

Tips for Success: A Day in the Life of a Business Owner



Feb. 23, 2014 - If you're wondering what mysterious, supernatural success-producing rituals a President of a nationally-admired new mover welcoming franchise does each morning, then you've come to the right place! While his morning routine may not qualify as supernatural, it would be tough to deny the fact that Michael Plummer Jr.'s (CEO of Our Town America) daily habits have, in fact, aided to his success.

When asked what his morning routine is, he replied, "It's pretty simple - I usually check the Internet for the daily news, grab an apple or banana on the way out and say goodbye to my wife, Paulette and our daughters".

Plummer said that once he's at work, the first thing he does is check his emails. "I

write down what I deem to be the most pressing tasks in order of precedence. This helps me to successfully plan and visualize my day,” he said. He claimed that when he gets bogged down, he reminds himself of this motto, “The key is not to prioritize what’s on your schedule but to schedule your priorities”. Plummer said that he does his best to pass on the belief that prioritizing, planning and visualizing oneself physically meeting goals is essential when aiming for success.

But what if you’ve owned a business for many years? Don’t you know all there is to know by now?

Plummer humbly claimed that, “There is always going to be more that I can learn. Whether it is in regards to a **local business sponsor**, a specific **franchise** territory, a particular target market, our employees or the like”. He believes that it is crucial to stay up-to-date with current trends and topics relevant to your industry.

To be truly prepared for whatever is to come, one has to accept that preparation is a constant and continuous process. “The moment you think you know it all, is when you will fall behind,” said Plummer.

While there is, in fact, always more to learn, it’s important to take it one day at a time. Prioritizing tasks and setting weekly, quarterly, and annual goals is key according to Plummer. “When you make sure to constantly work towards a specific goal, not only does it aid in feeling self-accomplished, but it also helps keep you organized and on task,” he said.

So how about one last snippet of advice for your hardworking businessmen and women who refuse to be anything but successful? Plummer said, “As the workday unfolds, be sure to take notes that can be referenced in the future, refer to your list of priorities, keep your workspace clean and organized, and always do your best to stay positive”.