

# Table of Contents

**You're an execution eagle**

---

**You're an organized octopus**

---

**You're a communicative camel**

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**You're a dreamer dolphin**

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# You're an Execution Eagle:



You're a numbers person. You're a critical thinker who's drawn to the facts and figures, and you close deals by providing strong, well-researched, and quantifiable data in your sales pitches or **business proposals**. You love a good spreadsheet or software dashboard, and your analytical nature helps you clearly define your desired business goals and outcomes.

This also means you likely make sales and marketing decisions based on previous data from your own or others' efforts, rather than by instinct or what seems to be on-trend. You tend to have an aversion to taking risks, even if it's necessary for your business to grow and scale.

You also tend to be a stickler for consistency. This serves you well as it helps you maintain structure for your business amidst the day-to-day chaos of small business ownership. It also means you're excellent at keeping your messaging and branding consistent across all the platforms you use. But as valuable as this trait is for an entrepreneur, it requires intense monitoring of business efforts at all times. This can cause you to feel the tug of work even when you're at non-work events, like Little League practice or a friend's engagement party.

We get it. Your business is your baby. You'll devote the time needed to nurture it, and will protect it from the unknown. But just as parents learn to trust that their children will be OK when they loosen their apron strings, SBOs must learn to take a leap of faith when it comes to making decisions about their business without having a full analysis of possible outcomes.

Fortunately, business management software can help ease the Execution Eagle's aversion to the unknown and help consolidate much of the time they spend on ensuring their marketing and sales efforts stay consistent and accurate across all their contact interactions.

Want to see how Infusionsoft can help you maintain order and execution, even while you're away? **[Choose your demo here.](#)**

Of course, we realize business management software isn't the only way to make yourself a more productive business owner. So, we've cultivated some additional tips and tricks, tools, and resources specifically for the Execution Eagles of the world.

## Tips & tricks

- **Brainstorm terrible ideas:** Don't balk! This is an excellent practice in exercising and strengthening your creative muscles. It can also help you plan for worst-case scenarios. Start by making a list of the most useless ideas you can imagine. Then, brainstorm what the "pros" might be for each idea, even if it's a stretch. This will help you take a step back and look at things through a different lens, which might shake a few new ideas loose when you find yourself feeling stuck.
- **Don your Six Thinking Hats:** Created by [Edward de Bono](#) in 1985, the [Six Thinking Hats model](#) promotes the value of looking at the same problem from different perspectives. The idea is to switch the hat you currently or usually wear with a hat of a different color to help you focus or redirect your thoughts.
- **Outsource work:** You've probably heard this advice a million times, but there's a reason it's given so frequently. Not only is outsourcing cost-effective (you can usually find quality talent for a fraction of a full-time, paid employee), it can save time and increase your efficiency and flexibility so you can focus on the big stuff. Websites like [Upwork](#) and [Guru](#) are good places to start.
- **Automate as much as you can:** The day-to-day hustle of running a business can be painfully manual and repetitive. Luckily, most of those tasks can be automated. Check out this guide, [25 Things Every Business Should Automate](#), to learn more.

## Resources

- **Play by Stuart Brown, M.D.** - For prioritizers, sometimes it's hard to remember that play can be a big help when it comes to creativity and productivity. In "Play," Brown explores the science of play and why it's an essential part of our lives, even in the workplace.
- **The Subtle Art of Not Giving a F\*ck by Mark Manson:** Don't let the profanity deter you from picking up this book. Despite its colorful title, "The Subtle Art of Not Giving a F\*ck" is a powerful guide in focusing on what's most important and letting go of what's not. This is a book for those who like to dream up big ideas, but are stalled by the "What ifs."
- **WorkLife with Adam Grant (a TED podcast):** Organizational psychologist, Adam Grant, takes listeners on a journey through all things work-related by presenting "unconventional workplaces" in each episode. In Episode 2, "**The Daily Show's Secret to Creativity**," Grant visits "The Daily Show" to learn how writers and producers tap into their "creative burstiness."

