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## LINKS YOU CAN USE NOW



### This Month – Repurposing Content

Don't let your old content sit stagnant on your company's website. Enter repurposing content. Here are some links you can use now to learn all about how.

First, get acquainted with the basics. This helpful article from Backlinko will help fill in the blanks you may have about the concept.  
<https://tinyurl.com/links07231>

Time to get creative with it. This helpful listicle from HubSpot gives us 20 creative ways to repurpose content, so the only thing you have to do is write (or reuse) it!  
<https://tinyurl.com/links07232>

This WordStream article helps break down the types of content even further and may give you a few more ways and reasons to repost that blog article you thought was going to do better.  
<https://tinyurl.com/links07233>

It's not always about blog posts. This article is a wealth of information about how to repurpose other forms of content you may not have even thought about.  
<https://tinyurl.com/links07234>

## 5 Ways to Keep Your Employees Happy

If you're a small business owner, one of your top priorities should be to keep your hardworking employees happy and motivated. Rewarding your staff is a great way to show them that you appreciate their efforts and encourage them to continue doing a great job. Here are some ways to reward your employees and keep them engaged.

**Offer bonuses.** Providing bonuses to employees who exceed expectations is a great way to show them that their hard work is valued. Offer gift cards, or some extra time off is always appreciated.

**Provide flexible working arrangements.** In today's climate, many employees appreciate the ability to work from home or have flexible hours. Implementing this can be a great way to show your employees that you trust them and value their work-life balance.

**Offer professional development opportunities.** Providing training and development opportunities benefits not only your staff but also your business. By investing in your staff's professional growth, you're showing them that you care about their future with your company, which in turn tends to keep them with you longer.

**Recognize achievements publicly.** Celebrating your employees' achievements in front of their colleagues can go a long way in boosting morale and motivation. You can do this through company-wide emails, social media shoutouts or even at meetings.

**Provide extra perks.** If your company has the option, additional perks such as gym memberships, company retreats or even free snacks in the break room can make a big difference in showing your employees that you care about their well-being and happiness.

## How to Win Big in Today's Economy

The altered economic landscape presents innovative and nimble businesses with opportunities to thrive.

Find out how by requesting my free report "How to Win Big in Today's Economy."

Just reply to my email at [info@g3cpa.com](mailto:info@g3cpa.com) or call 856-727-0100 and I'll send it right out to you.



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## Calendar Management: Consider Blocking Time

Are you finding it difficult to manage your time effectively? Balancing work, personal commitments and self-care can be a daunting task in our fast-paced world. However, by implementing a few simple strategies, you can increase your productivity and experience a greater sense of fulfillment.

**Self-care and wellbeing.** We're starting with the most important thing to schedule into your calendar: rest. Make your well-being a top priority by blocking regular intervals on your calendar for self-care activities. This could include exercising, practicing mindfulness or meditation, spending quality time with loved ones, pursuing hobbies or simply taking a moment to relax. By scheduling time for self-care, you'll replenish your energy levels and enhance your overall productivity.

**Learning and personal development.** Continuous learning is crucial for personal growth and professional success. Allocate specific time slots on your calendar for expanding your knowledge, developing new skills and exposing yourself to more information. This might involve reading books, attending webinars or workshops, enrolling in online courses or networking with industry professionals. Actively invest in your personal development and you'll stay ahead of the curve and broaden your capabilities.

**Goal setting and planning.** Setting clear goals and planning ahead are fundamental to achieving success. Block off time on your calendar regularly to review your objectives, track your progress and set new targets. Break down your goals into manageable tasks and allocate dedicated time slots to work on them. Planning helps you stay focused, prioritize effectively and attain meaningful results.

**Deep work and concentration.** It's not always easy to get yourself into the zone, but it's a good idea to set aside uninterrupted blocks of time on your calendar for deep work and concentration. During these periods, eliminate distractions by disabling notifications, closing unnecessary tabs and finding a quiet environment. Whether you're working on a complex project or tackling important tasks, safeguarding focused time will greatly improve your efficiency and output.

**Reflection and evaluation.** Reserve time on your calendar for self-reflection and evaluation. Use this allocated time to review your accomplishments, identify areas for improvement and celebrate your successes. Regular reflection helps you gain clarity, learn from past experiences and make better decisions going forward.

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## Worth Quoting ...

*Unless strategy evaluation is performed seriously and systematically, and unless strategists are willing to act on the results, energy will be used up defending yesterday.*

*Peter Drucker*

*Evaluating is itself the most valuable treasure of all that we value. It is only through evaluation that value exists: and without evaluation the nut of existence would be hollow.*



## This Month's Quick Quiz Question

For an answer, email me at [info@g3cpa.com](mailto:info@g3cpa.com) or call 856-727-0100.

*What was the original name for the Etch-a-Sketch?*