



AVOID INEVITABLE **BUSINESS BURNOUT**

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Week 1

Monday

Energy Drainers

Refer back to the Workbook where you listed areas of your business that were energy drainers for you. Determine which would be number one for you to tackle and change first-your biggest pain.

Start planning out some solutions to deal with that area of your business using the following method criteria:

- ☐ Outsource it
- ☐ Automate
- ☐ Delegate
- ☐ Remove completely!



Put your plan into action:

Outsource it - Find a reliable third party and start with a small project.

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Automate - Install software or application that you've decided on.

Delegate - Show your team that you have confidence in their abilities.

Remove completely! - Notify anyone affected that you are terminating.

Tuesday

Finish up any actions from yesterday you took that need your attention. For example:

- ☐ Check references and set up interviews for third-party contractors.
- ☐ Practice using new software that was installed to automate procedure.
- ☐ Schedule training time with team member that will be taking over task.
- ☐ Remove product or service you have decided to drop from your website. (or have web designer handle for you)
- ☐ Write announcement that you will no longer be offering product or service and generate to your email list.

Refer to the Workbook to the update client avatar bio you completed and decide whether or not you need to:

- ☐ Increase your prices
- ☐ Re-brand your site and social media presences

You don't need to proceed with further actions on those last decisions but should allow time for it and plan to discuss it with your web designer if necessary.

Wednesday

Review your finished Workbook and look over the non-business tasks you need to do in order to prevent business burnout. Once you've made those choices begin to take action on them and move toward the solution.

Examples would be:

- ☐ Check into hiring a coach.
- ☐ Make changes in your daily routine.
- ☐ Install and use relaxation App / sleep App

Other

- ☐ Commit to start practicing your new behaviors and methods. (ex. Saying "No" without providing any explanations)

Thursday

- Review your Workbook and the decisions you made about handling your daily tasks and any weekly schedule changes you need to make.



HOW TO AVOID INEVITABLE BUSINESS BURNOUT

- Install any software, Apps or new scheduling system that you've decided will improve your scheduling. Review their tutorials and features and become familiar with operating them.
- Plan your new schedule making sure to include non-negotiable "Me" time, lunch breaks, at least 20 minutes of physical activity per day, self-care routine, meditation or re-charging time, and allow time for social activities.

Friday

Review the progress you've made this week and either finish up any tasks not yet completed, reassign them, or drop them completely.

Today chose a family member or friend to take with you on your field trip and then treat yourselves to a great lunch.

- Visit a gym or other exercise facility that offers a TRIAL so you can see if it would be a good fit for you and your new schedule. Next, make sure to purchase any equipment type supplies you may need such as yoga mat, workout clothes, and proper footwear



Take the afternoon off to enjoy time with friends and family.

Week 2

Monday

Plan your new week and include any new routines you have decided to add to your schedule.

Review your tasks you listed in the Workbook and focus on those you chose you wanted to:

Outsource

Automate

Delegate

Eliminate

Now take the steps necessary to **put your plan in action** on these duties or tasks.

If you have planning to re-brand get a **professional photo shoot done**. Start checking into photographers. (check into reviews and recommendations) Once you've decided on a photographer **make the appointment**.

Tuesday

Social Media Habits

Realistically analyze your social media habits and ask yourself the following questions:



- Are they distracting you?
- Are you spending too much time on platforms such as Facebook and YouTube, entertaining yourself?
- Do these platforms cause you to procrastinate or throw your schedule off?
- Are you investing your time in the **wrong** social media platforms?
- Do you have the opposite problem and dislike social media and don't visit your key platforms often enough?
- Are their tasks in content creation that you can outsource, automate, delegate or eliminate?

Now that you have spent some time reviewing how effectively you're using social media, make a plan that includes:

- Regular time scheduled that you will spend on each of 1-3 platforms daily
- Scheduled time for regular content creation or out-source it
- Automated content scheduling using an App or service like [Hootsuite](#) or [MeetEdgar](#) combined with live interaction

Wednesday

- Make any adjustments needed to reflect your new social media schedule and set appropriate goals for your interaction.
- Your new social media schedule should flow easier, be more structured and more enjoyable than your previous schedule. If you find that you are spending too much time on social media, it may be helpful for you to use a timer and stick to your scheduled time slot or moving your scheduled time to the end of your day.
- If you continue to feel that you're having issues on where you are spending and wasting too much time, then **track your time** for 1-2 weeks.

Thursday

Rebranding

If you are planning to rebrand make sure you have a good reason that cuts your stress and brings back the excitement you had before about your business. Some examples of good reasons to rebrand are:

- You've decided to upgrade, reduce or restructure your services and time.
- Your ideal client you are targeting has changed.
- Your goal has changed.
- You've changed your methods of communicating and ways you interact. (ex. changing from group coaching and webinars to one-on-one coaching)
- You have changed your prices.