## Tools & apps

- **Wunderlist:** When you're elbows-deep in your work day, the last thing you want to do is break your flow to jot to-do items down. With Wunderlist, you can forward emails to your Wunderlist account at [me@wunderlist.com](mailto:me@wunderlist.com), to be added to your task list. Users can also categorize tasks by #hashtags, and add sub-tasks, due dates, reminders, comments, files, and notes to tasks. Other Wunderlist users can also be added to lists and assigned tasks. Wunderlist can be accessed from almost any smart device.

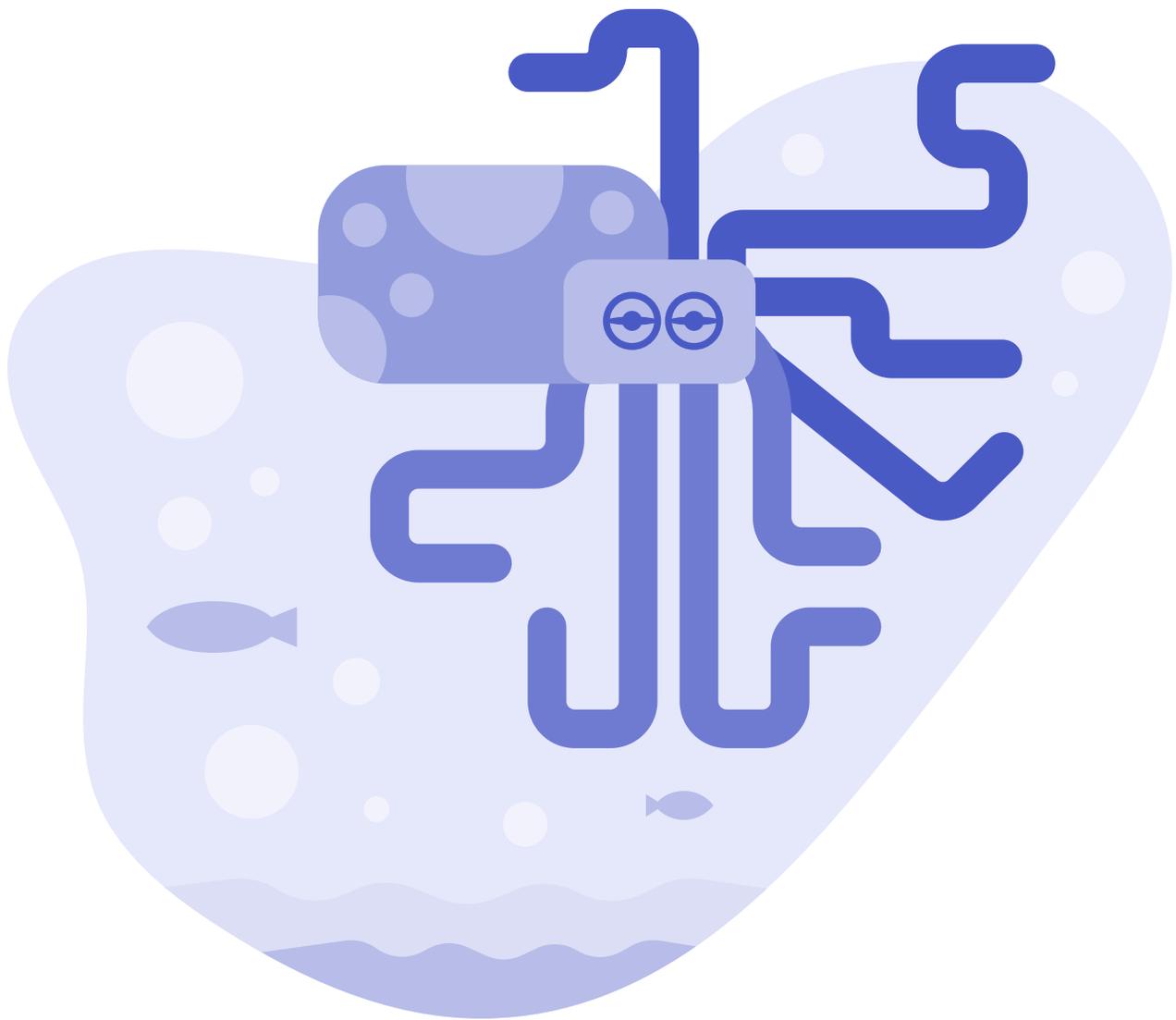
- **Klipfolio:** Klipfolio is a business insight app for real-time sharing of your business dashboard. If you're a business that handles a lot of data, Klipfolio is for you. It's flexible data architecture lets businesses connect data from practically any source to be connected in one, central location for easy monitoring. Once you have your dashboard set up the way you like it, you can sit back and watch Klipfolio crunch the numbers for you, so you can tend to other parts of your business.
- **Infusionsoft:** Automate your marketing campaigns, easily view customer history and interactions, and access intuitive, user-friendly dashboards and reports on your business success, all in one product. **Choose your demo here.**

