

By DANIELLA WHITE

What if you could get more done without feeling overwhelmed, overworked, and overloaded?

In *15 Secrets Successful People Know About Time Management*, Kevin Kruse shares the habits of successful and productive billionaires, athletes, students, and entrepreneurs.

Here's how you can be one of them:

**1. Focus on achievement instead of time.** Spend your energy doing what it takes to reach your goals instead of focusing on how long it takes to get there.

**2. Set priorities daily.** Decide your most important task

and make everyone stand up.

**6. Delegate as much as possible.** Use your unique abilities and skills to do what only you can do best. Hand over everything else to others, so they can use their unique abilities and skills, too.

**7. Have a steady morning and evening routine.** Set your day up for success by sticking to a morning and evening routine. Doing the same things every day surprisingly cuts down on wasted time and energy.

**8. Make it a point to be home in time for dinner.** There's always more that can be done. If you set aside time for work, then set aside time for family, friends, and enjoying life outside of work.

**9. Intentionally say "no" to most things.** Most times, by saying yes, you're saying no to other things that are often more important. Be kind but firm in saying no to things that are outside of your line of vision, goals, and aspirations.

**10. Don't create to-do lists.** Instead of numerically listing everything you have to do, which can overwhelm you and confuse others, schedule everything on a calendar.

**11. Use notebooks to track ideas.** Ideas can't be scheduled like to-do lists, but you can keep track of random thoughts by writing them in a notebook.

**12. Develop themes for each day.** Schedule certain days of the week for certain tasks, called "time blocking." When you group your tasks together, you gain momentum and accomplish more than you would by working on little bits of projects here and there.

**13. Limit email and social-media checks.** Schedule times to check email and social media. They have the potential to interrupt your workflow on

more important tasks.

**14. Live in the now while creating the future.** Live in the now, yes — but don't forget about your future. The more you think about your future, the more you can control it when it becomes the present.

**15. Handle things only once.** Do small tasks— anything that takes 10 minutes or less — immediately.

Doing a little work now and a little work later will cause a build-up of things to do later, and overwhelm you to the point where nothing gets done.

Source: Inc.com



and spend the better part of your day working on that task or project.

**3. Invest minutes.** There are 1,440 minutes in every day. That equates to approximately 525,600 minutes each year. Intentionally invest every minute in something worthwhile.

**4. Live by the 80/20 rule.** Eighty percent of the effects come from only 20 percent of the causes. Focus on the important 20 percent to have maximum impact and ignore the rest.

**5. Avoid meetings as much as possible.** People have a tendency to get comfortable in meetings. If you can help it, don't hold meetings. If you can't help it, make them short



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2016-17

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### Questions? Email

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Do you have member news?  
 Email to to [jackie@key-dynamics.com](mailto:jackie@key-dynamics.com) by the first of each month to be included in the newsletter

Upper Keys Business and Professional Women  
 P.O. Box 231, Tavernier, FL 33070  
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## It's time to get active and involved

Our summers are such a great time for projects, travel and time with loved ones.

Hopefully you're getting to do lots of this during these months.

Here in BPW we are discussing growth and empowerment for our members.

We're so grateful to those of you who stepped up and volunteered for one of our many committees.

We are planning get-togethers this coming month where we can discuss ideas and action steps to increase our communication and outreach to all our members.

If you weren't able to attend our June luncheon and would like to serve in any capacity, please reach out to me.

Over the next few months, we will be highlighting our local candidates running in the primary Aug. 30 and in November.

Even if you think you don't care for politics, these next few events (Aug. 17/Oct. 19) would be a great oppor-

### President's Message



Laura Maupin

Photo: Melendi Photography

tunity for you to take a closer look at "grassroots"

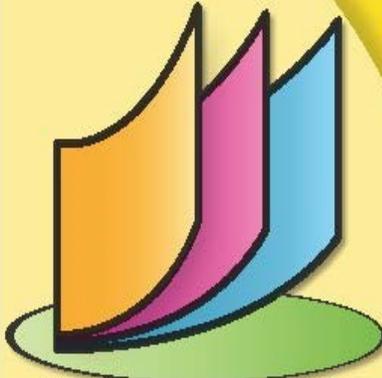
politics, where I believe we really can make our voices heard.

It takes a lot of courage and commitment for these folks to put themselves out there in the ring, and they deserve our support, regardless of party or affiliation.

We will also be supporting the United Way's Stuff the Bus Drive, collecting school supplies at Bumby's. Bring your donations for a chance to win an exciting prize!

This month we welcome Lizz Smoak, personal brand strategist, motivational speaker and entrepreneur. I discovered Lizz on a TED Talk earlier this year and was ecstatic to learn she lived right here in the Keys. We are very fortunate to have her as our speaker at this month's luncheon.

