



# Tyme Management™

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## Making Resolutions You Can Reach

Last year's resolutions might have gone out the window by the fourth but, this year, you can achieve them! Most people set goals too high, personal-change experts say. If you promise to exercise every day when you'd never exercised before, rethink your goal. Begin gradually and build up.

The key to meeting goals is to start slowly. Robert Turla, author of *Time Management Made Easy* says it takes 21 consecutive days to make a new habit stick. **Here are some typical resolutions and good advice on achieving them:**

- ◆ "I'll manage my time better." Look back on last year. What did you spend most of your time doing? What do you wish to do instead in the new year? Are there goals you would like to reach by the end of the year?
- ◆ "I'll get my body in shape." Start by learning to grill or steam foods instead of frying. Also, schedule time to exercise on most days of the week.
- ◆ "I'll be less emotional." Remove yourself from certain situations and redirect your thoughts to be more positive.
- ◆ "I'll be neater." Have a place for everything. Handle each piece of paper only once.

## Anticipate Time Rewards Now

**I**magine for a moment that you've been given a million dollars. Would it change your life? Your career? Your family? Your perception of yourself? Would it change the way you spend each day? Perhaps you, like most people, have failed to realize that every day you receive a gift that holds the potential for a million-dollar impact on your life. The gift is 24 hours each day that you can spend however you choose.

Benjamin Franklin once said, "Time is money," and he couldn't have been more right. Your time capital, which consists of 24 hours every day, can be spent and invested just as you do money, with only one difference, time can't be accumulated for later use.

It must be used each day, and it must be used effectively to have any worth.

Just how much is time worth to you? By looking at your present rate of income, you can tangibly determine how much each working hour is worth by looking at your hourly wage. But time also has intangible worth. When you invest time in building a relationship with someone who's important to you at work, in your social life, or at home, you're making a profitable use of your time. You're spending time that will bring rewards that cannot be measured in dollars and cents.

Everyone is allotted the same amount of

time each day, but whether it's used productively and wisely or wasted foolishly is up to you. Practicing effective time management can ensure that you use your time in a manner which produces multiple rewards.

**Here are just a few of the rewards you can anticipate:**

- ◆ Increased productivity.
- ◆ More income as a result of higher productivity.
- ◆ More enthusiasm for work and life.
- ◆ Means to avoid time conflicts through improved organization and prioritizing.
- ◆ Improved decision-making skills.
- ◆ Ability to handle crisis situations quickly and effectively.
- ◆ Guidance to know what you need to do.
- ◆ Confidence to say "No" to projects of low priority.
- ◆ Elimination of the "hurry-up" feeling.
- ◆ More time for your recreation.
- ◆ No need for working at home on nights and weekends.



By using your time profitably, you can look back on your growth and accomplishments with satisfaction, look forward to the excitement of achieving new goals in the future, and live in full enjoyment of today at the same time.

## Why Jump Into Life Without Personal Goals?

**D**id you know that by not having written goals to direct and guide your life, you're like a parachuter jumping out of a plane without a parachute? Instead of using time to your advantage, you're descending into the depths of low self-esteem, lack of success, and a life full of stress. But you can turn things around! All you have to do is grab on to the safety rope – the art of setting goals.

**Here are suggestions on successful goal setting:**

- ◆ Write your goals down in a notebook, daily planner, or a piece of paper. An unwritten goal is only a wish. If it's in writing, it's a commitment.
- ◆ Be specific with your goals. List concrete and detailed desires, dreams and goals.
- ◆ Believe in your goals. If you don't believe you can accomplish the goal, you most likely won't.
- ◆ Make your goals challenging. A goal that takes work to accomplish will



mean more to you than something that was easily attained.

- ◆ Be sure the goals can be adjusted to changing situations.
- ◆ Set goals that include your family. Avoid goals that pull you away from time with your family.
- ◆ Always avoid conflicting goals. Strive to set goals that harmonize together.
- ◆ Review your goals every day. Write down action steps and track your progress.
- ◆ Set target dates for every goal you set. This will motivate you to accomplish your goals more quickly.