Reach out to **rebranding experts** after researching your options and set up a time to meet with them to implement your new ideas.

Friday

Review your past week. Are your new changes in your routines igniting an excitement in your work and reducing your stress level?

Have you been able to stick to your new self-care routine? If not, what is preventing you from sticking to it? What area do you still need help in? Write down what is holding you back and focus on removing that obstacle!

- Remember to **avoid toxic people** in your life and keep saying “no” in spite of their persistence.
- Start **building rewards into your life** that acknowledge your hard work.

Week 3

Monday

Let's Talk Vacations

Review the past two weeks and make any needed adjustments.

Start scheduling a vacation at least six months in advance in order to:

- ❖ Budget and save up for expenses in advance
- ❖ Plan out all the details and enjoy the anticipation of your trip. Get travel brochures, visit travel websites, and really investigate to decide where your ideal vacation would be.
- ❖ Give notice to your team members, clients and any contractors that you will be going on vacation



Enjoy the process of planning your dream trip!

Tuesday

Track Your Time

Keep following your new schedule and monitor for any needed changes. Find a fun App that makes tracking your time interesting and uses little perks and rewards to encourage you. If you are a visual person try using color changes that shows where you are spending your time.

If you find something that is a stumbling block for you and brings on stress, remember what we have already talked about:

- Outsource

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- Automate
- Delegate
- Eliminate

Now let's add one new element: **Change it!**

Wednesday



Increasing Your Fees

You need to sit down and take a good look at your fees and compare them to your time tracking. If you are charging a dollar fee by the hour, are you charging:

- what is in line with your client demographics?
- enough to meet your expenses and annual income goal?
- an appropriate amount for the services that you offer?

Knowing exactly where your time is being spent (including emergency client sessions over the weekends) enables you to **confidently set fair fees** that acknowledge the **value of your time**.

If you have been going above and beyond and allowing clients to go past the hour or resolving all their weekend "emergencies" you need to ask yourself:

- how is it negatively impacting your personal self and family time? Your other clients or projects?

Is it worth it? Of course not! It's time to set up a plan for any future occurrences and **put your new policy in place** notifying your clients. Make sure to **include a deadline** when this will take effect!

Thursday

If you are the one that is maintaining your sites, review your social media platforms and upload the new profile photos and cover photo images from the Photoshoot you scheduled a couple of weeks ago on Monday of week 2.

Be sure to get those emails out with the changes on your updated packages, and pricing changes, along with information regarding any services you have decided to retire. (delegate to an assistant if possible)

Friday

Review and see what weekly tasks still need done and get them finished or reassign them.

Assess what you are needing to do more of:

What are you needing to do less of?

Contact your coach to schedule a meeting for next week to go over the changes and progress you have made.

Do something NEW today! Choose something you've always wanted to do but didn't have the courage to try and you'll find that the feeling of accomplishment is a great reward.

Week 4

Monday

Here we are at Week 4 of your business burnout makeover!

Continue to track and monitor your results without blaming yourself or allowing negative self-talk to enter into the equation. Instead work on being kind to yourself by focusing on the positive things you've accomplished and the hard work you are doing in all areas of your life.

List three things you are grateful for each morning.

Check with your team members, outsource contractors, and your family to ensure changes are working well for them too. However, do not let them or clients force you back into old patterns that weren't working for you.

Tuesday

Take the time to select uplifting music that energizes you for meditations and load it into your Ipod for when you are relaxing or exercising. Add it to your daily routine to help energize you.

Review your new social media schedule and assess how it is working for you and how it has reduced your stress level. Is there anything you can do to make it more effective?

Wednesday

Passive Income



Meet with your coach and brainstorm effective ideas how to do this in the most natural way that fits with your personal dynamics.

- What can you change over to passive income? (ex. Create a course and upload to your webinar or teaching platform that can be delivered automatically.)

Review if there's anything further that you can eliminate from your personal or business life in order to free up more time and reduce stress.

Thursday

Family Life

Assess your family life once more looking at what you would like more of as well as what you need to reduce or get rid of all together. Are there any outdated routines you could completely drop? Are there other things you could be outsourcing such as housekeeping, dog walking or grocery shopping?

Eliminating stress or changing the way you react to it is an important part to preventing burnout. Continuous reassessment is vital in this process.

Friday

Review your month of stress reduction. What were your successes? What did you learn about yourself and those you interacted with? Are there areas you still are having trouble with? Plan to continue to work on mindsets or habits that you are still needing to work on.

Celebrate the courage and commitment it took this month to tackle overcoming business burnout!! Continue changing those habits that bring on stress and replace them with positive steps to live the life you have always dreamed!

Take time off to celebrate!



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