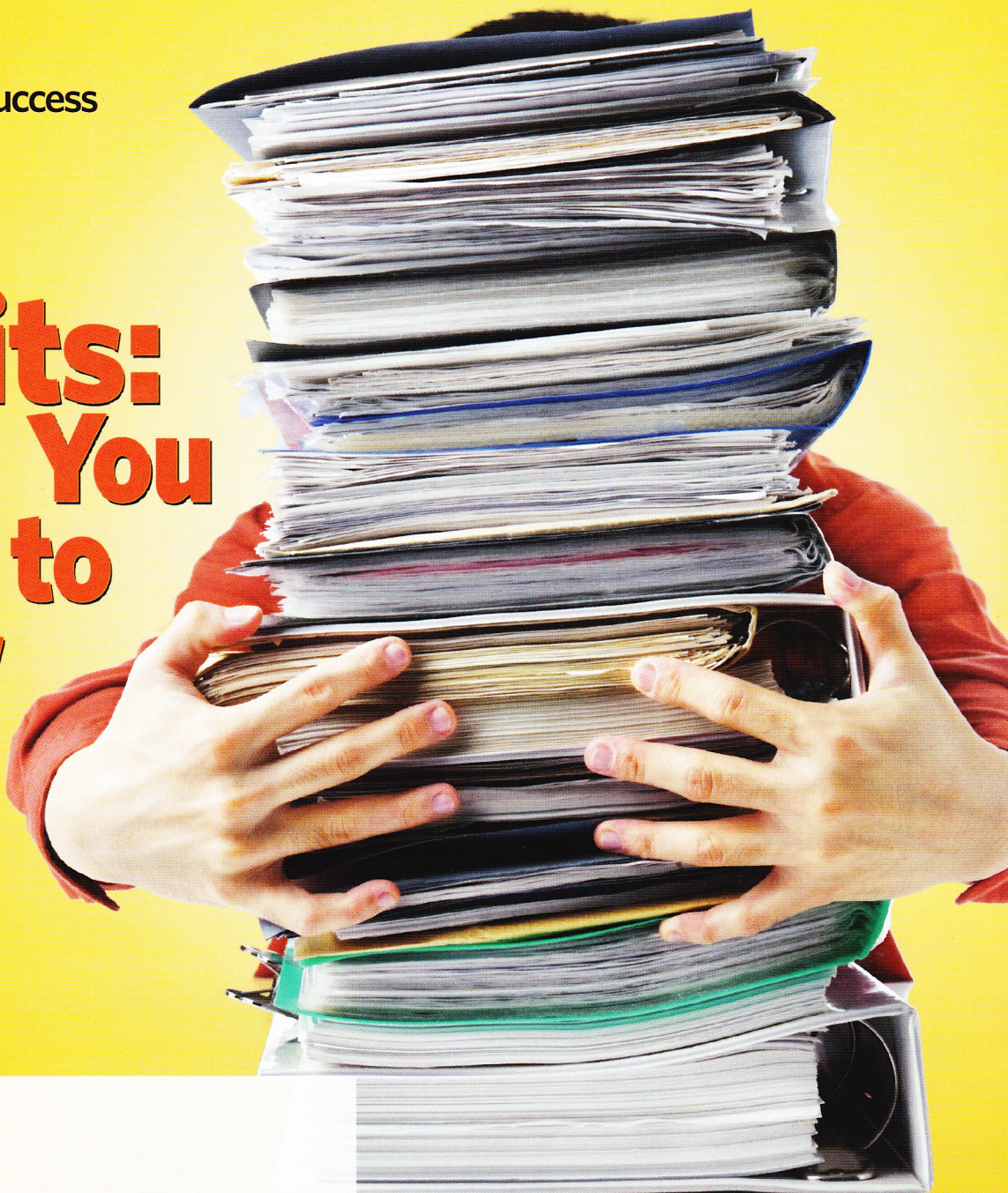
Tips for startup success

**SPECIALTY**

Animal adjusting  
comes of age

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How to  
respond,  
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comes to  
audits



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Retail Products Resource Guide



## Top priority

Setting personal priorities can help you have it all and do it all

BY MONICA WOFFORD, CSP

**S**ARA WAS AN ACCOMPLISHED “MULTITASKER.” She always wanted it all and now she had to manage it all. When everything was working according to her well-organized plan, she felt a sense of control and balance, but more often than not lately there was an element of stress that foiled her plans, her day, and her ability to manage anything.

