



**AVOID**  
INEVITABLE  
**BUSINESS BURNOUT**

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# Avoid Inevitable Business Burnout

A common challenge business owners may experience is overwhelm. We will explore what it is, why it happens, and what you can do to identify it and learn how to master it before it exhausts you.



'Burnout' can hit you as physical and emotional exhaustion that takes the joy out of building and growing your business. This can happen when you are trying to personally handle every function of your business. Stress and feeling like the business is running YOU are red flags to step back and evaluate what is happening.

Stress will only increase if you do not come to a solution with the problem. It can take its toll on not just your business, it affects your relationships, health and your business.

## Step One: Acknowledge There is a Problem

Remind yourself of how you felt when you made the decision to begin your own business. The freedom to be your own boss, work hours set by you and the 'dreams' of what it meant for you. Freedom AND flexibility.

How do you feel about it now? Be honest. Chances are that you are working longer hours and days. Your schedule is full of clients and deadlines. You have less time for family or 'me' time. Take a mental note – how does this make you feel? This long-term result can make relationships suffer.

What other problems you may face if you do nothing about this?

Not to be dramatic, but your health can greatly suffer under the stress. Most likely, your sleep patterns are all over the place. Working a ton of hours without producing results will only cause more stress and stuck in the same pattern.

**Review the red flags that you are feeling business burnout:**

- ◇ Frustrated that the once easy tasks create longer undesirable hours
- ◇ Those long hours zap your energy and your mentality
- ◇ No desire to work at all
- ◇ Overwhelm and the feeling of hopelessness
- ◇ Angry at yourself not getting 'enough' done
- ◇ Procrastination and avoiding the problem(s)
- ◇ Self-worth and self-esteem are declining
- ◇ Resenting your clients
- ◇ Not eating properly
- ◇ Guilt of not feeling 'successful'
- ◇ Your mindset is in a negative place, paralyzing you and your business
- ◇ Unhappy with yourself

If any of the items above describe you, you are at risk of burn out. Now it is time to take action.



Begin right now removing the negative self-speak over yourself. End procrastination. See things with optimism and begin altering your mindset. There are simple actions you can take charge over not just over your business, but your overall life.

It is time to become enthusiastic, energized and ready to transform your business as you first dreamed it to be.

## Step Two: Make YOU Your Top Priority

When it comes to your business, you MUST be able to 'shut your mind off' in order to have a healthy life beyond the office.

We tend to work long hours without breaks, eating poorly and isolating ourselves. These things have a way of sneaking up on us.

For example, we may allow clients to stretch boundaries, then feel resentment towards the client when we try to reel it in.

You cannot serve your clients effectively if you do not take care of yourself: physically or mentally. You owe it to yourself, your family and your clients to be mindful of your situation. Make adjustments accordingly.

A technique many successful business owners is to schedule time for themselves on a calendar. Even the little things should be noted.

### Some Examples of Taking Care of Yourself



Develop a daily self-care routine

Time of reflection and meditation

Family Time / Social Time

Physical Awareness

Healthy Decisions

### Develop your daily self-care routine.

Want to feel less stress and more positive energy?

Take care of yourself first. When you are at your best, your clients receive the best.

Set yourself up for success.

Self-care is not just for the physical benefits, but the mental as well. Reward yourself with a night out or a family event.

Determine what is most important to you and make it happen.

Some ideas may be:

- ◇ Time Off / Vacations
- ◇ Eat Healthy Meals and Snacks
- ◇ Social Activities
- ◇ Family Time
- ◇ Manicures
- ◇ Personal Development
- ◇ ... You Fill in the Blank

Want to fall in love with your business again? Take steps towards caring for yourself and celebrate YOU.

### **Time of Reflection and Meditation**

Taking as little as 15 minutes will make a difference in your day. Find music that relaxes you and step away from your desk.

Only you know the 'best' part of your day and your needs.

Create better habits.

### **Family Time / Social Time**

Without taking the time out to enjoy life – family, friends, travel – you are spinning your wheels and seriously close to experience burnout.



As online entrepreneurs, we may tend to be isolated from being around people. Doing webinars and social media does not fall under 'social time' in our life. Get out at the office and enjoy lunch with a friend.

It is essential to do things and see people outside of your work structure. You should set up "YOU" time on your calendar projected forward to honor yourself.

If you choose to stay isolated, keep in mind this is the slippery slope that can lead to business burn-out. When you hit that status, you not only do you hurt yourself, but your family and clients as well. You cannot help others if you cannot help clients, then your revenue will suffer.