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# You're an Organized Octopus:



Organized Octopuses are just that—organized. While other people may find it dull or tedious, you're energized from organizing things. You like to keep a neat and orderly workspace, you're big on consistency, punctuality, and practicality, and you have a plan for everything. You also have a strong eye for detail, which helps you catch flaws and mistakes that might have been overlooked by others. It wouldn't be surprising if you got a kick out of **segmenting your leads** and planning for **targeted marketing campaigns**. Some may call you "Type A," but we like to think of it as having a dedicated, rigorous work ethic.

While all of these traits keep projects and campaigns moving along at a steady pace until the very end, flexibility isn't really your forte. When chaos starts to creep in (as it often does when business increases for small business owners) you might find yourself paralyzed by the deviation from your plans.

Maybe you find it difficult to move onto the next thing until your current project or task is completed to perfection, but that can lead to the derailment of the rest of your plans. Additionally, your aversion to spontaneity can sometimes hinder agility and creative thinking, leading you to miss opportunities for capturing leads or retaining customers.

Your need for governance and control sometimes means you take on more than you can handle, rather than deploying the help of others, or simply saying, "Not right now" to new tasks and projects. While it seems like you're the best person to complete the job, this can create a bottleneck, not just in the process of that project, but with the rest of your business processes. That's when things like invoices, bills, and follow-up contact fall through the cracks.

Fortunately for Organized Octopuses, business management software helps prevent the chaos from overwhelming small business owners. With Infusionsoft, you can automate almost all of your workload, from personalized auto-response emails to automatic lead scoring, and more.

Ready to see how Infusionsoft can help you grow your business exponentially while decreasing your workload? [Choose your demo here.](#)

Of course, we realize business management software isn't the only ways to make yourself a more productive business owner, so, we've cultivated some additional tips and tricks, tools, and resources specifically for the Organized Octopuses of the world.

## Tips & tricks

- **Outsource work:** Again, outsourcing is cost-effective, saves time and can increase your efficiency and flexibility so you can focus on the big stuff. Websites like [Upwork](#) and [Guru](#) are good places to start. Need more inspiration? Check out [Start Outsourcing, You Idiot](#).
- **Eat well and get enough sleep:** Technology isn't always the answer to what ails you. A healthy, balanced diet and consistent, solid rest can give you the energy you need to not just start a project, but to also carry you through to the completion of it.
- **Automate as much as you can:** The day-to-day hustle of running a business can be painfully manual and repetitive. Luckily, most of those tasks can be automated. Check out this guide, [25 Things Every Business Should Automate](#), to learn more.

