

Ask Santa for a Round Tuit!



How will you be spending your Christmas holidays? Hopefully you'll be able to take a break and enjoy some time with family and friends.

But if Santa leaves a Round Tuit for you under the Christmas tree it could be a very beneficial holiday season for your business, too.

You may have heard about Round Tuits. They're extremely useful little things and apparently help you get so much done. How many times have you said "I'll do that when I get a Round Tuit"? Or "I'm always flat out and never seem to get a Round Tuit."

So a Round Tuit is just the thing you need from Santa!

The Antipodean Disadvantage

One of the differences of Christmases "down-under" (apart from the sweltering heat!) is that the Christmas holidays lasts so much longer than they do in the Northern Hemisphere. Up there, Christmas lasts – well, 12 days. Then it's right back to work. They don't take most of their annual leave until the northern Summer - June, July or August.

The challenge we have here is that our Christmas holidays run on into most people's annual holidays, meaning that – apart from gridlock on the roads - the business community is in danger of grinding to a halt for several weeks.

It all seems to start when solicitors close their offices around mid-December. Once that happens there can be no more settlements. Now that the mad rush to get settlement by Christmas is over, things slow down, the office parties increase in frequency and the silly season is underway.

That wouldn't be so bad if it were not for the "flywheel effect". Once the flywheel loses inertia it can be difficult to get it up to speed again and many businesses find it quiet well into February. This year especially, with the current uncertainty in the economy, any extended slowdown could be more harmful than usual.

But, if you get a Round Tuit for Christmas, you can change all that!

How To Use a Round Tuit

Now, assuming you get this magical Round Tuit, how will you use it?

Yes, little Emma's swing needs fixing. Easy - Round Tuit to the rescue! And how long has Justin been asking Dad to take him fishing? Now that you have a Round Tuit you can finally let him show up your fishing skills again.

But what about your business? Will you allow the flywheel to slow down completely and resign yourself to quieter times, or can you use your Round Tuit to get things done while you have the chance?

Call me Scrooge if you like (many probably will!) but the extended

Summer holiday period is a perfect opportunity to catch up on all those business things you've been meaning to do one day when you got a Round Tuit. So, when you've looked after Emma, Justin, your partner, Aunt Mabel and everyone else over Christmas it would be a great time to see how the Round Tuit can help your business. Those quiet few weeks after Christmas are your Round Tuit moment!

Make a List

We all know that one of the most cost-effective management tools is the humble list, so what might we put on our Round Tuit list that we can tackle after the festive season?

Here's a few ideas. Most are computer-related (because I'm totally biased) but they're only examples of typical things that probably didn't get done before because you never had a Round Tuit. I hope you find them useful. (If you need help with any of them just drop me a line).

- Review your CRM. Update details where you can, especially email or postal addresses. This will allow you to send out newsletters next year and keep building repeat business and referrals.

- In regards to commissions, most brokers are owed several hundred (and often thousands) of dollars in back-payments they barely know about. Use the Round Tuit, along with your CRM system, to attack that mountain of RCTI's - the money could come in

very handy in those quieter months!

- Write some articles for future newsletters or sign up with a service provider to do it for you. Take some time (while you have some available) to compare offerings.
- Get stuck in to those filing cabinets. Consider scanning old Client records. If you need to, buy a fast scanner with an automatic feeder which will allow you to scan several pages at a time. (A good CRM will let you link the scanned documents to the Clients, making for instant retrieval).
- Check your daily backup procedures to ensure you are including all necessary files. Test restoring one of your backups to make sure it works. Consider off-site backups.

Doing things like these because Santa brought you a Round Tuit will certainly go a long way to ensuring your business will have a Happy New Year!

“Those quiet few weeks after Christmas are your Round Tuit moment!”

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