## Save Time and Communicate Better With Clear and Concise Writing

Writing reports, letters, speeches and other types of correspondence are an integral part of the business world.

**Here are several tips on writing more clearly and with less stress:**

- ◆ Think about what you want to say and then say it.
- ◆ Make an outline of what you want to get across to the reader.
- ◆ State your point at the beginning and then back up your statement with evidence, statistics, and other facts.
- ◆ If you ordinarily use a pen or computer to write, try dictating into a recorder instead.
- ◆ Keep your writing short and to the point.
- ◆ Avoid using technical jargon.
- ◆ Think about your reader as you write.
- ◆ Make your writing active.
- ◆ Read your writing out loud and edit it carefully.
- ◆ If you suffer from writer's block, take a break.



## Improve Morale with Special Bonus Days

Encourage your workers to attend work every day by rewarding regular attendance. Think about granting "bonus days" to employees who don't miss any work hours for four weeks straight. Allow these reliable employees to draw from a hat or bowl containing slips of paper with all the work days of the upcoming month. By the luck of the draw, the employee can have any day from a Monday to a Friday off. An added bonus of this process is that a regular work schedule won't be interrupted much because the employee will take the bonus day off and not be able to gain another bonus day until four weeks after the current bonus day.

## Wait Before Hiring

Avoid the overwhelming tendency to fill a vacancy as soon as an employee leaves for another job or retires. By waiting before hiring another person, you allow other employees to shoulder some of the workload that the person in the vacated position used to handle. This allows you to shuffle tasks around in the most proficient manner. Then, you may be able to hire a new employee to meet new challenges for your organization.

## How to Be a Better Team Player

- Work as part of a group instead of by yourself.
- Be active and helpful in creating a "team" atmosphere at work.
- Share ideas and suggestions with others.
- Tell others when you like what they're doing.
- Take care of your equipment and work area.
- Clean up after yourself before going home at the end of the day.

## Examine Your Work Habits Closely

“Workaholism” can have negative effects on your productivity and time management. While many people believe that working long hours means they’ll have more success at work, actually the opposite is true. Workaholics tend to be underachievers because of their obsessive behaviors.

Workaholics are compulsive about their work, lack direction and specific goals for their life, believe that to do more you must work more, waste time and energy on insignificant tasks, and undervalue their personal lives.

If you have any of these characteristics, it may be time for you to take a closer look at your life and your work habits. **These tips may help:**

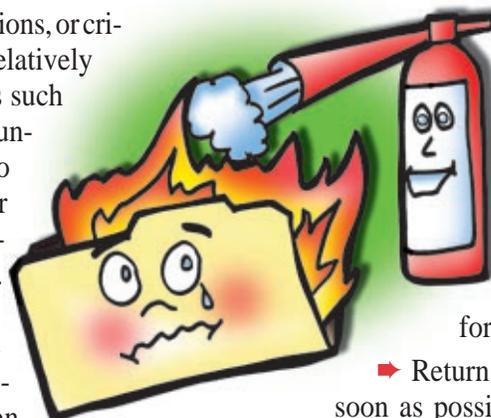
- ▲ Begin thinking effectively. Is there a better way to complete some tasks? If so, change the way you do them.
- ▲ Make short- and long-term plans. Do you work compulsively without any real goals? Learn to use your goals as your guide to daily activity.
- ▲ Remember the importance of forming family and friend relationships. Do you put the proper emphasis on your family and friends? Do you spend quiet, non-stressful time with them? Learn to leave your job at the office and really enjoy your personal time.
- ▲ Schedule your day using an effective time-management system. Do you work impulsively without a plan? Make a habit of scheduling your time and prioritizing your tasks each day.

By utilizing an effective time management system, placing the proper importance on your personal life, and planning your future, you can overcome workaholism and be more productive with your time.