Join us Wednesday and share your questions on anything from marketing to social media and internet scalability. I'm psyched to learn more from Lizz!



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Our June speaker was Ian Martin from the Florida Keys Wild Bird Center and he brought along his buddy, Leopold. We are grateful they could be with us and thankful for all the good work the bird center does in our community.

## Older woman's guide to finding a new job



- **Keep your skills fresh:** Stay up to date with technology. Add a "technology skills" section to your resume, or show without telling that you've got the chops by adding your Twitter handle or LinkedIn URL on your resume.

Don't have skills? Learn them.

- **Update your look:** Ask a stylish friend for an honest overview of your appearance. Little things like new frames for your glasses,

modern accessories or a new outfit or two will help enormously.

- **Leverage your network:** One of the advantages of getting older is that you know a heck of a lot of people. Work it! Let your contacts and friends know, specifically, what you're up to, what you're looking for and how they can help, if they're willing. Just be sure to return the favor.

- **Manage your dates:** Your resume is not your autobiography; it's a marketing document. Use it not to date yourself but to paint a compelling picture of what you know and what you've accomplished. Go back only 20 years on your resume.

- **Spend your time and energy on what you can control.** Start with this list and keep going!

## Supercharge Your Social Media Engagement



WEDNESDAY  
AT  
**Holiday Inn** MM 100 OCEANSIDE 11:30 AM  
In the African Queen Room

[www.upperkeysbpw.com](http://www.upperkeysbpw.com)  
Business and Professional Women/FL  
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Our Speaker: **Lizz Smoak, Personal Brand Strategist**

**Work less and make more by capitalizing on internet scalability**



Lizz Smoak is a Personal Brand Strategist, motivational speaker and award-winning lifestyle entrepreneur.

Lizz coaches entrepreneurs to scale their business online globally by using their own skills, passion, knowledge and a laptop. Mastering the art of passive income and personal branding, Lizz shows business owners how to work less and make more by building a community of followers and capitalizing on internet scalability.

In this workshop, Lizz will explain how to create a community of eager prospects and followers already pre-disposed to buy from you, how to supercharge your social media engagement and the free and easy places to find tons of your ideal clients. Define your brand and develop a voice your prospects will eagerly follow.

*Join us!*

**As we install several  
New Members**

Lunch will be served Members: \$20 Guests \$25 Questions: [info@upperkeysbpw.org](mailto:info@upperkeysbpw.org)

# BPW needs **you!**

## Get involved and join a bpw|COMMITTEE

New committee members will be announced soon! If you are interested in serving on one of these committees — or would like to suggest a new one — contact President Laura Maupin, 305/360-5645



Remember:  
“Many hands make light work”

Woman of the Year  
Employer of the Year

Finance

Public Relations

Membership

Scholarships

Political Forum

Stiletto Strut

Newsletter

Spring Fling

Website

## bpw|CALENDAR

### 2016

**July 20:** Luncheon program: Lizz Smoak, personal brand strategist, on marketing to social media and Internet scalability. Holiday Inn, African Queen Room.

**Aug. 17:** Political mixer, 5:30-7 p.m., Bumby's upstairs, MM 82.7. \$10 members, \$15 guests. Bring items to Stuff the Bus for United Way.

**Sept. 21:** Luncheon, Holiday Inn, MM 99, 11:30 a.m.

**Oct. 19:** Political forum, Hilton.

**Nov. 16:** Luncheon, 11:30 a.m., Holiday Inn.

**December:** Christmas party to be determined.

**SPECIAL NOTE:** Reservations for upcoming regular meetings/luncheons are very important, no shows and late RSVPs cost BPW which in turn takes away money from our scholarship fund, please be **respectful**.

## Please check your spam email folder for important information from BPW

As you may or may not know, the Upper Keys BPW Board of Directors recently decided to switch our communication and invitation process to a web-based software for non-profits called Wild Apricot.

In an attempt to reach members and contacts that may have not received our

recent correspondence, we ask that you check your junk or spam folders and save our new email address:

[UKCBAPWC@wildapricot.org](mailto:UKCBAPWC@wildapricot.org).

We don't want you to miss an event or announcement.

Go to [www.upperkeysbpw.com](http://www.upperkeysbpw.com) to register now.

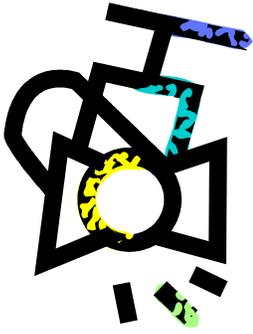


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## bpw MEMBER SPOTLIGHT

### Ellie Donofrio

Ellie Donofrio was eight months pregnant when she, her husband Lowell and kids moved to the Keys from Ohio in 1977 so Lowell could work on a marina

project on 905.

