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SEPTEMBER 29, 2013 | BY BARRY MOLTZ

Doodle saves time

Doodle I got an email from Brandon Watts, owner of [Wattsware](#), about the effectiveness of [Doodle](#), which is a scheduling service (they have free and paid versions). The creators of Doodle claim that they can save people time when scheduling meetings or events, and they even [conducted a study](#) to prove it. The study had 96 participants who were asked to organize a dinner for 4-6 people, a business meeting for 6-8 people, and another dinner for 10-15 people. They invited people using Doodle and more traditional tools, such as email, phone, and calendar invites. Across the board, the results demonstrated that they did indeed spend less time using Doodle. They also discovered that the bigger the group, the more time was saved when scheduling an event. Overall, Doodle cut down organizing time by more than half, which is obviously a plus.

It's simple to use: create a poll, invite participants, and confirm the date and time that most, or everyone, are available for. People show their availability by checking the suggested days and times on a grid. While it seems self-serving for the Doodle company to do its own study, it actually works. I've seen meetings seamlessly and quickly organized, and there was no back-and-forth that you see with Outlook appointment confirmations or group emails.

Businesses need to use their time wisely and efficiently, and this is one tool that helps do that. If you've used it or know of another scheduling tool, let me know in the comments below.

Barry Moltz



Barry Moltz gets business owners unstuck by unlocking their long forgotten potential. With decades of entrepreneurial experience in his own business ventures, he has discovered the formula to get stuck business owners and increasing their sales. Barry has founded and run small businesses with a great deal of success and failure for more than 20 years. After successfully selling his last operating business, Barry founded an angel investor group, an angel fund, and is a former advisory member of the board of the Angel Capital Education Foundation. His first book, "You Need to Be A Little Crazy: The Truth about Starting and Growing Your Business" describes the ups and downs and emotional trials of running a business. His second book, "Bounce! Failure, Resiliency and the Confidence to Achieve Your Next Great Success", shows what it takes to come back and develop true business confidence. His third book, "BAM! Delivering Customer Service in a Self-Service World" shows how customer service is the new marketing. His fourth book, "Small Town Rules: How Small Business and Big Brands can Profit in a Connected Economy" shows how when every customer can talk to every other customer, it's like living in a small town: Your reputation is everything! His fifth book, "How to Get Unstuck: 25 Ways to Get Your Business Growing Again" helps every small business owners move their company to the next level. Barry is a nationally recognized speaker on small business who has given hundreds of presentations to audiences ranging in size from 20 to 20,000. As a member of the

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