## How to Extinguish the Burning Flames of Crises Efficiently

One of the most exasperating duties of effective time management is taking care of those unexpected and unplanned emergency situations that require immediate attention. These situations, or crises, range from relatively simple problems such as soothing an unhappy customer to solving a major emergency production problem.

Since emergencies must be handled immediately, you often have to push aside planned activities and rearrange your schedule to take care of the emergency. While even the best planning and training cannot prevent the occasional unanticipated crisis situation, you can minimize the amount of time lost.



The following suggestions will help you deal with the flames of crises in a more timely manner:

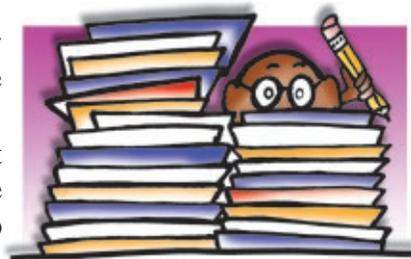
- ➔ Remain calm. If it helps, repeatedly tell yourself, “I’ve solved other problems, I can solve this one, too.”
- ➔ Isolate the major problem. Analyze the situation and try to find a mutually acceptable solution for all parties involved.
- ➔ Return conditions to normal as soon as possible. Make the suggestions, take the action, give the instructions, and then step out.
- ➔ Learn something from the situation. Hold a meeting with those who are involved to discuss how to prevent a similar crisis in the future.

## Utilize Your Employees’ Potential

Are your employees buried under unnecessary detail, hampered by little direction, or bored by lack of responsibility? Allowing employees to use their skills to the fullest is one of the weakest points of most managers. Using an employee’s full potential is critical to your success as an efficient time manager.

Here are tips to make you and your organization more productive:

- ✓ Ask all employees to devise their own prioritized “To Do” list each day.
- ✓ Give your assistant tasks to be completed for you such as opening mail, writing memos, forwarding mail, faxing information, addressing envelopes, and other routine matters that can eat up your time.
- ✓ Provide your employees with the necessary equipment, supplies, information, and space to do their job efficiently.
- ✓ Rid your workplace of routine tasks that take more time to complete than they’re worth. Try to find a more efficient way to complete necessary routine tasks.
- ✓ Route publications to several different employees to be perused and highlighted.
- ✓ Provide positive feedback to employees. Keep corrections specific and goal-oriented.



## Winterproof Your Driving Skills

As winter begins to tighten its grip upon the highways and byways of this half of the world, drivers should take time to improve their winter weather driving skills. Snow and ice present problems but cold temperatures are what create the most havoc for the proper functioning of a vehicle. **Keep the following precautions in mind as you head out for a drive this winter season:**

- \* Find an empty parking lot and practice getting attuned to your vehicle's braking, steering, and acceleration capabilities.
- \* Keep your windshield clean and clear of debris. You might want to coat it with a water-resistant product after cleaning it with glass cleaner for added and prolonged protection.
- \* Buy a plastic tarp to cover your vehicle's windows. When you know

there will be freezing temperatures overnight, take time to secure the tarp over the windows so you won't have to de-ice them in the morning.

- \* Avoid having your car washed on very cold days. Water can collect in hidden areas and freeze you out of your car at inconvenient moments. Wait for warmer weather.
- \* Keep a bag of kitty litter in your trunk to provide traction in case of an emergency on very icy roads.
- \* Avoid jerky steering or sudden acceleration and braking. These actions can send your car into a dangerous skid.
- \* Remember, if your tires lose traction, steer in the same direction as the skid. Focus your eyes on where you want to end up, not on what you might hit.
- \* Keep a first aid kit in your vehicle at all times. In the winter, add a blanket, an



ice scraper, and a shovel.

- \* Check your radiator's antifreeze levels every other week to make sure you don't have a leak.
- \* Include three times as much space between you and the vehicle you're following as you would on non-icy roads.
- \* Before starting your vehicle, clear away any snow or ice that might block your exhaust pipe(s). Carbon monoxide poisoning is a serious possibility if a pipe is blocked.

