

BURNOUT RECOVERY GUIDE  
FOR FEMALE  
ENTREPRENEURS

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OVERCOME STRESS, REGAIN ENTHUSIASM, AND  
ENJOY LIFE WHILE STILL WORKING

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## INTRODUCTION

“ *Sometimes the most important thing in a whole day is the rest we take between two deep breaths.*

— ETTY HILLESUM

Do you feel like you are always working and never have time for yourself? Do you feel like there is not enough time in a day to finish your work and squeeze in a yoga session? Are you tired often or even depressed from your lifestyle? Do you struggle to concentrate or have trouble sleeping? If you feel like this, you may be experiencing burnout.

Burnout refers to a state of emotional, mental, and physical exhaustion caused by overwork or stress. This can happen when we try to do too much with no breaks

in between work tasks or by working too much and not loving ourselves enough. In fact, a colleague of mine, Luisa Convers, experienced burnout in her life multiple times, just like myself.

Luisa left her corporate career to pursue a new business venture: a yoga studio in Belgium. She loved the idea of being her own boss, which provided her with more freedom to be with her family and friends. However, she soon realized that managing a business on her own was much harder than she thought. Here is her story:

*Burnout hit me by surprise.*

*As an entrepreneur and mother living abroad as a partner in a patchwork family, I launched my own studio. At the time, I had taught yoga for 15 years and was still working part-time.*

*By becoming “independent,” I thought I had it all. I built the studio, launched the social media, created the website, and put all the systems needed in place. I was on the path to becoming the best version of myself; paradoxically, I gave too much attention to everything and everyone else but myself.*

*Over many years I participated in loads of courses, training, masterminds, coaching programs, and accountability groups that ran after a relentless pursuit of health, wellness, and balance. I dedicated my time to helping other women over-*

*come their obstacles and stressors. However, I realized that I was the one in the middle of my own “rat race.”*

*The mental war against myself led to me losing 10 kg, suffering from insomnia, lacking focus, and I felt extremely vulnerable. I was constantly tired. There I was: unavailable for my family, my students, and my clients. I was disconnected from myself and literally burned out.*

*My body and mind were screaming out for help, and it was at my first doctor's appointment that I understood what took me years to recognize: I urgently needed to rest.*

*Despite all my knowledge, background, and best intention to help others, I learned, through direct and personal experience, what burnout meant.*

*I can not teach about self-care while I am saying yes to everybody and no to myself.*

*Now, I am finally taking conscientious care of myself and my own needs in a way that resonates with me. I help my clients with yoga, reiki, akashic records readings, retreats, and other healing tools and skills I use.*

*Taking full responsibility for the situation I've created and truly listening to my body and soul gives me the strength to start my own healing path.*

*I know I will help others with the tools and skills I use but from a totally different place: a more genuine and aligned*

*presence.*

*I finally understand the lesson this burnout thought me: I was too focused on having success in my career as a “well-being warrior” without realizing that I was becoming my own enemy and fighting my own war.*

*This book came at the right time—with a magical synchronicity in time and space. I am truly grateful to Kasia. Her ongoing support and expertise showed me how to integrate my work and life after reevaluating my career. If you are reading this—you were also meant to walk this path with me, her, and all the readers wanting to know more about preventing burnout.*

I’m grateful for Luisa and her kind words because I have always been passionate about people, travel, and world exploration. I’ve spent many years in aviation, working for top industry leaders in the Middle East, such as Emirates, Etihad, and Qatar Airways.

My ambition led me from the position of cabin crew to a recruiter and operations director at top national airlines. I had a successful career that was thriving thanks to my high standards, perfectionism, and over-achieving tendencies.

I had lots of inner drive to over-deliver and please my bosses and clients. This caused me to lose my energy and sense of self. I have experienced burnout due to

long-term stress and didn't have any support to handle it.

Despite being a certified yoga teacher, a long-time yoga practitioner, and a psychologist, I couldn't implement the tools and knowledge I had to help myself.

Going for a yoga class felt like a trans-Antarctic expedition. My feet were swollen from all day in high heels, and I was hungry and angry while facing never-ending afternoon traffic in a busy capital city. How was I to get to the promised land of a yoga class while feeling guilty for not completing all the tasks and leaving work before 7 p.m.?

Something inside of me was stopping me from focusing on my needs and pushing me to focus on delivering results at work. Today I know that these were negative and limiting beliefs hidden on a subconscious level of my mind:

- *I can't ask for help as I am afraid my management will think I am incompetent.*
- *I am too afraid to speak up and ask for more tools in order to get my job done because I am afraid of being judged by others.*
- *I am too afraid of saying no to more workload.*
- *I feel I need to prove myself.*

- *If I have an executive position, I have to be perfect, always on top of things, and always excel—otherwise, I may lose my face and my job.*
- *I have to do everything by myself; otherwise, others may think that I am incompetent.*

The biggest game-changer for me was working on those unsupportive beliefs and gradually transforming them into positive ones. This was basically a whole change of mindset, which changed everything for me.

With the process of healing and transforming my mindset, I learned how to set boundaries, communicate better, and let go of being worried about what other people will think of me. I stopped comparing myself to others or blaming myself for growing my business at my own pace. I stopped feeling guilty for letting people support me.

Today, I know how to let go and separate my sense of self-worth from my job. I can live my life in a balanced and healthy way. These skills allowed me to help Luisa and other ambitious professionals and entrepreneurs achieve more inner peace and feel uplifted and mentally stronger. After implementing my teachings, they learned to enjoy life and achieve their personal or professional goals in a balanced way. Now, I'm going to share these tools with you.

## FIRST THINGS FIRST, A QUICK CHECKUP

**D**oes every day feel like a terrible day? Does caring about your work ethic or home/family seem like a total waste of energy? Are you exhausted all the time? Or do you feel like you simply don't care anymore? Are most of your days spent on tasks that are dull or overwhelming? Or do you feel like no task you do makes a difference or is appreciated?

If you read the above list and thought *That's me, alright!* Don't worry; you're not alone. According to the American Institute of Stress, 40% of working people report their job is "very" or "extremely" stressful, which are the conditions that can lead to burnout (Beauchemin, 2022). In 2017, 153 million people in the United States were employed, which means over 61 million people are at risk of burnout in the U.S. alone

(Beauchemin, 2022). In my opinion, this implies an unsustainable work economy. Nothing about the quality of life or how to maintain employment in the current state is specified.

### SELF-EMPLOYED WOMEN HAVE A HIGHER RISK OF POOR MENTAL HEALTH

In the world, about 252 million women are entrepreneurs, and 153 million own or operate a small business (Broster, 2020). While the advantages of being your own boss can be endless, there are also some significant drawbacks. For example, a recent study found that self-employed women have a higher risk of poor mental health than women in traditional employment settings (Broster, 2020).

So, why are female entrepreneurs at an even greater risk of burnout than their male counterparts? Well, part of the reason may be that women tend to take on more responsibilities (both at home and at work) than men do. Additionally, societal stigmas often expect women to be *perfect* in a way that men aren't, and this perfectionist mindset can lead to increased stress and burnout.

However, isolation and sexism also play a significant role in the risk of burnout for female entrepreneurs.

Stereotypically, women are expected to be social and communicative while simultaneously being caregivers who put others' needs before their own. The pressure to conform to these stereotypes can be immense and has a devastating impact on mental health.

Additionally, the workplace hasn't been as inviting to women, and being self-employed means you may experience even greater discrimination. Women particularly experience this in pay discrepancies or fewer opportunities for advancement. Not to mention, self-employment, especially after the pandemic, means working alone, which can add to feelings of loneliness, overwhelm, and frustration.

## YOUR PERSONALITY TYPE AND BURNOUT RISK

While many factors can contribute to the risk of burnout, some personality types are more prone to burnout than others. For example, individuals with type A personalities are hyper-focused on achieving their goals. As a result, they often experience high levels of stress and anxiety. Below are the common personality types and how burnout can manifest.

Type A: As I mentioned briefly above, type A people are known for their competitiveness, busyness, and drive.

They are often perfectionists who place unrealistic expectations on themselves and others. As a result, they can quickly become overwhelmed or burnt out by the demands of their jobs. Constant feelings of impatience, anxiety and stress are common among individuals with this personality type. They often feel like they're constantly rushing to accomplish every task on their to-do lists and tend to be perfectionists who struggle to delegate tasks.

**The caregiver:** The caregiver's personality type is empathetic, altruistic, and compassionate. They have a strong sense of duty and put others' needs before their own. These people often have careers in the healthcare field, like nurses, doctors, or home attendants. Their give-to-receive ratio is off balance. As a result, they may feel overwhelmed by the demands of their job or personal life, which can cause burnout. Additionally, individuals with this personality type are highly sensitive and take criticism personally. This can lead to feelings of hopelessness or depression, which are both major risk factors for burnout.

**The enthusiast/adventurer:** Enthusiasts and adventurers are fun-loving, energetic, and optimistic individuals who don't like to be tied down by rules or a routine. However, this type of personality is also prone to experiencing burnout if they take on too many

responsibilities without adequate downtime. Additionally, they have the tendency to over-plan and become scattered. They may become impatient, giving the impression of impulsiveness as they jump between tasks. They also try to keep busy to avoid their feelings, which can create emotional turmoil within.

The emotional dissonant: Emotions are normal, but some of us struggle with them. These people bury their feelings deep within to disconnect. Intentionally suppressing emotions can be a dangerous habit, as it can lead to increased feelings of loneliness, sadness, hopelessness, and depression—qualities that can all lead to burnout. Individuals with this personality type may also struggle with low self-esteem and negativity but are highly sensitive and empathetic. However, they also tend to be pessimistic and have difficulty managing their emotions. This can lead to feelings of isolation or frustration in the workplace, which may contribute to feelings of burnout.

The challenger/leader: Challengers and leaders are determined, goal-oriented people who can easily become too focused on their work. They often regard themselves highly and may fail to take time for breaks or self-care. This can lead to feelings of stress and burnout if they don't learn how to prioritize their own needs. They also don't like to show vulnerability, enjoy

taking risks that may jeopardize their stability, and may face conflicts over power.