Taking time with family, friends, or yourself will keep your body and mind in a healthier place.

## Step Three: Get Assistance

You cannot do everything for everyone and escape the consequences to your mind and health! Take control of this ASAP.

When you look over your business operations, do you see tasks or project you can delegate?

Are you stuck in your head that you cannot afford or need an assistance?

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### *Delegate, Automate or Outsource*

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- ◇ What sucks your energy?
- ◇ Begin identifying these by creating a list.
- ◇ Suggestions to consider:
- ◇ Affiliate Management
- ◇ Bookkeeping/Accounting
- ◇ Social Media Manager

- ◇ Customer Service
- ◇ Website Maintenance
- ◇ Website Creation
- ◇ Graphic Design
- ◇ Content Management
- ◇ Techie Areas



If you are going to delegate and outsource for the first time, begin with a single project. Do your research: how long have been in business? Ask friends and colleagues if they know anyone experienced in the area you need help with. You cannot beat the advantage of getting names from people you know and trust.

You want someone with experience that you do not have to babysit them. Take the time to find your best fit.

As your business grows, you will need assistance. There are plenty of freelancers / virtual assistance that specialize solely on one thing.

### Content Management

Content is needed to engage your audience. A content manager is an asset to handle the following examples.

#### Examples:

- ◇ Event set up and Announcements
- ◇ Image Quotes
- ◇ Blog Posts
- ◇ Infographics
- ◇ Facebook Ads

- ◇ Social Media
- ◇ Newsletters
- ◇ Opt-in Freebies

Realistically you need to delegate any and all tasks that does not require YOU to do it. If it does not build business relationships, grow your business or make money, delegate it!

### **Time to be honest ~ evaluate the following:**

- ◇ What parts of your business energize you?
- ◇ What parts of your business create stress, frustration or drain you?
- ◇ What parts do you actually need to do yourself?
- ◇ What can be delegated, automated or outsourced?
- ◇ Are there things in my day-to-day life that someone else do? (for example: hire a maid to clean and do laundry)?

Do not make the mistake many business owners fall into! Believing that hiring help will drain profits. You will find the process of getting assistance adds value to you and your business.

You will have your business running efficiently, thus growing your business and make more money!

## Step Four: Say No

Immediately put operations and systems in place – as described in the previous step, you should have already tackled this. Eliminate most of the stress and burnout right away.

If something does not make you a good return on your investment, evaluate it and make those changes accordingly.



A hard word to say to anyone is “no”. That little word creates more chaos than anything!

You are not obligated to accept everything. You will drain yourself physically and mentally, then begin the descent to burnout.

You are allowed to say “no”. You do not have to explain it. “No.” is a complete sentence.

### Ask yourself ‘Does this take me closer to *my* goals?’

This is important, as it will put your terms and needs FIRST so you can be focused to handle your clients, partnerships, speaking opportunities, training.

### Does this fit in my current schedule?

If it does not, then it qualifies as a ‘no’ response.

Will I be able to give this my full attention and the best of me?

You are in control; do not be controlled by others.

Be choosy!

## Step Five: Take Control of Your Calendar



People can feel challenged with this important piece of their business. Evaluate your calendar and determine how to make your time work productively for you.

Simple tips can make a big difference.

At the beginning of each week, look at your commitments and assess what you need to plan for.

You may be in need of a new process to manage your calendar.

Take these examples as a way to bring a new light on how you look at your week.

### **Decide how many hours a day and week you *want* to work.**

Include overflow time - if at all - and set aside as blocked time for changes.

### **Set detailed daily and weekly goals.**

Acknowledge the priorities for each day. For the overall week. Reach those goals can energize and inspire you.

### **Block off your non-negotiables.**

(This includes your family time, vacation days, health & exercise/gym time, kid's events, meditation, personal development, etc.) *BEFORE* any business appointments.

### **Identify your top priorities.**

Review the previous week and carry those into the next week. Mark them as high priority business appointments the upcoming week.

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### **Keep your daily To-do list small.**

You should restrict these to no more than three *must-be-done* by the end of the day tasks.

### **Do Not Overbook Yourself**

It may be tempting, however DO NOT DO IT! Be realistic about the time for appointments and goals. If you cannot meet your deadlines, you can damage your reputation. It is better to add about 30% more time to complete things and actually deliver a little early than late. Pay attention to how much time it takes for certain projects for future knowledge.