## Surviving the Morning Rush

If you often find your mornings filled with screaming children, hurried dressing, and frenzied driving, you might benefit from learning how to better manage the morning rush.

**Consider these tips:**

- ▲ Go to bed earlier. After your body's rhythms adjust to the earlier bedtime, you can then start waking up earlier.
- ▲ Keep work materials in a convenient place at home. This way, you can grab everything as you walk out the door in the morning.
- ▲ Choose your clothes for tomorrow today. All you'll have to do is get dressed in the morning.
- ▲ Wake up at least an hour (or earlier if you commute) before you must arrive at work. This should allow you enough time to get ready, eat breakfast, and arrive at work without much stress.
- ▲ Get up before anyone else in the house. This way, you can enjoy quiet time alone before starting your day.



- ▲ Encourage others in the house to help with morning tasks. Let family members alternate cooking breakfast and making lunches.
- ▲ Include time for breakfast each morning. Set the table and plan the meal the night before. Set a specific time for the meal.
- ▲ Set your clocks 10 to 15 minutes fast. This will help keep you ahead of schedule.

### 10 Ways to Pass Cold Winter Days

- Write a letter or E-mail to a long-time friend.
- Work on organizing photos into thematic albums.
- Watch a comedy movie.
- Share a batch of freshly baked cookies with a neighbor.
- Indulge yourself in a 30-minute, warm bubble bath.
- Play board games with other household members.
- Visit your local animal shelter and take home a new pet.
- Read a book you've enjoyed a second time, to see what you missed.
- Plan activities for the upcoming month. Remember to include time to socialize, exercise, and relax.
- Catch up on reading the local newspaper. Find fun activities you can take part in for free.

## Use Time Management To Overcome Stress

The effects of stress – lost productivity, absenteeism, and health-care expenses – cost this country millions of dollars every year. But you can do something about it! More and more people are fighting back with the use of time management.

### Here are some ways to overcome stressful situations:

- ★ Plan ahead. Organize your work and set goals and priorities.
- ★ Avoid procrastinating. Make your goal a priority.
- ★ Unplug your phone for half an hour each day and take a break.
- ★ Set realistic timetables for getting your work accomplished.
- ★ Allow for unexpected crises and inefficiencies.
- ★ Leave your job behind you when you leave work each day. Spend quality time with your family and friends instead.
- ★ Be open-minded to change. Reprioritize when necessary.

## Meet With Success

In meetings, the seating arrangement has a profound effect upon which people are considered valuable and successful and which are almost invisible. **To best promote yourself at meetings, take these steps:**

- ◆ Arrive early.
- ◆ Position yourself directly across from the leader of the meeting.
- ◆ Make eye contact with the leader. (The leader will notice you more readily when you have a question or comment.)
- ◆ Avoid sitting next to your supervisor. Supervisors get most of the attention and you'll end up being invisible to those attending the meeting. Your participation may then be limited.

## Do You Give Your Time Away?

**W**hen you save several hours through better time control but don't use that time profitably, those hours are as useless as a large pile of product rejects. It's important to fill time gained through successful time management with worthwhile experiences you desire.

For most people, the real quality of life is measured largely by relationships with others. It's for this reason that people who acquire great wealth through exploiting others often find little happiness. Success in business or professional life can become meaningless too if there's no one available with whom to share the fruits of your success. The secret of happiness lies in giving of yourself. One who takes all of the good suggestions about time management and carries them to extremes will find life filled with new problems as serious as any old time management habits.

### The following are some situations to think about:

- ▲ You can save time by cutting out conversation about personal matters. But, if you eliminate it completely, you may project an attitude of callous-



ness toward the needs and interests of others that costs you loyalty and respect.

- ▲ You can save many hours by cutting out or shortening meetings but you may also lose many of the creative ideas that are generated only when people with common interests get together for "brainstorming."
- ▲ You can organize work time efficiently to provide extra time for your family. But, if you fail to establish good relationships with them, family members may not welcome the time.
- ▲ You can organize time in your business and personal life but, if you fail to give a part of your time and ability to support your community through your interest and service, both business and family success may vanish.