**The emotionally unaware:** Individuals with this personality type often have difficulty managing their emotions or stress because sometimes they're unaware of their feelings. They are often oblivious to how their actions and behaviors affect others, which can cause conflicts at work or with co-workers. As a result, they may struggle with feelings of burnout because of conflicts or triggers that cause high levels of distress. Their lack of awareness can also cause burnout in itself because they don't take time to recuperate or listen to their bodies.

**The peacemaker:** Peacemakers are often highly empathetic and good listeners but may struggle to stick up for themselves and exhibit avoidant behaviors. They may procrastinate or downplay their worth. Additionally, they often put others before themselves, which can lead to feelings of burnout and isolation if they cannot take steps to manage their mental health.

**The individualist/romantic:** People with this personality type are creative and independent. However, they can also struggle with feelings of loneliness or isolation if they are not given the opportunity to express their creativity in the workplace. Additionally, individuals with this type may be impulsive and have difficulty

prioritizing tasks, which can contribute to burnout. They may allow their emotions to impede their goals, limit their progress, or are hypersensitive to criticism, which can lead to burnout.

**The investigator/observer:** This personality type is highly intelligent and analytical but can also be prone to feelings of inadequacy or frustration when they cannot find a solution to a problem. These types of people are highly intuitive and love to learn. However, they can also be highly introverted. Spending time in crowded places or being surrounded by loud noises can cause them to feel overwhelmed. They may also get bored with a routine. These individuals may become so focused on completing tasks that they lose sight of the big picture and become burnt out in the process.

**The loyalist/questioner:** The loyalist personality type is highly responsible and dedicated to their work. They are often perfectionists who take pride in doing a good job. They want to know all the rules, so they know what's expected of them. The loyalist is known for overworking and over-preparing to exceed expectations. They focus on problems instead of solutions and constantly worry about "what ifs" or what others think of them. They're uncomfortable with uncertainty and often second-guess their decisions.

If you are struggling with burnout, the best thing you can do is identify your specific triggers and address them head-on. This might mean speaking with your supervisor about adjusting your workload or taking steps to manage your stress levels, such as practicing mindfulness or engaging in regular exercise. It may also help to connect with other female entrepreneurs who can offer support and guidance as you work through your burnout. With the right strategies and support, you can recover from burnout and rediscover the joy in your work life.

## SIGNS OF BURNOUT

Burnout can manifest itself in many ways. It can affect us physically, mentally, and emotionally and can include symptoms such as chronic fatigue, poor concentration, irritability, feelings of hopelessness and emptiness, sleep disturbances, or problems with appetite. Below are common signs of burnout.

Physical signs:

- chronic fatigue and exhaustion
- increased susceptibility to illness or infections
- headaches, muscle aches, or chronic pain
- changes in sleep patterns (insomnia, restless sleep) or changes in appetite

### Mental/emotional signs:

- poor concentration, brain fog, or forgetfulness
- irritability, anxiety, or anger
- loss of motivation or joy in work and/or life activities
- feelings of hopelessness, emptiness, or pessimism about the future
- increased stress or difficulty managing stress effectively

### Behavioral signs:

- social withdrawal or isolation
- disengagement from work or other activities you once enjoyed
- reckless behavior, such as increased alcohol or drug use or risk-taking activities
- chronic procrastination, neglect of responsibilities, and/or frequent absenteeism

If you are experiencing any of these signs of burnout, it is important to address them as soon as possible. This might involve speaking to a doctor or therapist, practicing self-care activities such as meditation or yoga, seeking support and guidance from other entrepreneurs, or making changes in your work habits and

environment that can help you reduce stress and regain your motivation. With the right strategies and support, you can overcome burnout and reclaim your joy in work and life.

## CAUSES OF BURNOUT

There can be many causes of burnout, including work-related stressors such as long hours, high demands or expectations, low job satisfaction, and lack of control over work tasks. Additionally, personal factors such as a history of trauma or abuse, poor self-esteem or body image issues, financial problems, social isolation, family responsibilities, or chronic health conditions can contribute to feelings of burnout. Listed below are the top five leading factors of burnout.

Lack of communication or support from higher-ups: Feeling unappreciated or unheard at work can lead to a sense of isolation. You may feel like there is no one to turn to for support. This lack of communication can contribute significantly to burnout as you may experience feelings of hopelessness and disengagement from your job or career.

Unmanageable workload: Whether it is due to unrealistic deadlines or an overwhelming amount of work, having too much to do can put a lot of pressure on you.

This may cause you to struggle with managing your stress effectively. This may lead to feelings of overwhelm and exhaustion, as well as increased risk-taking behaviors like substance abuse or reckless behavior.

**Unreasonable deadlines:** As I suggested above, high expectations and unrealistic deadlines can also lead to burnout. Perhaps you have a boss who doesn't understand the time needed to complete a task. Or you simply feel you need to overwork yourself in order to succeed. These unmanageable workloads and long hours can quickly take their toll on your mental and physical health.

**Unclear work roles:** When roles and responsibilities are unclear or even nonexistent, it's difficult to know how to prioritize your work. This lack of clarity can lead to feelings of confusion, frustration, and resentment, which may contribute to burnout.

**Poor or unfair treatment:** Whether it is because of discrimination or favoritism, unfair treatment at work can significantly affect your mental health and contribute to feelings of burnout. If you feel like you are being treated unfairly or neglected by those in charge, speak up and seek support from others.

## SOLUTIONS FOR BURNOUT

Luckily, there are many strategies that can help you overcome burnout and reclaim your joy in work. The first one we'll review is CARS. According to Erika Katherine Ferszt (2021), this is an acronym that stands for:

- Consciousness of mood and emotional state
- Accepting the beginning emotion
- Recognizing when intervention is necessary
- Strategies and skills implementation to reframe moods

Being conscious means being aware of your mood, emotional state, and thoughts. This can involve taking time to slow down, reflect on your feelings, and practicing self-care activities such as meditation or breathing exercises.

Once you have identified that you are experiencing negative emotions, it is important to accept them instead of ignoring or trying to push them away. This may involve reaching out to friends or family for support or talking with a therapist if you feel you need additional guidance.

The next step is to determine whether you need to improve your mood and change how you are feeling. This relates to the next step and may involve implementing strategies such as setting realistic goals, prioritizing your tasks, or taking time to do activities that bring you joy and help you recharge.

Once you have come to terms with your negative emotions, you can work on developing strategies and skills that can help reframe your moods. This might involve practicing visualization exercises, journaling, or pursuing other activities that bring you joy, so you feel calm and in control. With dedication and patience, you can overcome burnout and rediscover the joy that you once felt in your work life.

## STRESS VERSUS BURNOUT

While stress and burnout may have some similarities, they are actually quite different. Stress is typically a response to external factors and situations, such as work deadlines, family obligations, or financial pressures. A good deal may contribute to stress by having *too much*, such as too much to do, and too much to handle. The high expectations and demands of life can often lead to feeling overwhelmed and stressed out.

In contrast, burnout is a state of mental, emotional, or physical exhaustion caused by prolonged stress (Beauchemin, 2022). Unlike stress, which may be temporary and manageable with some strategies such as taking breaks from work or using relaxation techniques like deep breathing, burnout is characterized by feelings of hopelessness, pessimism, and loss of motivation. This may be described as “not enough”—not enough time, energy, or resources to deal with life’s challenges.

If you are experiencing stress or burnout, take action and seek strategies that can help you regain your sense of balance and well-being. This might involve making changes in your work schedule or environment, practicing self-care techniques, or seeking professional counseling and support. With the right tools and guidance, you can overcome stress and burnout, rediscover your joy in work and life, and feel empowered to succeed.

#### HOW DID I GET HERE?

If you are experiencing feelings of burnout, you might’ve lost sight of how you got to this point. Perhaps specific work-related factors contributed to your current state of exhaustion, such as demanding pressure from bosses. Or maybe there have been personal

or life circumstances that have affected your mental health and led you to feel overwhelmed and depleted.

There are twelve common factors that contribute to burnout, including work-related stressors like long hours and low job satisfaction, as well as personal factors such as trauma or abuse history. Below are the twelve factors, according to Jane, who wrote, *The 12 Phases of Burnout According to Psychologists* (2018), referencing Herbert Freudenberger and several other psychologists. However, keep in mind, they're not linear, nor are they all necessary to experience.

**The compulsion to prove oneself:** The beginning stages of burnout can result from a compulsion to prove oneself and demonstrate competence. This can be a difficult stage, as it may involve working long hours or trying to do too much at once.

**Working harder:** As burnout progresses, it can lead to feelings of detachment and a desire to work harder in order to prove yourself. This is a common response to workplace stressors like unreasonable deadlines or unrealistic expectations.

**Neglecting self-care:** As burnout worsens, you may neglect your own self-care in favor of trying to prove yourself or meet your work responsibilities. This can lead to a burnout cycle, as you may priori-

tize work over your own well-being. This, in turn, makes it even harder to cope with stress and reduces the likelihood that you will recover from burnout.

**Displacement of conflicts:** As burnout sneaks up on us, we may realize something is amiss. Physical symptoms may arise, but we may not understand why or have a solution. Or we may snap at others due to lingering frustrations.

**Revision of values:** As burnout progresses, you may start to question your values and priorities. You may prioritize work over family time or other obligations, which can lead to feelings of guilt and resentment.

**Denial:** Many people may try to ignore or deny the symptoms of burnout. This may happen because they feel ashamed about their situation, or they simply do not realize that their mental and physical health are being affected. They may become aggressive and judgmental of others, which can cause them to struggle with relationships.

**Withdrawal:** As burnout worsens, it can become increasingly difficult to maintain personal relationships and social connections. The person may feel exhausted and emotionally drained, which might cause them to avoid conflicts or interacting with others altogether.

Additionally, they may turn to drugs and alcohol to cope with their feelings.

**Behavioral changes:** As they refuse to make changes, the person may feel increasingly irritable and short-tempered. They may experience mood swings, such as feeling extremely depressed or angry one day, followed by feeling apathetic and disconnected the next. Additionally, they may struggle with decision-making or have trouble focusing on the tasks at hand.

**Depersonalization:** As burnout continues, the person may disconnect from their experiences and become detached from others. They may experience apathy, reduced empathy, or reduced emotional expressiveness. Struggling with loss of confidence or feelings of inadequacy and self-doubt are also common.

