

## The beauty in consolidation



**From** Sherrell <sherrell@sherrelldorsey.com>  
**To** Steve <sjohnston@tuesdayforumcharlotte.org>  
**Date** 2023-10-29 14:24



Hey, friends!

Do you ever feel like you're under-leveraging your time, relationships, and the plethora of devices and technology you have as you achieve your goals and things get overwhelming? I've been in a season of gutting excess and working to be grateful for the right now.

When I look at my closet, business operating expenses, and even my to-do list, I realize I've been grossly overconsuming. The additional clutter makes making business decisions much more difficult. And scheduling my work week a headache. In a world of overconsumption, we are pre-disposed to solve most of our problems with our credit cards. Spending first, without consciously taking a look at our inventory of already-here solutions, creates additional mental, digital, and physical clutter in our homes and our hearts.


















## Sometimes there's not an app for that

There's a recurring service charge for everything we subscribe to. From tracking our health to watching our favorite binge-worthy streaming series to unlimited stops at the car wash, we've grown grossly dependent on paying for every detail of our lives. This causes us to overspend, over-exert, and overvalue having more when what is required is that we reduce so that we increase our mental capacity for more space, time, and capacity overall.

## Dropping the Habit

In an attempt to cut down on the impulse buying, shopping, and spending, I've been

- **Using what I have** - My monthly shopping trips to beauty product retailer Sephora have not been kind. My average till has run upwards of \$300 per month. And regularly, I've spent at least \$1,000 per month between beauty treatments, hair salon visits, and body products I just had to have. Watching my bathroom cabinets overflow with many items I either don't need, don't use, or completely forget about after a month or two, is the definition of first-world problems. For now, I'm down to the necessities and simplifying my skincare routine to the basics. It's just sunscreen, moisturizer, vitamin C, and a cleanser for me from now on.
- **Having my virtual assistant manage my home tasks** - I own a 101-year-old house that is in constant need of unexpected repairs and maintenance (fun times). When I had squirrels in my attic, my VA, Elaine, hunted for wildlife capture and prevention specialists, coordinated quotes, and ran maintenance two months after until my previous roommates had exited the building. Today, Elaine also coordinates my cleaning services, exterminations, and intermittent repair services and even helps with personal things like paying my parking tickets and medical bills that arrive after insurance has covered its portion. Her help saves me roughly 5-10 hours per week and takes me away from managing clients, spending time with loved ones, or getting to the park for my daily walks.

Folders		Edit
	Beautiful Things To Remember ✨ 8 >	
	Book Notes 7 >	
	Business Planning 11 >	
	Financial Moves 🤔 15 >	
	Health 💊 4 >	
	Home Management 12 >	
	Inner Work 🐼 8 >	
	Inspired Living 12 >	
	Inspired Travel ✈️ 11 >	
	Intentional Online Content 2 >	
	Monthly Intentions 6 >	
	Parenting Guides 9 >	
	Random Quotes I ❤️ 2 >	
	Relationship Study 47 >	
	Signature Style 13 >	
	Social Graces and Learning 1 >	
	Weekly Priority Tasks 33 >	

- **Deleting the Stack** - Nearly every productivity or work-centered software service promises greater efficiency. But over time, I recognized that many of the most popular tools for project management, billing, sales tracking, etc., do many of the same things. Instead of paying annual or monthly fees to everybody and their mama, I've decided to drill down to what I use most and consolidate into platforms that can multitask my tasks. Here's a quick rundown of how I manage two businesses 100% remotely:
  - *Apple Note Pad* – I leverage the hell out of this very simple app that comes free.99 with my devices. I'm able to organize by folders, add tags, and share access on this straightforward platform without all of the bells and whistles. I've created systems for thinking and moving in the world on this very easy-to-use platform.
  - *Slack* — Slack is BAE for connecting with my team and clients outside of the email inbox. When I don't feel like writing dissertations to my team, I drop a voice note. And when the week is too hectic to meet for an all-hands, we replace meetings with video or audio.
  - *HoneyBook* - The platform has come far from its early clunky build stage. But every year, it's become more intuitive and easier to use. We leverage HoneyBook to help my assistant track deal flow for my speaking engagements and influencer campaigns, manage contracts, and pull reports on income for each month of business that stays alive. We've added various automation to reduce friction with communicating my rates and services to clients.
  - *Notion* —This platform keeps company knowledge bases intact, holds my bio, headshots, and important media kits accessible to potential consulting clients, and much more.
  - *American Express* - So it's not necessarily a work-centered software company, but there are so many benefits to being both a personal card holder and a business card holder.

Namely, in addition to racking up points I'm able to use for perks like free flights and hotel stays, I can automate payments, automatically activate my free Clear and TSA pre-check memberships (which they cover, by the way), earn free cash back on my wireless bill, and plenty of other perks that make doing business a lot more economical, not to mention my access to lounges that let me rest or work and refuel when I'm on the road for long stretches of time.

Sometimes, our greatest opportunity to succeed is by simplifying and reducing the excess and allowing our most precious selves to breathe.

As you prepare for the week/month ahead, what things do you think you can consolidate? And if you want more insight into the tools I'm using (I shared a small sampling not to bombard you), let me know, and I'll drop some tools and tips in the next few newsletters.

Keep Simplifying the Hustle!

-[Sherrell](#)



## Let's build community!

If you enjoyed this newsletter, please help me build our #SimplifyTheHustle learning community and forward it to a friend. I appreciate you joining me on this journey.

245 N HIGHLAND AVE NE, STE 230 #873, ATLANTA, GA 30307

[Unsubscribe](#) · [Preferences](#)