## Resources

- [Small Business Success Podcast, Ep. 59 - How to Delegate and Get More Done:](#) Business coach, author, speaker, and owner of [Business Boutique](#), Christy Wright, discusses strategies small business owners can use to delegate tasks and smartly manage their time.
- [Ignore Everybody: and 39 Other Keys to Creativity](#) by **Hugh MacLeod:** In this book, author MacLeod attempts to answer the question, "How do new ideas emerge in a cynical, risk-

averse world?” using personal experience as a cartoonist. If you feel you rely on maintaining status quo rather than pushing boundaries that lead to growth, this book is for you.

- **The Subtle Art of Not Giving a F\*ck by Mark Manson:** Don't let the profanity deter you from picking up this book. Despite its colorful title, “The Subtle Art...” is a powerful guide in focusing on what's most important and letting go of what's not. This is a book for those who like to dream up big ideas, but are stalled by the “What ifs.”

## Tools & apps

- **Trello:** Whether you're in real estate, building a software startup, or own a law firm, Trello has a use case for you. Trello is a project management app based on the **Kanban** system. Users can organize their projects through movable to-do lists, and invite others to collaborate with them. It's free and super easy to use.
- **Grow:** One way to make your business more productive is to use a business intelligence tool. When business increases, it's easy to lose track of all the disparate pieces making your business run. Grow provides fully-customizable analytics with more than 150 app integrations so you get a full view of your company and receive insights tailored to your business.
- **Bullet Journal:** You might've heard this term recently, as it has exploded in popularity over the last few years. And for good reason, too. As BuzzFeed describes it, bullet journals are good for “People who have a million little to-do lists floating around ... People who are into goal-setting and habit tracking ... People who really love planners.” Check out the link for more information on how to create your own bullet journal.

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# You're a Communicative Camel:



Like the name suggests, Communicative Camels are excellent communicators. In fact, some might suggest you're born marketers. You tend to be personable and open with others, which translates beautifully into your **personalized marketing** efforts and **top-notch customer service skills**. Even if your product or service isn't the best-priced on the market, you land sales simply because you make your customers feel appreciated. Those follow-up emails and targeted campaigns sure do work in your favor.

For Communicative Camels, where there's a will, there's a way. You find the opportunity in any situation, and have a strong, can-do attitude. You're a strong leader, mediator, and team player, and thrive on the energy of others. You're comfortable with delegating different elements of a large project to others, and deftly facilitate project meetings.

However, as your business grows, you might find yourself struggling to scale with it. Sure, you're great at keeping in touch with your prospects throughout the journey through your funnel, but are you also able to keep an eye on the horizon for the other leads not headed your way? As business picks up, this gets progressively harder to do. Not to mention, you still have to manage the rest of your business operations, as well.

You can't afford to scale back your communications efforts, nor can you afford to continue to miss other business needs to keep your company afloat. So, what's a SBO to do? Luckily, business management software like **Infusionsoft** helps small businesses automate their business processes, and even provides analytics and reports on the health of their sales and marketing campaigns.

Curious to see how Infusionsoft could help your small business scale while still maintaining that personal touch that makes your business so great? **[Choose your demo here.](#)**

Of course, we realize CRM automation aren't the only ways to make yourself a more productive business owner. So, we've cultivated some additional tips and tricks, tools, and resources specifically for the Communicative Camels of the world.