**Inner emptiness:** As the person continues to struggle with burnout, they may feel an inner emptiness. They may experience feelings of loneliness, despair, or hopelessness. As a result, they may engage in addictive or risky behaviors to cope.

**Depression:** People who experience burnout may also have symptoms of depression. This can include feelings of sadness, low energy or motivation, changes in appetite or sleep patterns, difficulty concentrating or making decisions, and increased irritability or anxiety.

**Burnout syndrome:** If left untreated, burnout can become a chronic condition known as burnout syndrome. This may involve long-term disruptions to your physical and mental health, including increased susceptibility to depression or other mental illnesses.

Overall, burnout can affect us in many ways, both physically and mentally. As it progresses, it can lead to several negative consequences, including putting up with unrealistic expectations, neglecting self-care, displacement of conflicts, denial, or withdrawal from social interactions and relationships. You may experience behavioral changes such as mood swings or irritability, depersonalization or feelings of detachment from experiences and others, inner emptiness or loneliness, and depression.

If you are struggling with symptoms of burnout, seek help and support from a therapist or counselor. With treatment, you can recover and regain your health and well-being. In the next chapters, we will look into burnout prevention and management solutions.

---

## IMPERFECTLY PERFECT

“ *Perfectionism doesn't believe in practice shots. It doesn't believe in improvement. Perfectionism has never heard that anything worth doing is worth doing badly—and that if we allow ourselves to do something badly, we might in time become quite good at it. Perfectionism measures our beginner's work against the finished work of masters. Perfectionism thrives on comparison and competition. It doesn't know how to say, “Good try,” or “Job well done.” The critic does not believe in creative glee—or any glee at all, for that matter. No, perfectionism is a serious matter.*

— JULIA CAMERON

**A**t the heart of perfectionism is a fear of failure, and this fear can often lead to burnout in female entrepreneurs. In order to overcome feelings of overwhelm and frustration associated with perfectionism, it is important to learn how to embrace imperfection.

In this chapter, we will explore some of the key strategies for overcoming perfectionism and embracing imperfection. These strategies include setting realistic expectations, learning to forgive yourself, and making time for self-care and relaxation. By incorporating these techniques into your daily routine, you can begin to overcome perfectionism and prevent burnout in your journey as a female entrepreneur.

### AM I A PERFECTIONIST?

Many women struggle with perfectionism—in fact, it’s a common trait in many people to have high ambitions. However, perfectionism can harm your progress in the long run. If you find yourself struggling with feelings of overwhelm, frustration, or self-doubt, it may be a sign that you are a perfectionist.

The Frost Multidimensional Perfectionism Scale (FMPS) is a commonly used measure that can help you assess your own levels of perfectionism. Some of the common traits associated with perfectionism include

setting unrealistic expectations, feeling stressed or anxious when things don't go exactly as planned, and having an attitude of criticism and judgment toward yourself and others. Below is a list of questions related to the FMPS to help you determine whether you are a perfectionist.

1. Do you often set unreasonably high standards for yourself and others?
2. Do you feel anxious or overwhelmed if things don't go exactly as planned?
3. Do you struggle with self-criticism and feelings of inadequacy when things don't turn out the way you want?
4. Do you tend to avoid taking on new challenges or tasks out of fear of failure or criticism?
5. Do you find it difficult to enjoy things that are not completely perfect, or do you often experience feelings of dissatisfaction and disappointment when things aren't exactly right?
6. Do you worry about what your parents or higher-ups would say about your work?
7. Do you struggle with precision, organization, and attention to detail?

If you answered yes to any of these questions, it might be a sign that you are struggling with perfectionism. But there is hope—by making some simple changes to your daily routine and practicing self-compassion, you can begin to overcome your perfectionist tendencies and prevent burnout as a female entrepreneur.

## WHAT IS BURNOUT?

Burnout is a condition that can occur when we put too much pressure on ourselves and allow our perfectionist tendencies to get out of control. Symptoms of burnout may include feeling overwhelmed, frustrated, anxious, or burned out; difficulty concentrating; poor work performance; insomnia or sleep disturbances; and unwanted weight gain or loss.

## THE RELATIONSHIP BETWEEN PERFECTIONISM AND BURNOUT

While perfectionism and burnout are often considered separate conditions, there is growing evidence that they are in fact closely linked. For example, a study by Hausch et al. (2015) found that perfectionism was significantly correlated with various measures of burnout among medical residents. Additionally, a study by Duggan et al. (2016) found that perfectionism was a

significant predictor of burnout among mental health workers.

Perfectionism has also been shown to have negative effects on physical health. For example, a study by Hill et al. (2016) found that higher levels of perfectionism were associated with more frequent and severe symptoms of chronic fatigue syndrome.

Being a perfectionist comes with two problems: our strivings and worries. Strivings are the goals we set for ourselves, and worries are the fears that prevent us from achieving these goals. Both can lead to dangerously high levels of stress, and our tendency towards self-criticism can lower our overall sense of well-being.

Luckily, our strivings impact burnout on a small level, while our worries impact it on a large level. This suggests that perfectionism itself doesn't lead to burnout. However, depending on how much you worry about your perfectionism or worry about what others will think of it, you may be at risk for burnout.

When we are a perfectionist, that means we tend to set excessively high standards for ourselves and others. This is also often at the expense of our mental and physical health. Therefore, we spend a lot of time worrying about what others might think, and we are

often quick to criticize ourselves when things don't turn out exactly as planned.

While there's nothing wrong with having ambitious goals, we need to recognize when our perfectionist tendencies are starting to interfere with our ability to enjoy life and work productively. These qualities might help us achieve our goals but will harm us over time. To prevent burnout as female entrepreneurs, we need to learn how to embrace imperfection and practice self-compassion.

### ***When Hard Work and Big Goals Cause Burnout***

As female entrepreneurs, we understand how important it is to create large goals and work hard to obtain them. Unfortunately, sometimes, our perfectionist tendencies can push us too far and lead to feelings of burnout.

Perfectionism is a fear that can often prevent us from reaching our true potential as entrepreneurs. As a result, we might overwork ourselves, set high expectations or goals, and refuse to take much-needed recovery time in favor of completing a task. To overcome this fear and prevent burnout, we must learn to embrace imperfection and develop self-compassion. Here are a few signs you might be at risk due for

burnout due to perfectionism, as well as some strategies for overcoming this mindset:

- Setting unrealistic expectations for yourself or others.
- Feeling anxious or stressed when things don't go as planned.
- Criticizing and judging yourself harshly, even when you make mistakes or fail at something.
- Avoiding new challenges out of fear of failure or criticism.
- Struggling to enjoy things that are less than perfect or experiencing feelings of dissatisfaction or disappointment when the situation doesn't pan out how you hoped.
- Worrying excessively about what others might think of your work or performance.
- Having difficulty with precision and organization and paying close attention to detail.

### *The Dangers of Perfectionism*

Between striving for excellence and perfectionism is a thin line, and when we start to focus too much on the latter, it can have serious negative consequences. The confusion comes into play when many people argue

that a little perfectionism can actually be beneficial, as it can help us perform better and achieve our goals.

However, the effects can be detrimental when we allow ourselves to get carried away with perfectionism. Our tendency towards perfectionism may cause increased mental, emotional, or physical symptoms. They can interfere with our work ethic, thus causing us to struggle and come up short.

In the end, the difference between perfectionism and striving for excellence is our inner critic. Perfectionism is a state of mind which can lead to a cycle of negative thoughts, self-criticism, and rumination. In contrast, striving for excellence is a mindset that focuses on growth and improvement over time. However, if we ignore this distinction and follow it continuously, we may set ourselves up for burnout.

### *Negative Consequences of Perfectionism*

Although perfectionism is often considered a positive trait, research suggests that the negative consequences of perfectionism far outweigh any benefits.

Some of the main negative effects associated with perfectionism include:

- increased levels of stress and anxiety

- lowered work performance
- sleep disturbances and insomnia
- poor mental health, including mood disorders such as depression and anxiety
- higher rates of illness or disease
- suicidal ideation or self-harm behaviors
- toxic relationships, as perfectionists often struggle to form meaningful connections with others

As entrepreneurs, it is crucial to be aware of these dangers and take steps to reduce our perfectionism tendencies. Otherwise, we risk burnout and a host of negative consequences for our health, well-being, and success in business.

### *What Causes Perfectionism?*

While there is no definitive answer to the question of what causes perfectionism, there are several factors that can contribute to it. Some of the main potential determinants of perfectionism include:

- **Genetic factors:** Perfectionism may be partly due to our genes and genetic makeup. Some research suggests that some people may be genetically predisposed to perfectionism.

- **Environmental factors:** Our environment can also play a role in shaping our perfectionist tendencies. For example, growing up in a highly critical or demanding household may contribute to the development of perfectionism later in life.
- **Past experiences and traumas:** Perfectionism can also be triggered by arduous experiences or traumatic events. For example, being bullied as a child or struggling with an eating disorder may lead to perfectionistic tendencies later in life.
- **Believing your self-worth is based on your achievements:** When we base our self-worth on how well we perform or achieve our goals, this can cause feelings of anxiety and depression when things don't go as planned.
- **Fear of disapproval and judgment:** Another common cause of perfectionism is the fear of being judged by others. This can lead us to hold ourselves to unrealistic standards and beat ourselves up when we don't meet those standards.
- **Fear of failure:** Finally, a fear of failure is also commonly associated with perfectionism. This may lead us to avoid trying new things or

putting ourselves out there for fear of not being good enough.

- **All-or-none thinking:** Perfectionists often have an all-or-none way of thinking about things. This means that they set high standards and either succeed or fail completely at something. They cannot recognize our own progress or see the gray areas in life, which can lead us to feel more stressed and anxious.
- **Overemphasis on “shoulds”:** Perfectionists often struggle to accept that there are aspects to life that we simply cannot change and cannot let go of unrealistic expectations. This tendency often leads us to place a strong emphasis on “shoulds” and other self-criticisms.
- **Believing that others are easily successful:** Another common trap for perfectionists is comparing themselves to others and believing that success should be easier. We may internalize the idea that we are not good enough, which can lead us to feel even more stressed and anxious over time.

While many factors can contribute to perfectionism, remember that we do have some control over this mindset. By taking steps such as practicing self-compassion,

setting realistic goals, and focusing on the process rather than the results, we can overcome our perfectionistic tendencies and prevent burnout. With time and practice, we can cultivate balance in our lives and achieve success both in business and in other areas of our lives.

