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Link Love for April 28, 2009

Today I came across a few articles/posts that I thought you would enjoy and find useful.

Jeffrey Gitomer is one of my favorite sales experts. His [books](#) are fantastic and his weekly ezine is always full of great sales advice. If you are not a Gitomer subscriber I highly recommend signing up. I also recommend all of his [books](#). They are the gold standard if you want to become a better salesman.

This week he wrote a timely article: [The economy is falling. The economy is falling.](#) In it he points out that while the economy stinks this is in contrast to the amazing boom we experienced over the last few years. It just means that the available business is reduced and that the low hanging fruit are a bit higher. He has 8.5 things you can do to thrive in this downturn.

[Small Business Trends](#) is hosting a Webinar on reducing business overhead. While I usually recommend entrepreneurs focus on making more money-you can't cut your way to profits-expense control is still a vital part of any successful business. In most cases it should be part of your daily life, a habit you develop so you can focus on other vital parts of your business. Go to [10 Strategies for Reducing Business Overhead Expenses - Webinar](#) for more information.

Merlin Mann of [43 Folders](#) had a great post on priorities. I always enjoy his writing as he makes me think differently and see things from a new point of view. While I don't always agree with him I look forward to his posts.

Today Merlin talks about priorities. I like his view that something either is a priority...or it isn't. There are no shades of grey. Our challenge in time management is that we try to *prioritize* our tasks. Task 1 is more important than task 3 which is less important than task 5...and then wonder why we have a *high priority* task on our list for weeks at a time. The answer is that it wasn't a true priority.

Read his entire post [Mud Rooms, Red Letters, and Real Priorities](#).

You can also find this article published on [Link Love for April 28, 2009](#)