## Tips & tricks

- **Pomodoro Technique:** This time management method is simple but effective. Start with whatever task you want to complete, set a timer for 25 minutes, and work on the task without any interruptions until the timer goes off. Put a check on a piece of paper once the 25 minutes are over. Take a short, non-work-related break (generally for about 3-5 minutes), then repeat the process. For every four "sprints" of work, take a longer break (30-35 minutes). This tactic generally works best with a physical, kitchen timer and a pen or pencil and paper.
- **Don your Six Thinking Hats:** Created by **Edward de Bono** in 1985, the **Six Thinking Hats model** promotes the value of looking at the same problem from different perspectives. The idea is to switch the hat you currently or usually wear with a hat of a different color to help you focus or redirect your thoughts.
- **Make the best use of your mornings:** You don't necessarily have to be up before the sun to be the most productive (although some entrepreneurs and C-level executives **laud the benefits of early rising**), but your brain is certainly **more productive in the morning** than it is in the afternoon. Your melatonin levels lower as the sun starts to rise, plus there's less chance of distraction from incoming emails, employees and colleagues, and steadily updating social media streams. Consider knocking out your hardest or most mentally-involved tasks first thing in the morning to alleviate more space throughout the rest of your day.

## Resources

- **7 Smart Ways to Increase Employee Productivity** (blog post): It's not always the business owner who needs help increasing productivity. This blog post outlines seven ways you can encourage productivity in your employees, as well.
- **The 5 Productive Morning Routines of Highly Effective People:** In this video, you'll learn 5 tips to making your morning more productive. One of the best pieces of advice is to write your to-do list before you go to bed, and to knock the decision-making tasks off the list first thing in the morning. This way, you have less opportunities for distraction throughout the day, and have the space to make adjustments as needed, too.
- **The Tim Ferriss Show:** Hosted by the author of the best-selling book, **The 4-Hour Workweek**, Tim Ferriss, this podcast is hailed as one of the best for learning how to make the most out of your time. Ferriss interviews influential entrepreneurs about how they've found success, and interweaves pieces of his own advice throughout the shows, as well.

## Tools & Apps

- **Grow:** One way to make your business more productive is to onboard a business intelligence tool. When business starts picking up, it's easy to lose track of the progress of all the disparate pieces making your business run. Grow provides fully-customizable analytics with more than 150 app integrations so you can get a full view of your company and receive insights tailored to your business.
- **Freedcamp:** Freedcamp is a free, cloud-based, multifaceted, and easy-to-use project management tool. Users can schedule

item deliverables, create events, set goals and milestones, track issues and restrictions, store multiple versions of documents, and more. Because it's free, it can be used by individuals and collaborative groups alike.