## THE VICIOUS CYCLE OF PERFECTIONISM

At its core, perfectionism is a cycle of anxiety and self-criticism that can seriously affect our mental health and well-being. This cycle often begins with an unrealistic expectation or belief, such as the idea that you should always be successful or that others easily achieve their goals while you struggle. Or it can be a high and impossible goal.

Then since those goals or expectations were unrealistic, they will inevitably be difficult to achieve. This can lead to feelings of anxiety, self-criticism, and stress as we fail to meet those goals or expectations. These anxious feelings may trigger a vicious cycle of overthinking and negative self-talk, which only serves to fuel your worries and fears.

As we struggle to meet our goals, we continue to fall deeper into the spiral of perfectionism. We become more critical, and our self-confidence erodes, leading to even more anxiety and stress. As a result, we think if we

start over with new goals and work harder, we can finally achieve that elusive success. But eventually, this cycle continues to repeat and worsens the negative impact on our mental health. Thus, leading us to burnout and even more serious conditions such as depression or anxiety disorders.

Over time, this cycle can cause us to become burned out and lose motivation altogether. We may start avoiding challenges or experiences that could cause failure, which stifles our personal and professional growth.

However, while perfectionism often feels like an insurmountable obstacle, it is possible to break out of this cycle and prevent burnout. By learning to be more self-compassionate, setting realistic goals, focusing on the process rather than results, and seeking support from others, we can begin to overcome our perfectionistic tendencies and thrive both personally and professionally. With practice and determination, we can achieve success in all areas of our lives—even those that seem out of reach today.

## FIVE STYLES OF PERFECTIONISM

You would think perfectionism is the same for each person, right? But there are actually five distinct styles

of perfectionism that people can fall into. Each style has distinct worries and goals, which can affect each person differently. These styles include self-oriented, other-oriented, socially prescribed, overt and covert perfectionism.

- **Self-oriented perfectionism** tends to be driven by a fear of failure and a desire for success. This type of perfectionist is often focused on extremely high expectations for themselves, which may lead to anxieties if those goals are not met.
- **Other-oriented perfectionism** is fueled by concerns about how others perceive us or our work. This type of perfectionist often feels a strong need to appear competent, successful, and in control to others.
- **Socially prescribed perfectionism** is driven by fears about not meeting the expectations of other people or societal standards. For this type of perfectionist, there is constant pressure to be perfect or else face harsh criticism or judgment.
- **Overt perfectionism** is easy to recognize, as this type of perfectionist often openly expresses their high standards and expectations for themselves and others. However, if those goals are not met, there can be a dark side to overt

perfectionism that involves feelings of pressure, anxiety, or even shame or self-hatred.

- Finally, **covert perfectionism** is often difficult to recognize as it involves striving for unrealistic standards or goals without ever expressing those preferences. This type of perfectionist may have a hidden desire for unattainable success and success that can cause negative emotions such as anxiety or even depression if the goal is not met.

Remember that perfectionism is not inherently good or bad despite these different styles. Some level of perfectionism can be motivating and help us achieve our goals. However, letting our need for perfect results take over can lead to burnout, negative emotions, and even mental health issues. By understanding these types of perfectionism, we can learn to break free from this cycle and find our own path to success.

## OVERCOMING PERFECTIONISM: TIPS AND STRATEGIES

Perfectionism might have been ingrained in us since childhood, but it is possible to overcome these harmful tendencies and thrive in life. Here are some tips and strategies for overcoming perfectionism:

***Step 1: Learn to Recognize Perfectionism.***

The first step to overcoming perfectionism is to notice your own tendencies and how they may affect you. We are often unaware of our own tendencies, so be open to the opinions of friends, colleagues, or independent experts.

Additionally, take time to reflect on your fears, expectations, and goals—are any of them unrealistic or unattainable? What might cause you to feel so much pressure or anxiety around these things? Review the common traits we've discussed in the chapter and determine which ones if any, apply to you. Common thought distortions that affect perfectionists are catastrophizing, all-or-nothing thinking, and black/white thinking.

***Step 2: Use Tools to Overcome Perfectionism.***

Once you have identified your perfectionism tendencies and thought patterns, it's time to develop strategies to overcome them.

- **Tool 1: Change Perfectionist Thinking:**

One effective way to overcome perfectionism is to challenge your negative thinking patterns. When you

find yourself catastrophizing or falling victim to other types of thought distortions, take a step back and reframe your thoughts more positively. Instead of focusing on what might go wrong, envision how the situation could work out instead. You can do this by practicing perspective talking, realistic thinking, compromising, or looking at the big picture.

### **Perspective Talking**

This technique involves consciously trying to see things from another person's perspective. For example, if you're feeling anxious about a work meeting and anticipating that everyone will think poorly of your presentation, imagine how you would view the situation if you were in their shoes. This can help put your fears into perspective and give you a more balanced view of the situation.

### **Realistic Thinking**

Similarly, when you start to feel overly perfectionist or anxious about a task or goal, reframe your thoughts in a more realistic way. Instead of focusing on the negative outcomes that might result if you fail, focus on the many positive outcomes that are also possible.

## **Compromising**

When you struggle to choose between two different outcomes, find a compromise instead. For example, if you have a goal of publishing a novel but feel like it won't be perfect enough to meet your standards, consider finding a way to compromise by working with an editor or seeking feedback from beta readers.

## **Looking at the Big Picture**

Finally, remember to always keep your bigger life goals in mind. While it's important to put effort and focus into specific tasks, don't get caught up in the details because then you lose sight of the entire picture.

### **• Tool 2: Change Perfectionist Behaviors**

In addition to changing your perfectionist thinking, you can also work on changing your behaviors. In general, perfectionism can be strongly related to fears. You may be afraid to fail, to disappoint others, or you may be fearful of taking risks. In this case, practicing exposure techniques can be helpful.

One strategy is to start small and gradually build up your exposure to more challenging situations. For example, if you're fearful of public speaking, start with

smaller, more informal talks or presentations before working your way up to larger events.

You can also use visualization techniques to help you practice facing your fears. For example, close your eyes and picture yourself doing the task or speaking in public, focusing on how you'll feel when it's over rather than on how you might react during the event.

You can also practice not being perfect by intentionally leaving a room messy, making a mistake on an important presentation, or failing to meet certain goals. This can help you become more comfortable with failure and allow you to develop the resilience you need to overcome perfectionism in the long run.

Finally, be sure to practice self-compassion whenever necessary. Remember that negative feelings like shame and self-doubt often drive perfectionism and that it's important to be kind to yourself as you overcome perfectionism. Give yourself permission to make mistakes, and focus on the positive outcomes that are possible as a result.

### • **Tool 3: Tackle Procrastination**

Along with perfectionism, many female entrepreneurs face another common obstacle: procrastination. This can happen for several reasons, including fear of failure

or anxiety about the task at hand. In many cases, perfectionism and procrastination can go hand in hand because we might be reluctant to start a task if we fear it won't be perfect.

To tackle procrastination, consider using some of the following strategies:

- Set clear, specific goals and break down gigantic tasks into smaller, more manageable pieces. This can help you feel less overwhelmed by the task at hand and more motivated to get started.
- Create a realistic action plan or schedule, and stick to it as closely as possible. This can help you stay focused on the task instead of getting distracted or procrastinating.
- Use positive self-talk to motivate yourself when you're feeling stuck or unmotivated. Remind yourself of your bigger goals or possible positive outcomes because of your hard work.
- Experiment with different motivations, such as rewards and incentives, or seek support from friends, family, or other entrepreneurs. This can help you find what works best for you when it comes to staying focused and productive.

### ***Step 3: Reward Yourself and Practice Self-Care***

Finally, remember to build in regular breaks and rewards as you work through your burnout recovery process. This can help you stay motivated and avoid letting perfectionism lead to burnout in the long run.

Some ways to practice self-care might include:

- Taking time for yourself each day, whether it's through meditation, exercise, or social activities.
- Practicing healthy habits like getting enough sleep, eating a balanced diet, and avoiding alcohol or other substances that might interfere with your recovery.
- Seeking support from others, whether through friends, family members, an online community of other entrepreneurs, or professional counseling.

Whatever strategies you choose, remember that recovery from burnout is a process and that there is no “right” way to do it. Be kind to yourself as you work towards overcoming perfectionism and getting back on track with your business goals. Ultimately, overcoming perfectionism and procrastination is a process that takes practice and persistence. Nonetheless, with the

right tools and strategies, you can learn to manage these challenges and become more successful in your entrepreneurial endeavors. In the next chapter, you'll learn how to have a more positive outlook on life.

### PERFECTIONISM REFLECTION QUESTIONS

The first step in overcoming perfectionism is to become more aware of the underlying causes and behaviors that drive it. To start, take a moment to reflect on how perfectionism tends to manifest itself in your own life.

Which perfectionism traits did you identify in your life? Write them down and create non-perfectionism alternative responses. For instance, if you often struggle with feelings of shame or self-doubt in your work, consider replacing these thoughts with more positive and encouraging beliefs, like *I am capable and competent in my work*, or *Every experience brings me one step closer to success*.

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## A POSITIVE OUTLOOK

“ *We are all in the gutter, but some of us are looking at the stars.*

— OSCAR WILDE

**T**here's always a silver lining—even if it's hard to see sometimes. Pessimists, or those who tend to expect the worst in most situations, are often met with criticism. People tend to view pessimism as a negative trait, and it can be easy to see why. Pessimism has been linked with mental health issues like anxiety and depression, as well as physical problems like high blood pressure and heart disease. Being realistic is crucial, but it's also vital to maintain a positive outlook. After all, optimists tend to live longer, happier lives.

Not to mention, pessimism does not help a business grow or thrive. A pessimistic attitude will breed feelings of defeat, burnout, and unhappiness—all of which can lead to poor work performance and low productivity. If you're a pessimist, this chapter is for you.

### AM I A PESSIMIST?

One of the first steps to overcoming pessimism is self-awareness. If you're unsure whether you are a pessimist or not, take a moment to reflect on your thoughts and behaviors. Do you view most situations as negative? Do you tend to expect the worst outcome in most situations? Do you often feel tired and unmotivated, even when things are going well? If you answered yes to any of these questions, then there's a good chance that you struggle with pessimism.

