

## Title:

10 Ways to Earn More, Work Less, and Enjoy Your Summer

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## Summary:

Want to earn more and work less this summer? Read this article to find out 10 ways to do just that.

## Keywords:

small business marketing, online marketing, internet marketing, business coaching, make more money, summer vacation

## Article Body:

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If you're anything like me, you start looking forward to summer as soon as the calendar flips to a new year. Take advantage of summer's slower pace and people's more casual attitudes and plan to not only take time off but to make some money while you do!

1. Commit to your vacation time.

If you haven't already scheduled a break for this summer, stop reading this right now and do so! Even if you don't have plans to go away or if your budget is tight, I strongly encourage you to put at least a long weekend break into your calendar now - and then make sure you do anything you want for those few days - EXCEPT work. You'll come back to your business refreshed and recharged. You know you will and you know you need it.

2. Have a summer sale.

Are there some products or programs in your funnel that you could offer a summer discount on? I'd be willing to bet there's at least one. Kick off the summer season by offering your prospects a special deal on one or more of your offerings.

3. Make a special offer to your current clients and customers.

Summer's a great time to give your current clients and customers a special deal.

For example, if they've already purchased something from you at the first level of your funnel, offer them a special deal for investing in an additional offering of yours, maybe at the next higher-priced level of your funnel.

So, if they've already spent \$50 on one of your products, offer them a \$50 discount towards another of your offerings.

#### 4. Trim your expenses.

Are there some business-related expenses that could be put on hold for the next few months, without a negative impact to your bottom line? There are probably at least two or three things that you could eliminate for the summer, and you may find out that you can eliminate them completely come the fall.

For example, I've stopped my monthly subscription to the screen-sharing software I use because I know I won't be using it for at least the next three months. That's \$150 in savings for my business!

#### 5. Create summer hours.

Start later in the day, take a mid-day break for a few hours, or end your day earlier. Take one day a week off. Work half days. Take four-day weekends. It's your choice, but by creating summer hours, you're not only giving yourself some time to enjoy the fleeting days of warmer weather, but you'll also find that you'll be much more likely to focus only on your priorities, which means you'll actually move ahead much faster!

#### 6. Repeat a previously profitable product.

Do you have a product that when you first launched it, it sold really well? Maybe it just needs some new life and a new promotion. Don't re-invent the wheel and simply repeat what's already worked for you in the past.

#### 7. Republish your best articles in your newsletter.

For the summer, consider giving some of your best articles (the ones people commented on, or were reprinted most often) an encore presentation in your ezine. If you've been publishing for awhile, your readers most likely will appreciate the reminder the articles will bring, while it will be new content to your newer subscribers.

#### 8. Declutter your office.

I simply can't think when my office falls into chaos, and I'm always amazed by

how much better I feel and how much more productive I immediately become once I get rid of the clutter.

Summer is a great time to declutter and reorganize. Enlist a friend to help, or hire a professional organizer to really get you geared up for the summer (and the fall!).

#### 9. Declutter your mind.

When you started your business, did you write down your vision for it? If you haven't, or if you haven't visited your vision in awhile if you have, the next few months are perfect for reflection, dreaming, and planning what you want the rest of your year to look like.

I'll be dreaming up mine on the dock at the lake. Where will you be dreaming up yours?

#### 10. Plan some fun stuff.

Even if you don't have plans to travel this summer, you can still plan some really fun things to do near your home. Having something to look forward to will help you enjoy some time away from your desk while the sun is shining.

Believe me, I know how hard that can be. I love what I do, too. But one main reason we work for ourselves is so we can enjoy our lives, right?