**Schedule Time to Work on Your Business**

It’s good practice to schedule time to working on your business – even if it’s just you or a micro team – to set goals, measure success, change direction and plan for business development.

Each year consider conducting an end of year review – this could be either the end of the calendar year or financial year.

Then in the following month after digesting your end of year review, plan to work on your business.

What do you want to do differently in the next year of your professional life?

Here are some ideas for topics you may want to tackle to work on your business:

* Think about what you’d like to have achieved by the end of the coming year – work backwards to set a series of small weekly, monthly or quarterly goals.
* Review your client list – are some more difficult than you want to put up with? Are you providing different or additional services that mean you should review your engagement and fees?
* Time blocks – many time management experts recommend blocking out time during your workday and not succumbing to the urge to check email throughout the day. Plan your day ahead and block time just for dealing with emails. Leave some time in your week for dealing with unexpected and genuinely urgent requests from clients.
* Digital declutter – see AAT Digital Declutter for ideas on how to ‘clean house’ to reduce the digital clutter, work more efficiently and free up mental energy.
* Assess your work tasks and commitments – have you said yes to anything that you’d rather not commit to? Can you delegate or cancel to free up your time and energy? This could be particular clients, industry events or networking. Are you spending time in a way that supports your business goals?
* Engagement letters – the Tax Practitioners Board recommends reviewing your engagements annually. Some people like to do this for a calendar year, some for a financial year and others at the anniversary of the client engagement. Check out [AAT Engagement Letter Template](https://www.aat.org.au/AAT/AAT/Member_Resources/Templates.aspx).
* Implement a wellbeing practice if you don't have one already. Whether using a mindfulness app for 5 minutes a few times a day, taking regular breaks away from the computer, doing a mini-workout or committing to a daily walk, taking frequent short breaks is good for your health and improves productivity. So, you will recover the time you take away from the computer with the gains in productivity and focus.
* Commit to a marketing plan – if you want to build a business then regular marketing activities are essential. Check out various [Tech Talks](https://www.aat.org.au/AAT/Member_Resources/Tech_Talk_Webinars/AAT/Member_Resources/Tech_Talks.aspx?hkey=ca4fbc21-bd92-434e-93ab-dd75ff74439c) on marketing and LinkedIn.
* Commit to a professional development plan – whether this is formal education, working with a coach or attending more professional networking activities.
* Conduct a website review – update it, add new information, remove anything non-essential.

Map out changes you want to make and schedule regular time in your calendar to implement them. Don’t try to change everything at once but rather take small actions one at a time to make changes manageable.

**AAT Business Development Resources**

We have a suite of resources that will assist you in developing your practice or business. These are great if you’re starting to work for yourself or if it’s been a while since you focussed on business plans and need to revitalise your motivation and ideas.

* End of Year Review
* Reviewing Your Client List
* The Benefits of a Digital Declutter
* [Engagement Letter Template](https://www.aat.org.au/AAT/AAT/Member_Resources/Templates.aspx)
* Assess Your Hourly Charge Rates
* 10 Essential Elements Your Bookkeeping Website Needs