These are the common traits of a pessimist:

- You tend to focus on the negatives rather than the positives—even in positive situations.
- You see obstacles instead of opportunities.
- You view luck and chance as being outside of your control.
- You blame others or external circumstances for your failures rather than taking responsibility for yourself.

- You're easily annoyed by optimistic people.
- You're bewildered when life follows your plans.
- You don't pursue the goals or hobbies that are important to you.
- You believe your relationships won't work out.
- You believe people aren't attracted to you.
- You focus on the flaws of others.
- You struggle with imposter syndrome.
- You speak to yourself negatively.
- When something goes wrong—more will follow.
- You don't want to embrace excitement or positivity in case the joy is temporary.
- You're resistant to change.
- You're always considering how the situation can spiral out of control.
- You focus on the past.

If you find you relate to many of these traits, then you might be a pessimist. Unfortunately, pessimism can also lead to burnout but don't worry. You can use plenty of strategies to overcome your pessimistic tendencies and view the world with a more positive outlook.

## PESSIMISM AND BURNOUT

The ironic coincidence between pessimism and burnout is that they are deeply intertwined and can lead to one another. Both can be fueled by the same unhelpful thoughts, beliefs, and behaviors. For example, pessimistic thinking can erode one's motivation and energy over time, contributing to feelings of burnout. Similarly, burnout can lead to pessimistic thoughts and beliefs about the future, further perpetuating feelings of negativity.

If you tend to focus on the obstacles that are in your way, then you likely also struggle with feelings of hopelessness and fatigue. Additionally, if you regularly blame others or external circumstances for your failures, then you may also feel disinterested in your work and uninspired to try.

Luckily, there are several strategies and techniques that you can use to stay motivated and engaged, even during stressful times. Some of these include practicing gratitude daily, focusing on the positive aspects of yourself and others, setting challenging but achievable goals, and surrounding yourself with supportive and optimistic people.

With time and effort, you can beat your pessimism and avoid the devastating effects of burnout in your profes-

sional life. So why not give it a try? After all, there's no better time than now to start focusing on all the good things that are possible for you.

## EXPLANATORY STYLES AND STRESS CORRELATIONS

Explanatory style refers to our way of explaining and interpreting the events that occur in our lives. While some people tend to view these events with a negative or pessimistic perspective, others are more likely to take a positive and hopeful approach.

Interestingly, research has found that our explanatory style can significantly impact how we respond to stress and adversity. For example, those with a more pessimistic explanatory style are more likely to experience greater levels of stress and anxiety in response to challenging situations, while those with a more optimistic explanatory style feel less stressed and are better able to cope.

Three pillars are responsible for explanatory styles: stability, global, and internality.

- **Global vs. Specificity:** Those with a global explanatory style view negative events as part of a larger, more encompassing pattern. They

believe these events indicate a larger trend or tendency and will influence many other aspects of their lives. In contrast, those with a more specific explanatory style tend to view negative experiences as temporary and specific to one area or activity.

- **Stable vs. Unstable:** People with a more stable explanatory style believe that negative events are often permanent and unchangeable. On the other hand, those with an unstable explanation of events tend to believe that these negative experiences will pass or improve over time.
- **Internality vs. Externality:** People with an internal explanation of events tend to blame themselves when bad things happen. They believe they are responsible or in control of the situation and that their actions had a direct impact on the outcome. In contrast, people with an external explanation of events tend to blame outside forces for negative experiences, believing that factors beyond their control were at play.

Your explanatory style can lead to stress in several ways. For example, if you have a more pessimistic explanatory style, then you may view stressful or adverse situations as permanent and negative in nature.

This could lead to feelings of hopelessness and helplessness over time, which can eventually contribute to burnout and overwhelm at work.

Alternatively, if you have a more optimistic explanatory style, then you may be better at managing stressful events. This could include being more resilient in the face of adversity or maintaining a positive outlook even when things seem difficult. As a result, you may be less likely to experience burnout and feel more engaged and motivated in your work.

People with a pessimistic explanatory style may tend to view stressful situations as being more global, stable, and internal. This means that they believe the source of stress is coming from all around them, will continue for a long time, and is caused by something within themselves. Meanwhile, an optimistic explanatory style is associated with lower stress levels, as this perspective allows people to see stressful events as more temporary and external in nature.

## ***Optimistic Explanatory Style vs. Pessimistic Explanatory Style***

There are several key differences between an optimistic explanatory style and a pessimistic one.

For one, people with a more pessimistic explanatory style tend to view stressful situations as being permanent and negative. They may feel hopeless about these events, which can contribute to higher levels of stress over time.

In contrast, those with an optimistic explanatory style are more likely to view stressful situations as being temporary and external in nature. They may feel more resilient in the face of adversity and take a positive and proactive approach to handling difficult situations. As a result, they may be less likely to experience burnout or other negative symptoms associated with stress at work.

To overcome this pessimistic tendency and avoid the negative effects of stress, it's helpful to adopt more optimistic explanatory styles. With time and effort, you can overcome your pessimistic tendencies and thrive in even the most stressful situations. So why not give it a try?

## COGNITIVE RESTRUCTURING FOR COMBATING PESSIMISM

Several techniques can help combat your pessimistic explanatory style and reduce feelings of stress and burnout. One popular approach is known as cognitive restructuring.

### *What Is Cognitive Restructuring and How Does It Work?*

Cognitive restructuring is a technique that involves changing your negative thoughts and beliefs about stressful situations in order to improve your outlook and reduce pessimism. This may involve focusing on the positives instead of the negatives, challenging negative thought patterns, or actively reframing your mindset so that you can see challenges as opportunities instead of threats.

### *Restructuring Techniques*

Luckily, you can use many strategies to reframe your mindset and overcome pessimism. Listed below are some of the most popular methods.

- **Self-monitoring:** By tracking your thoughts and emotions over time, you can gain greater

insight into the causes and patterns of your pessimism. This can help you identify negative thought patterns that may contribute to feelings of stress and burnout, as well as make more conscious efforts to reframe them.

- **Cost-benefit analysis:** Another effective strategy for combating pessimism and managing stress is to conduct a cost-benefit analysis of your situation. This involves evaluating the pros and cons of your current situation in order to gain a more balanced perspective on the challenges you face.
- **Question assumptions:** In order to combat pessimism, it can also be helpful to question your assumptions about stressful situations. Instead of simply believing that a situation will remain negative or difficult, actively explore other potential outcomes or solutions.
- **Create alternatives:** Lastly, it can be helpful to actively create alternatives for yourself when faced with stressful or pessimistic situations. For example, you might brainstorm different ways to approach a problem or identify resources that may help you overcome challenges at work. By actively creating alternatives, you can regain a sense of control

and optimism in the face of stress and adversity.

In conclusion, if you are struggling with pessimism and burnout at work, it's helpful to try some strategies mentioned above. By focusing on the positives, challenging your negative thought patterns, and actively creating alternatives for yourself, you can overcome your thought process and thrive. In the next chapter, you'll learn how to delegate.



## GIVE IT UP—DELEGATE!

“*Burnout occurs when your body and mind can no longer keep up with the tasks you demand of them. Don't try to force yourself to do the impossible. Delegate time for important tasks, but always be sure to leave time for relaxation and reflection.*

— DEL SUGGS

**A**s a female entrepreneur, burnout is a major concern. Whether you're struggling to manage your growing business or feeling overwhelmed by the demands of running your household and taking care of your family—delegating and outsourcing can be an

effective way to take control of your time and recover from burnout. In this chapter, we'll outline tips and strategies for effectively delegating and outsourcing. Then you can focus on what's really important and achieve lasting success.

## DELEGATING AS KEY TO AVOIDING BURNOUT

As an entrepreneur, we may want to perform all the tasks ourselves. From managing our growing business to caring for our loved ones to running our homes, we often find ourselves overwhelmed by the demands on our time. However, one of the best ways to avoid burnout is to delegate tasks and responsibilities to others.

### *Benefits of Delegating*

Delegating can provide many benefits, including:

- **Increased productivity and efficiency:** When you delegate tasks to others, it allows you to focus on the bigger picture. You accomplish more in a shorter amount of time because you have fewer responsibilities.
- **Less stress and anxiety:** By empowering others to handle certain responsibilities or projects,

you can reduce your own stress levels and focus on more important things.

- **Greater flexibility in your schedule:** When you delegate, you can take on new opportunities or work on more tasks that are important to you without feeling overwhelmed.

### *The Effective Manager*

As an effective manager, it is important to understand the benefits of delegating and how to do it effectively. Some key tips for delegating include:

- **Choosing the right people for the job:** Whether you are delegating tasks within your team or outsourcing projects to a service provider, it is critical to choose individuals who have the skills and experience to do the job well.
- **Clearly communicating your expectations:** To ensure that tasks are completed efficiently and in line with your goals, clearly communicate your expectations at the start of any project or task.
- **Offering support and feedback along the way:** As a manager, you can also play an

important role in providing support and feedback to the individuals who are working on delegated tasks. This can help to ensure that projects are completed successfully and efficiently.

- **Lead, don't manage:** The key to being an effective manager is not simply delegating tasks but leading and inspiring your team to success. By understanding the benefits of delegation and how to do it effectively, you can manage your team more effectively, reduce stress or burnout, and ultimately achieve greater success in your career.
- **Enable others:** Whether you are delegating tasks in your team or outsourcing projects to a service provider, the key to success is empowering and supporting your team. By providing explicit instructions, positive feedback, and support along the way, you can help others succeed and ultimately achieve more as a team. This will not only benefit you as a manager but also contribute to overall business success and success in your career.
- **Enjoy and celebrate others' successes:** As a manager, it is important to recognize your own successes and those of your team. By

celebrating and enjoying the success of those around you, you can help foster a positive work environment and inspire even greater achievements in the future. Also, in the end, that's what truly matters most in long-term business: success.

Overall, delegating has many benefits. It may be difficult to separate yourself from your “baby,” but doing so will benefit your business in the long run. With the right approach and tools, you can empower your team or service providers to take on new tasks and responsibilities, reduce your own stress levels, and ultimately achieve greater success in your career or business. So get out there and start leading the way!