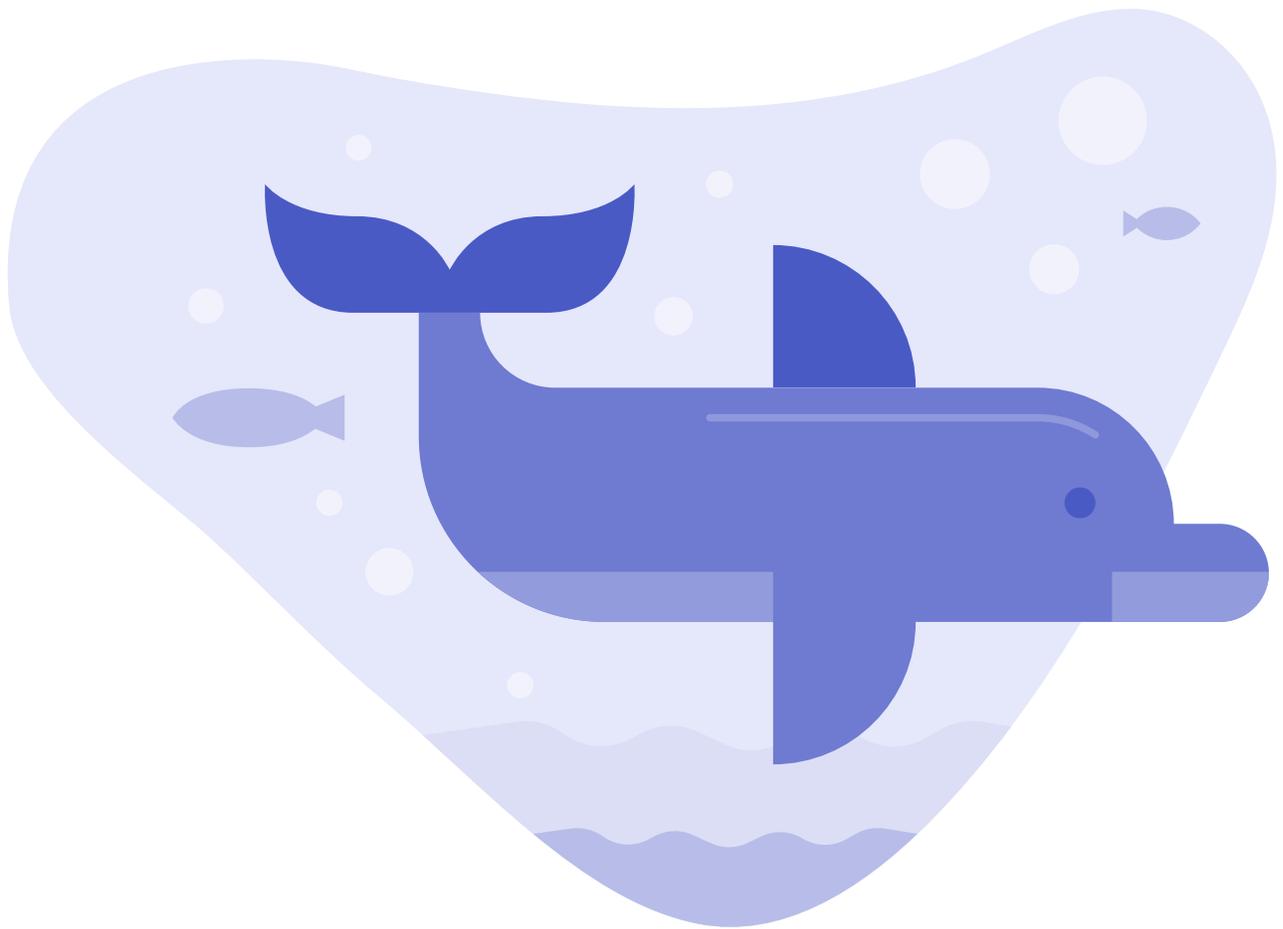
- **FocusList:** Using the Pomodoro technique, FocusList is a daily planner and focus app that forces users to stay focused on one task at a time. It also tracks your time spent on various tasks and gives you a full analysis at the end of the day, giving you a full picture of where you need improvement and where you're really staying focused. The only caveat is that FocusList is only available for Apple products (including Apple Watch). However, **Strict Workflow** for Chrome works in a similar way if you don't have an iPhone, Mac, or Apple Watch.

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# You're a Dreamer Dolphin:



You're an ideas person. You're creative-minded with a big imagination and a penchant for daydreaming. This helps you think up new solutions to old problems, even if it's slightly unconventional. When your small business faces a roadblock, you excel at finding alternate routes.

You tend to be a fly-by-the-seat-of-your pants kind of guy or gal. Spontaneity doesn't scare you. In fact, it helps you keep your content fresh and relevant, and maybe even pushes the envelope a bit. You're an intuitive and integrative thinker who can find ways to bring disparate ideas together in a harmonious way, and you might actually thrive amidst chaos.

Speaking of chaos, Dreamer Dolphins aren't particularly well known for their organization. After all, who has time to organize after putting so much energy into brainstorming brilliant ideas? Unfortunately, your disorganization may be the demise of your business. According to [a recent study from Staples](#), 75 percent of SBOs with struggling or failing businesses credit disorganization for their lack of productivity.

You probably also multitask because you have so many great ideas in your head it's hard for you to focus on one task at a time. While it's good for SBOs to be agile with all of the tasks they have to juggle in a day, **being busy is not the same as being productive**. You may have an aversion to too much structure or rigidity, but your small business could benefit from some type of clearly-defined marketing strategy to help you convert from busy to productive.