"I moved here sight unseen," she recalled. "I cried all the way down the stretch."

The marina project is what brought the Donofrios to the island chain. But along the way, the project went under and "that's when we did what we had to do to survive."

Some of her job experience includes running a marina, working as assistance manager for Fat Boy's BBQ (where Riva Motorsports is now located), laying asphalt and driving a school bus.

Laying asphalt?

Yep.

"Laying the asphalt was good money and we needed it at the time," she said. "It was very, very messy."



Later, she managed Scotty's in Tavernier (now Froggy's) and for 15 years, she was the interior manager of Forest Tek Lumber.

Lowell and Ellie also built and sold homes for more than 20 years.

In 2015, after 49 years of marriage, Lowell passed away from cancer.

She is now beginning a new chapter in her life; she now owns and manages Keys Country Real-

ty and Development in Key Largo.

Ellie enjoys boating, swimming, loves dogs and spending time with her precious granddaughter Ivy, and is looking forward to making new connections through the BPW.

Advice for others: "Never give up. There is always a way," Ellie said.

"Sometimes when things are tough, the family is closer," she said.



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New members are inducted. FROM LEFT: BPW President Laura Maupin; Miriam Ochoa Lazcos, mortgage loan originator with Columbus Capital Lending & Realtor Real Estate Sales Force; Debra London, Monroe County project manager; and BPW Vice President/Membership Ilja Chapman. Not shown: Samantha Bartlett, veterinarian at Upper Keys Veterinarian Hospital; and Cathy Brewer, marketing specialist at Franklin Dodd Communications. Many thanks to renewing members Lauretta “Retz” Reeves and Sandi Bisceglia.



## Attagirl!

A tip of the hat (or two!) to BPW member Pam Feeser whose High Tea Extravaganza fundraiser came off without a hitch. Shown are attendees Cheryl Lee-Talbert (left) and Jeannine Cook.

Send your member news to [jackie@key-dynamics.com](mailto:jackie@key-dynamics.com) by the first of the month for inclusion in the newsletter

## Empowering Women Financially

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# Read this before you ask someone to work for free

BY JACKIE HARDER | Key Dynamics

Most people understand that a business woman is in business to make money. But on occasion, we get someone who will ask us to work for free.

Being in business means offering goods or services for a fee: If you want the product or service, you pay for it.

This is not a new concept. So why is it that so many of us are expected to give away our expertise?

I can't speak for others — although many tell me they're in the same boat. Here are some reasons why I do not work for nothing.

**1. I am not trying to impress a prospective employer.** When I was a newspaper newbie, I did work for free at a local paper that was short-handed at a critical time and had a huge special section to produce overnight.

Due in large part to that free work, and my college degree in journalism, I was offered the next opening they had at that paper.

It launched a 30-year career in media that took me all over the country, shot me up the management ladder, taught

me many things and exposed me to so much that was new and interesting.

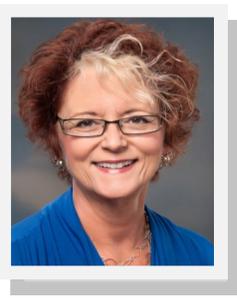
**2. I am not building a resume.** A large part of work experience also is giving back to the community. I did that, doing everything from picking up litter alongside the road to serving free pancakes at oh-dark-thirty to holding various seats on various nonprofit boards of directors.

But while I was building my resume, I was also building relationships and continuing to learn and grow. Many of those relationships are still treasured to this day, as are the lessons I learned in leadership.

Working for free was absolutely worth what I gave to those events and organizations.

On the flip side:

**3. I am educated and experienced.** Coaching is about training and credentials. I have both. To get my



Jackie Harder

coaching credentials, I needed 60 hours of training coursework and 100 hours of verified coaching experience. And yes, I paid for that training.

FYI — life experience is important, but by itself, doesn't qualify just anyone to call themselves a coach.

**4. You get what you pay for.** It's a cliché but true: You don't appreciate what you don't pay for. And speaking of which:

**5. You're worth more than that.** If you want to get ahead, you need to change your focus from the *price* of investment to its *value*.

If spending \$100 now will bring you (or save you) \$1,000 in a few months, is it worth it to spend that \$100?

After all that, you probably wonder why I offer a free coaching consultation to people who are interested in getting a taste of the experience.

Offering samples is a time-honored marketing practice and is part of my business plan. Many businesses will tell you it's not a sustainable, ongoing business practice.

Email [jackie@key-dynamics.com](mailto:jackie@key-dynamics.com) to set up a free coaching appointment.

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# 7 essential business tasks you need to do consistently

BY KRISTEN WILSON | A Visual Business

There is really so much you need to think about, plan, prepare for and do that for your business that it's hard to remember.