### ***Why Do People Struggle With Delegating?***

If delegating can help burnout, how come more business owners and managers struggle with it? Alas, there are many reasons for this. As I mentioned above, it's hard for us to give up control of our “babies” and futures. How can we ensure someone will continue with our vision? Additionally, some owners may have a tendency to micromanage or simply lack the time and resources to delegate effectively. However, the key to

overcoming these challenges is understanding the benefits of delegating and learning how to do it effectively. Below are common reasons people struggle with delegating.

- **They can do it better:** Many managers assume they can do tasks more quickly and efficiently than other members of their team or service providers. They may lack confidence in the abilities of others or don't trust them to do the job correctly. However, this often leads to micromanaging, which can actually hinder productivity and create resentment among employees or contractors. By providing explicit instructions and setting realistic expectations, it is possible to build a supportive team environment in which everyone can succeed.
- **They don't trust others:** Some managers may hesitate to delegate because they don't trust their employees. Even if their employees never gave them a reason to be suspicious, they might simply lack faith in their abilities or are unwilling to give them an opportunity to try. They know they won't have any worries if they do it themselves.
- **They are short on time:** Many business owners and managers are so busy with day-to-day tasks

that they struggle to find time for delegating. However, by saving time on routine tasks like bookkeeping and customer support, you can free up more time for critical projects. With the right tools and strategies, it is possible to delegate effectively even when you are short on time.

- They think delegating is a way to pass work along to someone else and get the tasks off their own plate: While delegating can help you avoid burnout by reducing your workload, this is only one of the many benefits of effective delegation. In fact, when done correctly, delegating can empower others to take on new projects and build strong working relationships with team members or service providers.
- So if you want to succeed in the long term, it's time to learn how to delegate effectively. By setting clear expectations, managing timelines, and ensuring that deadlines are met, you can rest assured that your team or service providers will deliver high-quality results.
- They don't want to relinquish control: As a manager or business owner, it's difficult to let go of control and allow others to take the lead on projects. However, by delegating tasks

effectively and building trust with your team members or service providers, you can empower them to step up and succeed in their roles.

### *When Is Delegating Appropriate?*

Delegating is appropriate whenever you need to free up your time and resources for more important tasks. Delegating is also beneficial when other people on your team have the skills and expertise necessary to complete a given task. To help you decide when to delegate, keep in mind the six "t's": tedious, teachable, time-consuming, tiny, time-sensitive, or terrible at. If a task falls into any of these categories, it may be a suitable candidate for delegation.

For example, tedious tasks may include routine book-keeping, data entry, or customer support. These tasks may be time-consuming, but they are often not challenging in terms of skill and expertise, making them ideal candidates for delegation.

Other factors to consider when deciding whether or not to delegate include your available time and resources, the complexity of the task at hand, and your team or service providers' skills and experience levels.

With the right approach to delegating, you can free up time and energy for more important tasks while empowering others to step up and succeed in their roles.

### *Delegation Examples*

If delegating seems like a foreign concept to you, here are a few simple examples to help you get started:

- **Develop strategies:** To effectively delegate tasks, first think about what strategies you can use to manage your team or service providers. For example, setting clear expectations and timelines for completion can help ensure that deadlines are met, and results remain high quality. Other key strategies may include providing adequate training or support, monitoring progress as work is carried out, and offering feedback as needed.
- **Assign tasks:** Once you have identified the right strategies, it's time to start assigning tasks. Consider what skills and expertise are required to complete each task and the overall complexity of the project at hand. Then, identify team members or service providers

that would be best suited for each task, considering their skills and availability.

- **Full delegation:** This means handing off the task completely and allowing others to take ownership of it. Be sure to set clear expectations for each task, such as timelines for completion, desired outcomes, and any necessary resources or support. Mostly, the person works on the task independently but will check in toward the end to review the material.
- **Half delegation:** Alternatively, you may only need to partially delegate a task in order to meet your needs. In most cases, delegating half the task isn't the best decision, but there are a few instances where this is appropriate. For example, if you need help writing a report but need more time to manage the process from start to finish, you may decide to delegate collecting and compiling research data. This would leave you free to focus on formatting and completing the report itself. Half delegation is better left for new employees or service providers who are still learning, as it allows you to provide guidance and feedback along the way.

- **Outdoor delegation:** Outdoor delegation is more effective for collaborations. Often, managers and owners don't have enough time to negotiate or keep collaborators on the same page. Therefore, it is common to hire professionals or use those with expertise in the field to be the go-between.
- **Creative delegation:** Projects that require ingenuity or innovative ideas are always better delegated. These projects require collaborative thinking and teamwork. The more people working on a creative project, the more likely you will receive unique and original ideas. The key to creative delegation is making sure that every voice and opinion is heard.
- **Intervention delegation:** This delegation style differs from full delegation in that you oversee and check in regularly with the person or team you've delegated tasks to. This technique is useful for complex or critical projects where you want to guarantee that the end result meets your standards. With intervention delegation, you may be more hands-on with decision-making and provide input at key stages of the project.

Overall, whether you are looking to fully or partially delegate tasks, there are several key strategies to consider in order to ensure success. So if you are feeling overwhelmed and stressed from managing too many tasks, it's time to start delegating!

### *Delegate and Grow*

As a female entrepreneur, it's challenging to manage all the tasks and responsibilities required to run your business. But, as we've discussed, one of the most effective strategies for success is delegation: assigning tasks or projects to others so that you can focus on other areas of your business.

Many delegation strategies are available, including full delegation, half delegation, outdoor delegation, creative delegation, and intervention delegation. Each option has its own pros and cons, depending on the project or the people involved. However, when you master delegation and use your workers' skills to their full potential, you can grow your business and achieve success.

If you want to delegate tasks effectively and boost your business growth, below are some tips to help you get started.

- **Identify work to delegate:** The first step in delegating tasks is to identify which work you can pass on to others. This may include routine or mundane tasks, such as data entry or customer support, that are not a good use of your time and expertise.
- **Choose the right team members or service providers:** Once you've identified the work to delegate, carefully choose the right team members or service providers to help you. Consider factors such as their skills, knowledge, and experience level. Also, you can consider their availability and track record of success. Understand each employee's strengths and weaknesses, then use them to fulfill tasks that make the most sense for them.
- **Establish clear expectations:** To ensure that tasks are completed effectively and efficiently, it's important to communicate your expectations with team members or service providers. This may include establishing deadlines, outlining specific deliverables or outcomes, and providing simple instructions on how to complete the work.
- **Provide ongoing support:** In order to ensure that your team members or service providers are successful in their roles, it's crucial to

provide continuous support. This may include offering feedback or input at key stages of the project, as well as being available to address questions or concerns that may arise along the way. Be prepared to provide context or guidance as needed.

- **Learn to let go:** As you delegate tasks to others and begin to see the positive impact on your business, learn to trust and let go of certain aspects of managing your company. This may involve delegating more work overtime or working in new areas that allow you to grow as a leader and entrepreneur. You can take your business to the next level by learning how to delegate effectively. Invest in training: In order to successfully delegate tasks and grow your business, invest in ongoing training for you and your team members. This may include attending workshops or seminars, reading books or blog posts on delegation strategies, or hiring a coach or mentor to provide guidance and support.
- **Focus on results:** Above all else, with delegation, the most important aspect to focus on is results. This means that you should not be overly concerned with micromanaging the work of others and instead prioritize meeting

your key goals and objectives for each project or task. With consistent practice and a willingness to learn, you can master delegation and achieve success in your business.

- **Keep an open line of communication and feedback:** Whether you are delegating tasks to team members or service providers, keep the line of communication open and inviting. Check-in regularly and provide your feedback. This will help ensure that work is progressing smoothly and on track, but you can also address any concerns or issues that may arise along the way.
- **Trust but verify:** At the same time, exercise caution when delegating tasks to others. While you should trust that your team members or service providers will do their best to complete the work successfully, it is still important to periodically check in and verify that everything is going according to plan. This may involve reviewing deliverables or outcomes or asking for feedback from team members to ensure that they are happy with their tasks. By employing these strategies, you can confidently delegate work and effectively manage your business.
- **Give credit appropriately:** When delegating tasks to others, it is also important to give

credit where it is due. Whether you are highlighting team members' accomplishments or sharing valuable feedback with service providers, make sure that you acknowledge their contributions and show your appreciation for their hard work. Doing so can build strong relationships within your business and help ensure that everyone works together to achieve success.

When you understand how to use delegation as a powerful tool, then you can grow your business exponentially. By following these tips, you can learn to appropriately apply delegation techniques to your business to achieve success. Whether you are working with team members or external service providers, it is important to establish clear expectations, provide ongoing support and feedback, trust but verify results, and give credit appropriately.

## REFLECTION

Identify the key tasks or projects that would benefit from delegation and make a plan for how you can delegate these tasks effectively. Consider who you can delegate them to and why. In the next chapter, you'll learn

how to optimize your business model for reduced burnout.





## AUTOMATION = FREEDOM

**M**ost entrepreneurs experiencing burnout believe they must do everything, which is wrong because nobody can. If you have a hard time letting go of some tasks, this chapter will help you enhance your business through optimization. Learn how to automate your business processes, delegate tasks to others, and streamline your workflow so that you can focus on what matters most.

### WHAT SHOULD EVERY ENTREPRENEUR AUTOMATE?

There is no definitive answer to this question, as every entrepreneur is different and faces unique challenges. However, some of the key areas that entrepreneurs

should focus on automating include marketing and sales, customer service, product development, and financial management. Below is a more in-depth list of tasks you can automate that will help you scale your business.

### ***Setting Lead Appointments***

If you rely on a sales team or lead generation company to drive leads and appointments, consider automating your lead appointment scheduling process with tools like Calendly or Book Like a Boss. You can schedule automated text messages or emails with a link and boost conversions.

### ***Tracking Financials and Managing Budgets***

Keeping track of your business finances can be time-consuming and overwhelming, especially as your company grows. To save time and eliminate the stress of financial management, consider automating your accounting with tools like QuickBooks or Xero. These tools can help you easily record transactions, manage invoices and receivables, and more so that you can focus on improving your business operations.

### ***Email Marketing and Customer Service***

Another key area of automation for entrepreneurs is email marketing and customer service. By setting up automated email campaigns that can be triggered by specific actions, such as joining an email list or purchasing a product. Then you can nurture your leads and customers toward conversion. In addition, using chatbots to manage customer inquiries and complaints can help you streamline your customer service processes and improve your response times.

