

COACHING COMMUNIQUE™

Number 11:

Musings for Fall

Grade Your Website With A Terrific Free Tool

I recently came across an extremely useful tool that will grade your website and help you improve your SEO (search engine optimization) standings. Websitegrader.com "measures the marketing effectiveness of a website. It provides a score that incorporates things like website traffic, SEO, social popularity and other technical factors. It also provides some basic advice on how the website can be improved from a marketing perspective." The link is: www.websitegrader.com/tabid/6956/Default.aspx#ReportTop

Since grading my own website, www.entrepreneurialcoaching.com, I've dropped certain meta-keywords and edited down my meta-description (ask your web designer to explain!) to improve my standings in Google and other search engines. Grade your own site and see if your standings improve as well.

Balance Your Business and Your Life

Now that summer is almost over, and the (hopefully) busier fall market is approaching, how do you manage to keep up with your business and have a life too?

Here are a few tips:

1. Carefully evaluate the people with whom you're working. If you have more buyers than you can effectively handle, refer some to other agents in your office. Only work with those highly qualified buyers with whom you have the greatest likelihood of actually finding something within the next six to eight weeks. In this way, you will be most effective and use your time most productively.
2. Make sure your listings are well priced. Overpriced listings will drain your time and energy and reduce your opportunity to obtain and market other properties that will have a higher likelihood of selling within a reasonable amount of time.
3. Learn to delegate. If you have an assistant, ask him/her what other tasks they could be doing for you. Then let them do them! Hire temporary help as needed. Team up with another agent in your office and back each other up one afternoon or one day a week so you can take some time off.
4. Take excellent care of yourself. Actually sit down and eat lunch. Make sure you get some exercise each day. Find a way to de-stress...whether it's by meditating, doing yoga, power-walking, deep breathing, taking baths, having a massage, etc. All are great ways of taking time off from business and focusing on you.
5. Perhaps the most important point: GET ENOUGH SLEEP. Too often we don't realize that our body requires a certain amount of sleep. If we fail to heed it we pay the price in lack of energy, increased mistakes, irritability, decreased focus, etc. Make a point of going to bed one hour earlier each night for a week, and see if you notice a difference.

On a Personal Note

I will be in Boston from September 23 to 28 to see clients and attend a coaching conference at Harvard. I am booking a limited number of coaching sessions on Wednesday and Thursday, September 24 and 25 in Cambridge and Boston. If you would like an in-person session, please call me at (505) 988-5533 or e-mail me at JerriU@aol.com. I'd love to meet with you.

Warmly,

Jerri Udelson

Master Certified Coach