These 7 things have helped me; be sure you do them consistently.

## 1. Website

Think of your website as your online business card, providing information to people who know you, heard of you or found you online.

You are providing them information about your services and products and additional value to them in the form of your regular blogs.

## 2. SEO – maintenance

It isn't enough to have a website. You need to optimize it for your consumers, making it readable and user friendly, and for the search engines.

If your website doesn't have a lot of content, chances are you won't get found by search engines, which also means that you won't show up in search engine results for your products/services and/or industry specific keywords.

Blogs are a great way to provide this.

## 3. Blogging

Blogs are a way for you to give additional value to your consumers, and to educate them further about your products or services.

It's a great way to tell a story or share one part of a service or product you offer but in a more detailed way, and provide more content on your website.

The search engines will have an easier time finding your website when it contains more content explaining what your website is about.

You want the search engines to find you so they can cache (store) your information and have it ready to provide your website to consumers when they search for your product/services on their search engine.

Lastly, blogs give you something to share in social media that drives consumers back to your website and speaks to the experience and knowledge you have about your products/services.

## 4. Social media

You can reach a much bigger audience all at once on social media.

Social media is a great sounding board to provide value to your consumers, to help them understand your business, to find out their pains about your industry and to be there to

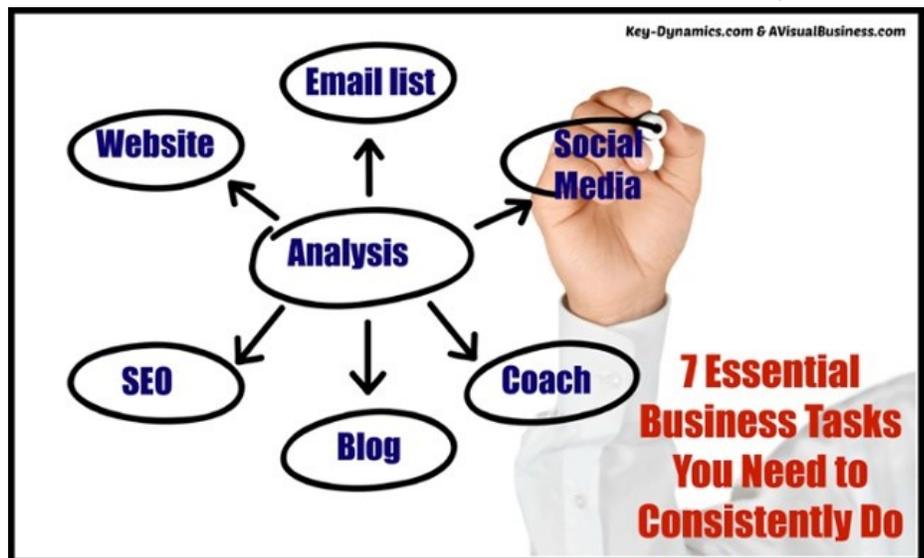


and in social media. Entice them to join by giving them something they need, like a discount, free product or download of tips.

## 6. Mentor/coach

Had you not known any of this, a business coach is your go-to person for what to do, how to do it and leading you down the path to do these things — and the following up with these goals and making you accountable.

Sure, having a group of family members or friends helping you along the way is great, too, but they don't always have a vested interest or may have their



help solve those pains.

## 5. Email marketing

While your website provides the information and houses your value (products, services and blogs) and your social media shares that value and directs traffic back to your website, your email marketing list is gold.

You hope folks can find your website or remember your web address. You hope that your target market is online and looking when your social media posts appear in their timeline, IF they follow you.

The great thing about email marketing is that there is no hoping involved. Your regular emails show up IN your target market's email inbox. You can't get any closer to them short of having a personal conversation.

So, start now to build your email list by collecting their info on your website

own agenda for you. The cool thing about having a mentor or business coach is you set the path by making clear what your goals are and the two of you setting mini goals to get to that main goal.

Coaches are accountability partners who, if you have the right one, will tell you like it is.

## 7. Analyze – rinse and repeat

Not everything we do is right or the right way. Not everything we do goes well and stays that way forever. Everything needs to be reviewed to see how it can be improved and done better.

So always be evaluating your goals, your processes and everything you can in life and in business. Coaches are great for this, too.

*Kristen Wilson is a search engine optimization and online marketing guru. Find her at [A Visual Business](#) or email [Kris-](#)*

# Political Mixer

**Wednesday August 17th**  
**at Bumby's Restaurant Upstairs Lounge**  
**from 5:30-7pm**

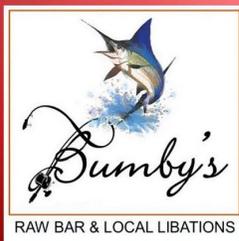
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