### ***Ads, Social Media, and Content Marketing***

Automating your ads, social media, and content marketing efforts can help you reach a larger audience and generate more sales. For example, you can use platforms like Hootsuite or Sprout Social to schedule your social media posts in advance. Services like MailChimp or Constant Contact can help you automate your email marketing campaigns. Additionally, tools like SEMrush and Ahrefs can help you optimize your paid ads and track your website traffic so that you can reach more customers with greater efficiency.

### ***Payroll, Tax Reporting, and More***

Other key areas in your business that can benefit from automation include payroll processing, tax reporting, document management, and more. You can use cloud-based software and online tools to streamline these processes, saving you time and effort so that you can focus on growing your business.

### ***Tasks You Lack Passion For***

One of the critical challenges that many entrepreneurs face is finding and prioritizing tasks they lack excitement for. These tasks include administrative work, marketing, sales, customer service, or financial management. While these are necessary tasks, they can often be boring and may lead to procrastination. Or you may struggle to stay focused, making the task take longer than it should.

Luckily, with technology continuously evolving, many tedious tasks can be automated and streamlined. This can include scheduling tools to automate setting lead appointments, accounting software to streamline your bookkeeping and financial reporting, or using social media management platforms to streamline your marketing efforts.

## ***Household Tasks***

Automating your household tasks can help streamline your home management and reduce stress. One effective way to do this is by using smart home devices and apps, such as the Amazon Echo or Google Home, which enable you to control various aspects of your home with simple voice commands.

Other tools that can be used for automating household tasks include smart lighting systems, programmable thermostats, and smart appliances. These tools can help you create customized schedules for your home, save energy and money on utility bills, and more.

## ***Follow-Ups***

To effectively automate your follow-ups, consider using a customer relationship management (CRM) system to organize and manage your leads and clients. A CRM can help you stay on top of all of your interactions with potential customers and clients, ensuring that you never miss an important follow-up or sale opportunity. You can also use email marketing platforms, such as MailChimp or ActiveCampaign, to automate your sales and lead generation efforts. Additionally, services like Clarity.fm can help you connect with potential

customers or clients and schedule personalized follow-ups on a variety of topics.

### *Learning and Development*

To automate your learning and development efforts, consider taking an online course on platforms such as Coursera or Udemy. These platforms allow you to access a wide range of educational content from the comfort of your own home and can help you stay on top of industry trends and best practices. You can also use online reading tools like Blinkist to speed up your learning process by distilling important books into concise summaries.

Additionally, online communities and forums can provide valuable resources for finding mentors or networking with like-minded professionals in your field. Signing up for newsletters of other professionals in your field or subscribing to relevant podcasts and blogs can also help you stay up-to-date on the latest developments in your industry. With the right tools, strategies, and mindset, you can automate your learning and development efforts for maximum impact.

As an entrepreneur, embracing automation is crucial to optimize your business for success. Whether you are just starting out or are struggling with burnout, the tips

in this guide can help you streamline your workflow and focus on what matters most.

Whether you want to streamline your marketing and sales efforts, manage your household tasks more efficiently, or follow up with potential customers and clients effectively, there are tools and strategies available to help you achieve your goals. With the right automation strategies in place, you can focus on the aspects of running your business that you are passionate about while still staying on top of your critical tasks. So look at the automation tools that are available to you, find the solutions that work best for you, and start taking your business to the next level today!

## HOW TO AUTOMATE YOUR COMPANY AND BOOST BUSINESS SUCCESS

As an entrepreneur, one of your top priorities should be to optimize your business for success. This can include utilizing automation tools and strategies to streamline your workflow.

As discussed above, some key areas where you can use automation for business growth include marketing, sales, household tasks, learning and development, and

follow-ups. However, we're going to review which systems can benefit from being automated.

### ***Create Sales and Business Cycles***

A sales cycle is a process that begins with initial contact from a prospect and ends with the categorization of an order. Creating sales cycles can help you manage your leads and prioritize your efforts, allowing you to focus on bringing in revenue for your business. A business cycle, on the other hand, is a process that involves the entire lifecycle of your business—from its initial formation to its ultimate dissolution. Automating these cycles can help you manage and grow your business more efficiently.

### ***Use AI and Automation***

You can use a variety of applications where you can input your data in order to receive automated insights. For example, you can use tools like IBM Watson to leverage powerful AI and machine learning algorithms to gain valuable insights about your industry trends or automate tedious data analysis tasks with R or Python. Or you can use Google Cloud Platform to leverage its built-in AI capabilities and configure several automated processes, from data storage to data analytics.

### ***Look for Repetition***

Repetitive tasks are perfect for automation. Take a moment to review your daily workflow and identify any tasks that you perform regularly. Once you've identified these repetitive processes, the next step is to determine whether there are tools or systems available to streamline these tasks. For example, instead of manually entering data into an Excel spreadsheet every week, you could use Zapier or IFTTT to automate this process and save you time and effort.

In order to fully automate your business for success, it's important to stay up-to-date on the latest tools and systems available to help you achieve that goal. Be sure to take advantage of the many automation options available in today's market and transform your business into a well-oiled machine that runs like a dream.

By embracing automation in your business, you can focus on the areas of your company that you are most passionate about while still achieving success and growth for your business. So start using the tools available to you today, focus on the tasks that will have the most impact on your business, and take your business to the next level! By embracing automation, you can be sure to optimize your company for success and stay ahead of the competition.

## ***Focus on the Aspects of Your Business That You Do Best and Keep Automation Simple***

Whatever automation solutions you choose for your business, remember that the key is to focus on what matters most—whether that means optimizing your marketing and sales efforts, making more time for learning and development, or streamlining household tasks.

### ***Aim to work Only 20 Minutes a Day***

To truly automate your business for success, you may need to be prepared to make some major changes in how you work. One strategy that can help is to set a strict time limit on your daily work—specifically, only 20 minutes a day. By doing this, you will focus all of your energy and attention on the most important tasks during that time without wasting any time or mental energy on less important tasks.

You can also use tools like the Pomodoro technique to track your progress and help you stay focused during this limited work window. Some other strategies that can help include breaking down large projects into smaller, more manageable tasks, setting realistic goals for yourself each day, and utilizing time management tools like to-do lists or project management software.

In the beginning, working for twenty minutes might seem like an impossible task. With few profits or customers to show for your efforts, it can be hard to stay motivated and focused on the long-term success of your business. However, this goal is for the long run. In the beginning, you might be the one who performs the tasks and organizes the calendars, but as your business grows, look to outsource some of these tasks to allow you more time to focus on your business's core offerings.

### ***Create and Commit to a Five-Step Plan***

Creating and committing to a five-step plan is one way to automate your business for success. This plan should include clear steps for achieving goals, specific time-lines, and key metrics for measuring your progress.

According to Nathaniel Amanor (2018), the five steps you should follow are to learn everything about yourself, pay yourself a salary, know your weaknesses and hire someone to compensate for your struggles, know and understand the makeup of the positions you need help and hire people for those positions. The last step is to let it go.

Knowing everything about yourself helps you understand your strengths, weaknesses, wants, and needs.

This makes it easier to hire people or outsource tasks to compensate for your struggles or ensure your vision. Paying yourself a salary allows you to prioritize your business and its growth and keep money coming in at all times. It'll also prevent you from dipping into company profits so you can keep your budget free for necessary applications or employee payroll.

Knowing what types of positions your business needs help with can allow you to strategically hire employees or outsource specific tasks to other professionals so that you can focus on revenue-generating tasks.

Finally, once you have a simple plan in place and goals to achieve, let go of the day-to-day aspects of your business so that you can focus on achieving these goals. Once you have employees who are equipped to support your business or outsourced tasks completed by experts, you can be sure that you're on the right track to achieving long-term success.

### ***Commit to Providing Consistently Delightful and Excellent Customer Service***

Another key factor to automating your business for success is to commit to providing consistently delightful and excellent customer service. Whether you are selling products online or in a brick-and-mortar

store, making sure that your customers feel valued, listened to, and happy with their interactions with your business can help you build brand loyalty and create positive word-of-mouth referrals.

The goal is to create a product or item one time that continues to provide delight and value to your customers repeatedly. This can be done through personalized customer care, offering a wide range of products or services that meet different needs, and creating high-quality content that helps customers understand how to best use your products or services. Additionally, you may consider partnering with experts in customer service and utilizing tools like live chat software or automated customer feedback forms to make it easier for your customers to connect with you.

However, one of the easiest ways to do this is to create an automated email marketing sequence. You can use apps like MailChimp or ConvertKit to set up automated email sequences that deliver timely and relevant content to your customers. You can customize it to include specific customer names and use the program to deliver certain emails to specific contacts on your email list. This way, you can focus on creating valuable content and building relationships with your customers without worrying about sending out emails manually each time.

This sequence can be customized to each customer and can include helpful tips or instructions on how to use your products or services, as well as opportunities to send special offers and discounts that are tailored to your customers' needs.

### ***Have a Team***

Of course, when we start a new business, we have an exact vision of what we want to achieve and how we will do it. But often, the reality is far from our dreams, and we don't have the knowledge to completely satisfy every task. There's nothing wrong with not having all the answers or being unable to do everything yourself.

The key is to have a team in place that can support you and your business so that it can continue thriving. Whether that's a dedicated team of employees or an experienced team of contractors or consultants, you want a team that you don't have to micromanage or are worried about leaving alone. You want to delegate tasks and have confidence in your team's ability to deliver high-quality work on time.

### ***Empower Educate and Outsource***

In order to successfully automate your business, you need to empower and educate yourself and those on

your team. This includes learning all you can about the field in which you're operating, as well as teaching others how to best support you and your business.

Additionally, outsource tasks that are not directly related to revenue generation. This can include tasks like bookkeeping, administrative support, marketing, and more. By outsourcing these tasks to experts who are skilled in those areas, you can focus on the core components of your business that will help it grow and thrive over time.

### ***Streamline Tasks and Communication***

Another key element of automating your business is streamlining your tasks and communication. This can include using technology and apps that help you automate routine tasks, like social media scheduling or lead capture forms. It can also include utilizing tools like project management software to keep track of all your projects and communicate with your team more efficiently and effectively.