At Infusionsoft, we've found that **many SBOs** don't think they have the time or resources to devote to important parts of running a business, especially when it comes to marketing. Sure, you may be great when it comes to creating compelling and creative content, but actually putting it to use is a totally different story for Dreamer Dolphins. Luckily, organizing your efforts doesn't have to be so intimidating. Start with that amazing content. With our **Content Marketing Planner**, you'll receive free worksheets, including an editorial calendar, a content arc calendar for planning annual themes, and an in-depth content plan outline.

You should also make sure you're using a well-oiled business management platform, like Infusionsoft. Infusionsoft's broad, business-focused capabilities help SBOs around the world stay organized and on top of their game.

Ready to give Infusionsoft a try? [Choose your demo here.](#)

Of course, while a strong business management platform can help immensely with boosting business productivity, we realize it's not the only thing that will help. So, we've cultivated some additional tips and tricks, tools, and resources specifically for the Dreamer Dolphins of the world.

## Tips & tricks

- **Kanban Method:** According to blogger Julia Wester, the Kanban Method is “an approach to incremental, evolution process and systems change for organizations.” It's been known to help organize chaos around projects by making the prioritization and focus needs clear. It also helps to uncover workflow problems that need to be solved for better or more timely delivery.
- **Follow the two-minute rule:** Entrepreneur Steve Olenski is credited with coining the phrase, but he's certainly on to something. The idea behind the “two-minute rule” is to make the most of your time—especially those short, two minutes-ish windows—by completing actions that you know will take minimal time and effort to complete. Perhaps it's sending a quick email response, or reviewing an invoice. Whatever the case may be, there are likely many things on your to-do list you can easily knock out in between all the other, more challenging tasks.
- **Mind mapping:** Dreamer Dolphins are notorious for having a million different ideas in their heads at one time. Mind mapping helps to corral those ideas and put them onto paper in a logical format. Mind maps can be as simple or detailed as you like, and can be used for pretty much any thinking or learning task.

## Resources

- **Unclutterer. (blog):** Although not strictly business-related, you can apply much of the advice in this blog to your daily work life. In this blog, you'll find suggestions for gadgets, tools, and tips on how to tidy up your life while still gently reminding you that nobody is perfect.
- **It's Possible to Be Both Creative and Organized. Here's How (Inc. article):** Founder and Editor-in-Chief of Digital Press lists three specific ways entrepreneurs can be both organized and creative.
- **How to Do Great Work With These 4 Creative Types (blog post):** Did you know that neuroscientists have tapped into the creative's thinking process? According to this blog post, there are four types of creatives: the considerate visionary, the agile strategist, the experimental maximizer, and the resourceful builder. Based on these creative types, behavioral psychologists have outlined how to work most effectively with each type for maximum productivity.

## Tools & apps

- **Strict Workflow:** Have trouble with staying away from time-suck websites like Facebook and Twitter for more than a few minutes? Don't worry, **you aren't alone**. Luckily, there's a Chrome add-on that helps divert your attention from these websites whenever you're in a designated "work sprint." Based on the **Pomodoro Technique**, Strict Workflow enforces a 25 minute workflow by blocking specific websites (Facebook, Twitter, YouTube, etc.) with a five minute break in-between. Plus, you can edit the blocked website list and the workflow/break time duration, as well. The only caveat is that, for now, it's only a Chrome add-on.

- **Buffer:** You know any good business needs to have a social media presence in this day and age, but you also know how time-consuming it can be. If you can't afford to hire or outsource a person to manage your social media, consider using Buffer. Buffer is a social media scheduling app that lets you schedule as many posts as you want ahead of time instead of having to update it daily. You can also analyze your accounts' performance, and manage them all in one place.
- **Trello:** Whether you're in real estate, building a software startup, or own a law firm, Trello has a use case for you. Trello is a project management app based on the **t** system. Users can organize their projects through movable to-do lists, and can invite others to collaborate with them. It's free and super easy to use.

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