## Nine Keys to an Organized Office

To work most efficiently in your office, nine key items can help. **Make certain you have these items in your office:**

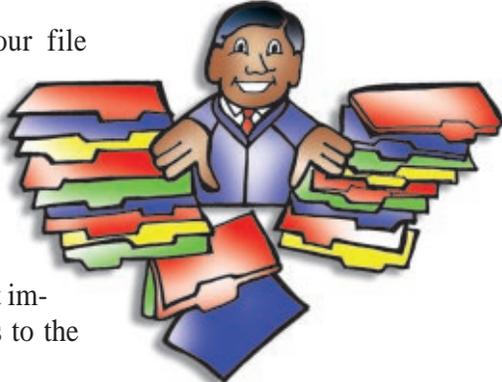
- 1 Desk drawer file system to store papers and materials for the future.
- 2 Calendar, showing the entire month at a glance.
- 3 Large enough wastebasket to throw away unnecessary papers.
- 4 Personal planner in which you keep phone numbers, addresses, appointments, plans, and goals.
- 5 Computer with a printer.
- 6 Comfortable chair to keep you feeling well and ready to work.
- 7 Phone equipped with a speaker phone function and answering machine or voice mail.
- 8 Clock with an alarm to remind you of appointments.
- 9 Three baskets. Label them as "out," "urgent," and "in."



## Divide and Conquer the Tedious Task of Filing

Are you suffering from file folder overload? Do your file cabinets bulge from overstuffing? Have you no space between folders to easily retrieve what they contain? Those of you who answer in the affirmative can alleviate this problem quickly and easily. **Divide and conquer your files in this way:**

- Separate your file folders into two piles: frequently used and infrequently used.
- Put the least important files to the side.
- Divide important files that relate to one another into individual piles.
- Label each grouping on a hanging file folder and put each file into its designated folder.
- Arrange the hanging folders in order of importance and frequency of use.
- Create a miscellaneous catchall folder to contain all the files that aren't related.
- Follow the same method with less important files you set to the side.
- Place less important ones behind the important ones and you'll have successfully grouped all of your files by frequency of use, importance and subject.
- Throw out files that don't meet your criteria and you've finished improving your file folder system.



## Give Your Time Use a Much-Need Overhaul

By planning each hour of the day, you solve not only the problems of the day but also the problems of life. You deserve to enjoy life, and you can when you organize your time and take appropriate actions to be more productive.

One of the best ways to protect your time is to prevent time wasters. After all, it takes less time to prevent time wasters than it does to extricate yourself from the crisis situations they inevitably produce. It's literally true that a few seconds spent in performing a routine habit pays off in the saving of many minutes or hours later on. **Make some of these preventive measures routine:**

- Keep your work area clean and neatly arranged. A desk stacked with today's correspondence, files on long-range projects, stacks of trade journals, and a miscellaneous array of sentimental mementos is overwhelming. It may become difficult to discipline yourself to tackle items on your "to-do" list.
- Store only materials needed to accomplish your work, or to meet the needs of a particular meeting, in your briefcase. A salesperson whose briefcase is cluttered with bills to pay, personal letters, and training materials risks losing the prospect's interest while hunting for needed items. A 30-second delay could cause a several hundred dollar loss.
- Take responsibility for keeping your possessions in their proper place. Dropping things wherever you happen to be when you finish using them is false time economy. Putting things back where they belong takes only a moment but saves you time later. This principle works in the home, office, car, or anywhere people live and work.
- Say "No" to activities that don't benefit you. One of the most widespread time thieves is overcommitment. It's easy to make too many commitments for activities that contribute little to the achievement of your important goals. When you have a clear sense of how to invest your time, you can easily refuse unprofitable tasks.
- Listen carefully to others. You'll be amazed at how much you can learn from words, tone of voice and body language. Learn to concentrate, ask pertinent questions, and think about what you hear. Active listening is vital for coworkers, friends and family.
- Write down appointments and important information. When you fill your brain with information like appointments, telephone numbers and miscellaneous errands, you siphon off concentration power. Use your planner to record important information.