### **Prime-time Production**

You know your energy levels, so set up your work schedule to match that. Feel better scheduling meetings on the same day, however if you prefer to  schedule only, adjust accordingly.

### **Do Not Schedule Meetings Back to Back**

You need time to process and take a mental break between calls. Then prepare for the next call. This helps you recharge between meetings and is truly is more productive use of your time

### **Create Deadlines**

Not just for yourself, but for your team. There are several project management programs out there that makes it very easy to track team status on projects.

### **Use Online Scheduler That Works with Your Calendar**

Your team and clients should have access to this to self-schedule.

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### **Set Up Check-in for Time with Your VA or Project Manager**

This can be something you do weekly, twice a month or whatever your preference. It is an overall good decision to gather as a team to do personal status reports.

### **Automated Reminders**

A productive task is to have reminders of meetings sent to all parties with details of the meeting.

### **Make Your Calendar a Routine Process**

If you currently have a hodge-podge calendar system without consistency, order and is easy to use, begin implementing some of these suggestions right away. Just begin with one or two, then work your way through them using what makes sense and order to your business. Once you master your calendar, you will experience such a feeling of accomplishment!

## **Step Six: Review Your Client List**

Remember in Step Four about saying 'no'?

But what if you have already said 'yes' and have a client list of not-so-ideal clients.....read on.

For example, they are the ones that will drain you the most. You dread the day they are on your calendar and cringe when you see their name.

They tend to be part of a 'grandfather', low, low fee and have been with you since you began. You may feel uncomfortable or lack loyalty to them.

The best time to release them is to kindly inform them as of a certain date you will be increasing your rate.

What if they want to stay even with the higher rate?

It is time to let them know that it no longer is a 'good fit' in a kind way. Have a couple of referrals to offer.

Move them into a self-study program. Whether it is yours or an affiliate partner program.

Time to make the best decisions about your clients. Burnout shows up in a number of ways.

Non-ideal clients do not serve your business well.

Do you truly enjoy working with each of them? If it is a clear YES, then they remain. If not, it is time to remove them.

Has your ideal client profile changed since you began your business? Has the market changed?

## **Review Your Ideal Client Avatar**

Is it time to update? Your business may have evolved from when you first started it.

Does your brand represent what/who you serve best?

If your brand and avatar are no longer in sync with who you are and who you serve, this needs to be fixed ASAP.

## **Your benefits by evaluating and updating these things are:**

- ◇ Working only with your Ideal Clients
- ◇ No longer attracting the wrong client

## **Identify your...**

- ◇ Values
- ◇ Ideals
- ◇ Goals
- ◇ Your methods of coaching, sharing and teaching

### Decide

- ◇ What you want out of your life
- ◇ What you want more of out of your life

Only you can make it happen!

Review and produce these important tasks, thus resulting in avoiding business burnout.

Yes ~ this will take time to do! Go ahead and begin claiming time on your calendar to make it happen sooner. You will yield more time and energy to focus on feeling happy about your business all over again!

### Step Seven: Review Your Prices



Are you working with too many clients that barely pays the bills? If you find your client calendar full, yet exhausted and burned out, it is officially time to review your prices.

Think of supply and demand – there is only one you and only so many hours in a day.

Congratulations! You can be choosy with who you work with AND getting the fees you deserve!

Create a self-study course. Current and previous clients would love to jump on something from you if it is material they have not seen before. Put it up on your website as a way to add clients for a revenue source which does not require your time to complete and execute.

These actions are done under 'restructuring'. You simply say 'I am restructuring my company and starting DATE this will be how we begin to work together'.

### **Evaluate and Execute**

- ◇ Eliminate the packages and programs that no longer serve you or your Ideal Client
- ◇ Increase Your Private Rates
- ◇ Increase Your Group Rates

### **BEFORE You Announce These Changes Do This**

Be certain you have taken the time to re-assess your worth! Be 100% sure that what you are putting out there makes your business and personal life more productive without creating immediate burn out after the fact.

### **Factor in These Elements**

Do you or will you:

- ◇ Have a waiting list
- ◇ Offer one key benefit your competitors are missing
- ◇ Belong to an active community
- ◇ Offer something perceived as High Value by your ideal audience
- ◇ Present a unique signature method or program

## Conclusion

Recognize that your business assets will help your confidence in raising your prices.

Taking the steps in this Textbook should help you be less likely to carry business burnout in the long run. The steps should empower and motivate you on how you run your business. Mindset is everything!

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