

I'm sure everyone has heard the saying "Time is Money" and I don't know about you, but most days all I wish for is more time in the day. There is never enough time to finish everything you need to get done, especially when you are the only one running your business. Knowing what to focus on first can make your head spin!!!! Obviously you want to focus on the things that will expand your business and bring in money. When it's only you in a business you need to spend time doing things that can help grow your business and bring in an income. So how do you get more time? Schedule what you can to free up time so you can do the things that make you money. I find that Social Media takes up quite a bit of time to post, to use and to keep up with, however in a digital world, Social Media is a MUST. Here are some of our favorite apps to use as schedulers to help free up some time.

Here are some FREE (or almost free) scheduling Apps that we like to use:

1. Tailwind- Tailwind is a great App for scheduling Pinterest Pins. The thing about Pinterest is that if you want your content to be seen, you have to be pinning constantly. I don't know about you, but I don't have time for that. Tailwind is a great solution. You have the ability to pick the number of pins you would like to pin a day and Tailwind selects times when viewers are most active. You can also integrate your Instagram account and pin directly from Instagram.
2. Planoly- Much like Tailwind this is a great content planner for Instagram. This app is free and allows you to schedule your Instagram posts, not only that, it's format allows you to see how the posts will appear on Instagram. App Bonus- Once you sync your Instagram account, there are additional analytics available on the site to help you inform your next decisions about your posts (the free version only has analytics for about a week but upgraded versions have a longer span of data)
3. Facebook Scheduler- This is not an app you download. This is available through Facebook only. You really don't want to use outside schedulers on Facebook. To access the Facebook scheduler on a mobile device, make sure you are in the Facebook Page Manager App. Then begin a new post, once your post is complete (on an iPhone) hit continue and then click on when this will be published option. From there, you will be given a choice to publish now, schedule or save as a draft. Click schedule and pick your selected date and time. Easy Peasy. If you are on a desktop, make sure you are on your business page, write your post and click the drop down menu under share now and click schedule.

4. Mailchimp- We discussed Mailchimp last week as one of our favorite websites to use for email. Mailchimp offers the ability to schedule your email campaign which is really helpful.

Take an hour or so a week to plan the emails and schedule your emails it's one less thing you'll have to worry about.