Others would share their envy of all that she was doing and the number of balls she managed to keep in the air at any one time, but some days all she could do was smile and nod at patients, family members, and her husband.

It wasn't as easy as she made it look and now it wasn't even fulfilling. She was tired, stressed, overwhelmed, and unfulfilled. She began to wonder if she really could have all that she told herself was possible.

What she had temporarily forgotten was she wasn't alone.

If this sounds familiar, you are also not alone. You, too, can have it all and you can also do it all. The key is usually *how* you plan to go about both, and one

important thing to remember is you usually can't have it all at the same time.

### Work it!

Not everyone wants it all and some have abandoned the idea once they realize the amount of work involved. Make no mistake, there is work involved, but if all your dreams are “must haves” and you want to go for it, try these steps in the process.

**Be aware of the need for instant gratification.** You live in a culture geared toward having it *now*. The reality is things take time, and often we, as a society, fail to give things enough time.

*For example:* If you want to travel the world and you have three small children and a busy career, it is not likely you can quit and send the kids to grandma's for a year to go about your travels.

Instead, perhaps it makes more sense and is better timing to begin saving now for that trip around the world and take it when the kids go off to college. You'll have a sizeable

amount saved and a built-in remedy for the “empty nest syndrome.”

This same methodology applies to all that you want. Stick with your goal and make a plan to achieve it without insisting it all happen right now or even tomorrow.

**Watch the time.** You already know time flies when you're having fun. It also flies when you're in the “zone” doing what you love, and when you are so busy you forget to look at the clock. This becomes a hazard as you forget how long it actually takes to do something.

You sabotage your goals regularly by putting unrealistic time frames on them. One goal might be to pay down debt and live debt free. If you have amassed a sizeable debt, however, it will likely take as long or longer to pay it off as it did to spend what you spent.

Keep track of time by also looking at things such as travel time, building an unexpected event time, and paying attention to how fast you work. Procrastination will also affect time. If you put off balancing your checkbook,

the time it will take you to finally reconcile a few weeks or days, will actually take longer than if you had just done it when you said you would.

**Prioritize what is really for you.** Sometimes you want something because someone said you should have it, do it, or be it. Other times, you may have something on your list of "must haves" because you are trying to prove something to someone else.

Are those things on your "must have" list really important to you? Or to someone else? When prioritizing the things you want to do, cut down on the time constraints by making sure what you want is really just that: what *you* want. Then rank those items on a reasonable scale, maybe one to 10, as if you knew when you would be out of time.

If you really want to speak a new language, put it in order of importance

## What is important to you, and how bad do you really want it?

as if you only had "X" number of years to make it happen. If there are other things more important and more pressing, other than mere day-to-day routines, it may be time to take it off your list and let go of the pressure to still achieve that goal.

If a goal has become less important to you, that's OK — goals and dreams are subject to change at your approval.

You can do just about anything you want to do, and anyone who has lived in or grown up in the 70s and 80s is well aware of this ideology. Those in that generation have been motivated up to their eyeballs.

And now with e-mail, social media, and everything else, it seems

you just keep adding items to your list of daily things to do. If you are going to manage your dreams, you do have to instill some discipline, learn some new skills, and make some tough decisions.

Just because everyone else is "doing it," doesn't mean you have to ... did anyone else's mom say that? It's true. What is important to you, and how bad do you really want it?

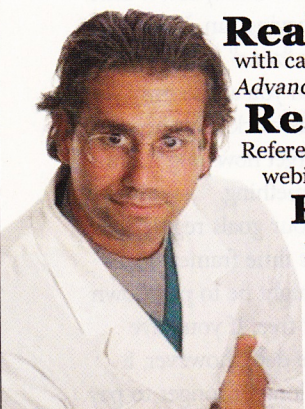
Those two questions will help you stick to a plan to manage it all. ☺



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