### Improve Your Website's Quality

- ✓ Add new information frequently. Daily changes, even if only to your greeting page, work best in attracting new customers.
- ✓ Organize your site so users can quickly maneuver to the information they seek.
- ✓ Make the site useful. Give product information, provide links to other useful sites and include any other item that might please those who visit your site.
- ✓ Ask regular users to evaluate your site from time to time. Use their suggestions to continually improve your site.

## Improve Your Sales Presentations

*“Well, good morning. We appreciate the opportunity to meet with you today. I’d like to start by introducing the rest of my team to you. Starting from my left is Angela, systems engineer. Next is Saynar, project manager, and then, Nancy, our COO. They’re here to help me answer any specific questions you have today...”*

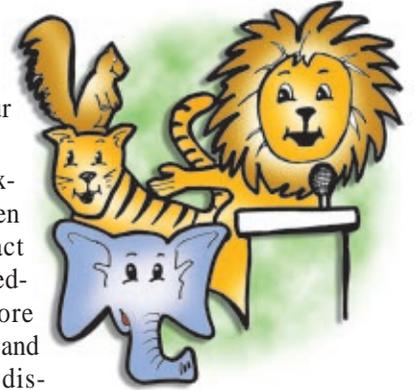
**A**nother day, another proposal, another supplier, another presenter. And if the parade has been going on for a couple of days – or even a few hours – you can understand buyer weariness in listening to presenter after presenter, following the same plan: “Good morning. My name is John or Joanna. My team is Tom, Dick, Harriett, Lucinda, and Lupe, and we’re here to talk to you about X.”

Although you may have never had a client or prospect say “I’m bored” to you directly, you may have sensed the frustration. What can you do different to make your presentation stand out from the crowd of competitors clamoring for the same business? The following suggestions deal with the finer points of sales presentations:

- ◆ **Influence, Don’t Just Inform.** One of the biggest hindrances to selling success is being informative rather than persuasive. Information overwhelms us. Your role as a salesperson is to make the available information actionable for your buyers. To do that, you’ll need to use all Five Prongs of Persuasion:
  - Word choice. Positive, specific, and precise words.
  - Rhetoric. Powerful phrasing and graceful grammar that pack a powerful punch on a buyer’s memory.
  - Emotion. Feelings of either pleasure, fear, safety, discomfort, pride, acceptance, rejection, or prestige.
  - Logic. Reasoning and conclusions drawn from facts, information, opinions, or ideas.
  - Trustworthiness. Trust in an individual’s or organization’s principles, values, and integrity. To persuade, you need to know and use the best words, to establish your own and your organization’s credibility, and to identify the best strategies with each buyer.
- ◆ **Act Against Your Own Self-Interest.** Nothing underscores your determination to do what’s right for the buyer more than making them aware of decisions made in their best interest. You may routinely do that anyway, but buyers need to know when you do that because it builds trust for larger issues. For example, if you think an extended warranty doesn’t make sense for a particular customer, instead of not bringing it up at all, let the buyer know a warranty is available but that you recommend against it. Such candid advice leads to increased trust.
- ◆ **Use the “Experience” Factor.** Buyers can argue about your facts, data, surveys, and research. They can disagree that your product or services outshine the competition. They can doubt that your offering will resolve their problem. But no one can dispute your experience when you state an opinion or respond to a question during your presentation. Your experience is your experience. It can be accepted or

rejected, but it’s still your experience.

