



Toolie's Business Travel Newsletter

June 2005

In This Issue:

- Toolie's Monthly Travel Tip: Travel Productivity for Entrepreneurs
- Travel Guide Plans
- Toolie's Travel Plans

Toolie's Travel Plans

I just returned from Victoria BC from a day trip, visiting with my sister who came down from Vancouver on her vacation. The weather was perfect, I took lots of pictures, and I got my first sunburn for the season!

My next trip out of town is to the National Speakers Association National Convention in Atlanta, Georgia, USA. Immediately after the convention, I will be taking photographs around Atlanta, and taking instruction in the effective use of audio for creating products and marketing on the Internet.

Next stop is Philadelphia, PA at the end of July for a Christian conference where I'm the official event photographer. I'm planning on attending the National Business Travel Association Convention in San Diego in August. The rest of the year's travel has not been confirmed, but I will have those city locations planned and reserved by the end of July. If I'm going to be in your city, please let me know. I'm always looking for YOUR recommendations for things to cover in my travel guide for that city.

This Month's Travel Tip: Travel Productivity for Entrepreneurs

In my May 2005 newsletter, I gave you lots of ideas for maintaining productivity during travel, and strategies for working with your managers to get the tools you need. This month, I'm going to discuss additional travel productivity issues entrepreneurs with companies of 10 or fewer employees have to handle.

The Buck Stops Here...with Me

Before I left Microsoft, I spent a lot of time making lists of all the nice technology perks I'd be giving up if I left. I determined that I would find substitutes for as many of them as I could. I bought my own laptop, I got the right software; I signed up for services. I had pretty much everything in place by the time I left. Nothing prepares you though, for footing the bill yourself. Ouch!

Since then, I've made changes, done without a few things, and embraced new practices. Most of the habits I described for employees, I still practice as an entrepreneur. To refresh your memory, here's a reminder of those practices from last month along with the additional suggestions for entrepreneurs.

- **The Entrepreneurial Travel Number.** This is the total number of days you're out of the office due to business travel. You calculate this by counting the number of trips you make times the average duration of each trip. You can hand count the days if you like, or just "guess-timate." This number is still relevant if you are not the business owner, but if you are, you pretty much don't have to justify your travel to anyone else. You do still have to pay for it, which is a much larger issue!
- **Laptop or No Laptop.** Again, I'm heavily in favor of you having a laptop to use while traveling, whether or not that's your primary machine. If owning a laptop in addition to your office computer is beyond your budget, you can still have access from the road. I suggest two things: plan on using the hotel's business center, a local Internet café, or a nearby library computer to access the Internet, and sign up for a Go to My PC account at <http://www.gotomypc.com>. This service allows you to connect directly to your office or home computer and manipulate the programs and files on it even though you're miles away. It's essentially the same as sitting at your computer. The machine you use to log on displays your desktop, and sends the keystrokes to your computer so you can work from any computer that allows you to download the Go To My PC software. Your home or office computer must be on, and must have a continuous connection to the Internet, preferably at high speed. The Go to My PC account can be paid month-to-month, quarterly, or annually, and as of this writing, the company, Citrix, is still offering free trials of the software. I have used the Go to My PC service, and I like it very much. Citrix has solved an important problem for small business, and I send kudos their way for a very stable, usable and affordable product. This service is available in the US, Canada, the United Kingdom, and Europe.

- **Useful Hardware and Software.** As the business owner, you can decide what your budget is for hardware and software, and I can give you some ideas of where to spend the money. In terms of the hardware, spend as much as you can afford on hard drive space and memory. Maxing out the memory can significantly extend the useful life of your machine. I recently had a larger hard drive installed on my laptop, but I'm using the same 2 gigabytes of memory I bought for that machine when I purchased it 2 years ago. As far as software is concerned, you need at least the tools of your trade, along with email and document creation software such as Microsoft Word. I also have and use an eFax account so that my faxes go directly to email, and I have my email with me wherever I go.
- **Internet Access on the Road.** I strongly suggest that you look at having a nationwide or worldwide dialup service. Several of you have sent me recommendations on services available outside the US. I'm currently working on an update to my website, and I'll include those recommendations in the Resources section. Currently, I use Iberpass.com, which I like very much. They don't round the usage charges up to the next minute, they charge by the second, so you're not paying for anything you're not using. I also have as my backup, a cell phone wireless card from Sprint. It works only when I'm in the US, but the only reason I got my newsletter out today was because I hooked up to the Internet using that card. (The wireless network at my hotel was too flakey to use, and I finally gave up trying.) I pay a flat fee for so many megabytes of data flow per month, and since it's not my primary access method, having the lower cost plan works just fine for my needs.
- **Your Small Business Travel Policy.** Here the same rules apply; if you expect to be productive on the road, you have to have high-speed Internet access to things done more efficiently, and that need affects where you stay and how much you're likely to have to spend to get good access. I experimented with staying in less expensive hotels without broadband Internet access during some of my early travels, and it was a miserable experience. I wasn't just spoiled because I like to see my Web pages in a timely manner, I was stymied because I couldn't get much done while I was on the road. So even though I'm a one-woman operation, I stay at hotels where I know I can get high-speed Internet access. I'm setting the example of a productive business traveler, and I committed to ensuring that success by paying a little more for my hotel rooms.
- **Email Access Strategies.** I still like the idea of downloading your messages and keeping them stored on your hard drive, whether you're an employee or the owner of the business.

The last two years have driven home for me the idea that as an entrepreneur, my time is money in the bank. How I best use my time directly determines my bottom line. When all my plans are fleshed out and I've got a good income stream flowing, I might think about relaxing a bit, maybe working a little less. Until then, it's "pedal to the metal," full speed ahead. I'm in the fast lane on the Internet superhighway.

[Travel Guide Plans](#)

The contract with Cadmus Professional Communications to handle the distribution of my travel guides through their ArticleWorks product has been signed. I'm pleased to report that work is underway to set up the distribution of my travel guides as copy-protected Adobe Portable Document Format (PDF) files that are downloadable to your computer immediately after purchase from my website. Cadmus recently sent me a sample physical book produced from exactly the same PDF file as the online version. The book was printed-on-demand (POD) with a full color cover and color throughout the book. I'm very excited about the progress on the Pocket PC versions as well. I have a few trips to make to complete my data collection for the first ten (10) guides, but I hope to release those guides this fall. As always, I will keep you posted.

Here is the link to my site: <http://www.tooliethetravelguide.com>. I love to hear from my subscribers anytime!

Very "Toolie" yours,

Jocelyn Garner

Toolie The Travel Guide™

<http://www.ToolieTheTravelGuide.com>

Phone: +1-425-830-0740

Toll-free in the US: +1-877-4TOOLIE

Fax: +1-425-642-3034