- ◆ **Know When to Use Exact Numbers and When to Round Them.** Exact numbers are more credible because they more easily can be verified and either confirmed or discounted. Rounded numbers, on the other hand, are easier to remember. Provide specific numbers the first time you cite results or outcomes, and summarize with rounded numbers on repeat mention of the data.
- ◆ **Make Statistics and Facts Experiential.** People digest numbers with great difficulty. Yes, pie charts and bar graphs help. But if you can go beyond that, do so. For example, randomly survey your committee of buyers by asking them to raise their hands in response to a few questions; then equate those findings to the random survey you did previously of their entire organization. Are they typical of the rest of the employee population? How so? Supporting statistics lend credibility to what you say. Be sure, however, to do all you can to help your buyers digest them.
- ◆ **Never Shy Away from the Underdog Positioning.** Some people have a profound penchant for rooting for the underdog. Consider acknowledging that you’re the lesser-known brand and supplier, and focus on the effort you intend to expend for the client because of that one-down situation.
- ◆ **Plant Questions You’d Like Competitors to Address.** As you present your solutions, subtly bring up issues that should raise red flags in your buyers’ minds about the capabilities of your competitors. You won’t challenge or attack competitors specifically; however, in your key areas of strength, you will suggest issues that, if not handled well, might create pitfalls and resulting fear in the minds of your buyers. Simply by raising these issues, you will suggest to your buyers that they should ask your competitors about these same concerns.
- ◆ **Never Just “Walk Through” Your Proposal – Give a Guided Tour.** Buyers follow their own route, which is usually not the one you’d prefer. While you’re still on page two, your buyers will be on page eight, checking out the pricing section. You have absolutely no control of what your buyers hear or pay attention to while you talk. Carefully select which parts of your proposal to present orally. Then if you want to refer your buyers to a specific page, do so.



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## TIMESAVERS

### Have More Fulfilling Family/Personal Time

Time management at home can make your home, family and personal life more fulfilling and relaxed. **Consider these timesaving suggestions:**

- ✦ Choose services – photo processor, auto-repair shop, gas station, and dry cleaner – located on your route to work or back home.
- ✦ Forget perfection in your home. Strive to make your home comfortable for everyone.
- ✦ Assign every family member household responsibilities. Show children how to make their beds, dust, vacuum, mow the lawn, and do the laundry.
- ✦ Organize your finances. Place bills in a “due” folder and, if possible, set a deadline time to pay them in a batch once or twice a month.
- ✦ Say “No” to social events that don’t interest you. Accept invitations selectively.
- ✦ Be on the lookout for household and family timesaving tips.

“A man’s dreams are an index to his greatness.”

– Zadok Rabinowitz

### Good Health Habits = Good Time Habits

**D**o you know what the most important goal of any good time manager should be? It’s good health, of course! Without good health, trying to manage time effectively is impossible. Illnesses, fatigue, and lack of energy will deplete you of the motivation to establish and stick with any type of time management system.

Good health – eating sensibly, exercising regularly, and generally taking care of your body – is the simplest way to manage your time more effectively. Good health fills you with the energy, strength, and determination to use your time wisely and to put in a good day’s work.

**Here are several ways to take care of your body:**

- Make a habit of eating breakfast every morning. Eat foods that have protein, vitamins, and calcium. Allow yourself time to eat slowly and savor your meal. Avoid eating and driving.
- Eat balanced meals. Include plenty of vegetables, fruits, and whole-grain foods in your meals. Avoid high-fat, high-calorie foods, and skipping meals.
- If you snack between meals, try fresh fruit, vegetable sticks, air-popped popcorn, unsalted pretzels, or low-fat yogurt. Avoid “junk” foods.
- Stop smoking and drinking alcohol. Both of these activities are damaging to your body. You can damage your heart, lungs, liver, throat, and other parts of your body.
- Exercise daily. Establish an exercise routine and schedule it in your time management system. Whatever you choose to do, do it regularly.
- Schedule regular checkups. Ask your doctor’s advice on how you could improve your health. Your doctor can provide you with advice and resources on improving your health.
- Manage your stress level. Find time to get away from work. Schedule a family or solo weekend vacation.
- Get plenty of sleep – six to eight hours each night. If you suffer insomnia, take a warm bath before bedtime, listen to calming music, and make sure your bedroom is dark, quiet and a comfortable temperature.