### ***Be Patient and Add a Special Touch***

Remember that automation takes time, and it's often a process of trial and error. Additionally, it's difficult for

a new company to become automated right from the start.

Don't be discouraged if you don't see immediate results or if things don't go as planned. Instead, focus on the long-term goals of your business and always find ways to add a special touch to everything you do. Whether through personalized customer service or unique marketing strategies that focus on building loyal customers and rewarding those who support your business. With patience and perseverance, you can successfully automate your business and achieve long-term success.

By investing the time and effort into automating your business for success, you can create a sound foundation that will help you grow your brand and succeed over the long term. If you're looking to increase profits or attract more loyal customers, focusing on these factors can help you streamline your operations, empower your team, and achieve success for years to come.

Ultimately, the key to success is finding the right balance between work and relaxation. Automation can help you streamline your tasks and achieve more each day, but it's also important to make sure that you're not overworking yourself in the process. So if you're ready to automate your business today, follow these tips and be patient as you work through the process. With a

little hard work and perseverance, you'll be well on your way to building a successful brand that will stand the test of time.

## OPTIMIZE YOUR PROCESSES FOR SUCCESS

With automation, the key is to optimize your processes and leverage technology or tools that help you recalibrate and restructure your systems. If you're looking to automate your marketing or boost sales through automation, start by identifying areas where you can improve and then implement a plan to achieve those results.

### *What Is Process Efficiency?*

Process efficiency is the ability to achieve more with less, either in terms of time, resources, or other inputs. This can be a critical component of business success, as it allows companies to streamline their operations. Then they can focus on the core components of their businesses that are essential for growth and profitability over time.

Several factors can influence process efficiency, including technology, automation, and effective communication. By leveraging these tools and strategies, businesses can improve their processes and

increase productivity over time. Additionally, you can optimize your processes for success by focusing on quality and quantity.

### ***Why Are Efficient Processes Necessary?***

Efficient processes are necessary for business success because they allow companies to restructure their systems. Instead of needing a person to complete a task, technology can help companies streamline their daily needs. This can help businesses stay competitive in today's fast-paced market and improve their bottom lines by eliminating wasteful practices and focusing on the core components of their businesses. Additionally, efficient processes can help businesses empower their teams and create a more positive work culture. A strong support system is essential for attracting and retaining top talent long-term.

If you're looking to boost your process efficiency and achieve more with less, start by focusing on the key areas that can have the biggest impact. This may include optimizing your marketing and sales strategies, leveraging technology to automate routine tasks, or improving communication with your team.

## *Increase Process Efficiency in Five Steps*

Increasing your efficiency might initially seem like a daunting task. However, these five steps will help you get started on the right track and achieve more with less:

1. Determine and understand your current process.

First, take the time to assess your current processes and identify areas where you can improve. This may include analyzing details like productivity metrics, sales figures, or marketing data to identify the key components of your business that are critical for success.

Here are a few areas to consider:

- **Unskilled employees:** If you have low productivity or other issues because of high turnover, consider implementing training programs or hiring more skilled employees who can help drive efficiency within your organization.
- **Shadow processes:** Another common issue that can negatively impact process efficiency is "shadow processes"—basically, any tasks or activities that aren't tracked or accounted for

within a regular workflow. This can also include tasks that are put off for another time. This can lead to more opportunities for mistakes and errors. Look for ways to eliminate these hidden processes and improve transparency throughout your organization.

- **Redundancy:** A common issue that can affect process efficiency is redundancy. These are tasks that could be automated or streamlined to save time and resources. Inspecting your workflows to identify potential areas for improvement can help you improve efficiency and optimize your overall processes.
- **Lack of common terms or understanding:** Another key factor that can impact process efficiency is a lack of common terminology or understanding among team members. Ensure everyone clearly understands their roles and responsibilities. Communicating openly and frequently with your team. These qualities can enhance the workspace and help you reduce the risk of errors or misunderstandings. Consider asking your employees where they need more clarity or guidance and make it a point to address their concerns. Be sure to provide them with the support they need to be more effective in their roles.

- **Informational overload:** Another element that can affect process efficiency is too much information and data. This might include having too many tools, tracking systems, or reports to manage daily. Simply being overwhelmed by the volume of things you need to do every day can be a good sign that there's too much going on, and you should reduce your task load. To improve efficiency in this area, take time to evaluate your current processes and identify any areas where you might spend too much time or effort on tasks that don't really matter.
- **Lack of awareness:** Finally, a lack of awareness about your own processes can also impede process efficiency. This often stems from a misaligned understanding of your workflow or simply insufficient time to understand how everything fits together or what's really working. To overcome this challenge, take time to evaluate your current processes in detail and identify ways to streamline, automate, or improve the way things get done.

## 2. Set goals and key performance indicators.

Once you've assessed your current processes, it's time to set some clear goals and key performance indicators (KPIs). These should be specific, measurable, attainable, realistic, and timely—in other words, they should outline what you're striving to achieve with your business.

## 3. Create a new process map.

Once your goals and KPIs are in place, it's time to create a new process map. In the first step, you reviewed the areas that might need improvement, and now you can use this information to create a clear map that outlines your ideal workflow. This should include the steps involved in each major process and any tools or resources needed to complete these tasks efficiently.

## 4. Set up systems and automation.

Once you have your new process map in place, it's time to set up the systems and automation to improve efficiency across your organization. This might include using tools like workflow management software. Or you can simply implement new workflows that help you streamline tasks and reduce the risk of error.

However, get your stakeholders on board and show them the new plan so that you can get their buy-in and ensure everyone agrees moving forward.

Afterward, you want to implement the changes in stages and ensure that each step is successful before moving on to the next. This will help you avoid any potential hiccups or setbacks as you work towards more efficient processes for your business. With hard work and dedication, you can create a streamlined workflow that helps you achieve success in your female entrepreneur ventures.

### 5. Track your progress and continue to optimize

Finally, stay on top of your progress. Continually evaluate and optimize your processes as needed. This might include testing new tools or approaches or simply tracking the performance of each step in your workflow to identify any areas for improvement.

Overall, if you want to achieve more with less and become more efficient in your business, you need to focus on improving these areas and streamlining your business processes. You should set clear goals and KPIs, create a new process map with detailed steps and resources, implement systems and automation, track your progress and continue to optimize over time.

With these strategies, you can create a more streamlined workflow that helps you achieve success as a female entrepreneur. In the next chapter, you'll discover the five boundaries you need to set.

### REFLECTION QUESTIONS

1. What factors do you think are most important for improving process efficiency in your business?

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2. How can you identify areas that could be improved or streamlined within your workflow? Are there any processes you can automate?

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3. What systems and tools do you need to implement in order to optimize your processes and achieve more with less?

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4. How can you track your progress and continue to improve in the future?

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5. What are some of the biggest challenges you may face as you work towards more efficient processes, and how can you address these challenges effectively?

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## THE FIVE BOUNDARIES YOU NEED

“ *Your personal boundaries protect the inner core of your identity and your right to choices.*

— GERARD MANLEY HOPKINS

**A**s an ambitious female entrepreneur, you are no doubt always looking for ways to improve your performance and efficiency. But in the pursuit of success, it's easy to burn yourself out if you don't take the proper steps to stay healthy and well-rested. In this chapter, we will discuss the five key boundaries that all successful entrepreneurs must set in order to prevent burnout and stay productive.

## SETTING TIME BOUNDARIES

At the heart of routine and wellness is the need for boundaries—both physical and mental. These boundaries allow you to prioritize your time and energy while also giving yourself permission to relax when you need it. Setting time boundaries involves defining specific times for work and rest and learning to say “no” to maintain those boundaries.

### *Micro-Moments*

Micro-moments are those short periods of time when you can briefly disengage from your work tasks and focus on yourself. You can use this time to disengage from “negative attentional bias” (Dazed, 2022). These moments may include taking a walk on your lunch break, attending an evening yoga class, or simply disconnecting from technology for a few hours each day. By incorporating regular micro-moments into your routine, you can minimize stress, stay focused, and avoid burnout. In fact, many celebrities are using micro-moments to their advantage.

For example, in the *Dazed* (2022) article, several celebrities admitted to engaging in micro-moments to improve their creativity and productivity. Josef Michael describes his micro-moment as “A moment to myself, a

moment of peace, a moment to reset.” He spends this time fueling passion-filled jam sessions in his apartment. Dronme Davis, model, and activist, enjoys strolls at sunset by the coast.

In the past, actress Lena Dunham said that she takes daily walks to clear her head and stay focused on her creative projects, while actor Will Smith says he uses meditation to help him remain calm and centered in high-pressure situations. Whatever your method, incorporating regular micro-moments into your routine is critical to preventing burnout and maintaining a healthy work-life balance.

### ***How to Use Micro-Moments to Experience Micro-Acts of Self-Care***

The best way to make micro-moments work for you is to approach them as micro-acts of self-care. The more tiny acts of self-care we can give ourselves, the healthier, happier, and more productive we can be. Here are a few ideas of how you can provide yourself with micro-doses of self-care:

- **Practice 5-4-3-2-1:** This technique is a great grounding activity that can help you feel more centered and balanced in high-pressure situations. Be still for a moment and take in a

few deep breaths. Then look for five things you can see, four things you can touch, three things you can hear, two things you can smell, and one thing you can taste. This simple practice is a powerful way to focus on the present moment and provide some much-needed self-care.

- **Incorporate mindfulness:** Mindfulness meditation is another great way to introduce more moments of relaxation and self-care into your routine. Simply find a quiet place where you can be still and focus on your breath. Additionally, you could try guided meditations that offer specific benefits such as stress reduction, improved sleep quality, or enhanced creativity. These types of meditation can also be easier for beginners as you have a voice to focus on whenever your mind wanders. Overall, practicing regular mindfulness can help you recharge on the go and stay focused and productive in the long run.
- **Give yourself permission to disconnect:** In today's digital age, getting swept up in the constant stream of information and stimulation is easy. Nonetheless, give yourself permission to disconnect from your devices every once in a while so you can truly refresh and recharge.

This means turning off your phone or computer, putting down your tablet or e-reader, or even just keeping it out of sight during specific times. Taking time to disconnect from technology can help you return to your work refreshed, recharged, and ready to take on whatever challenges may come your way.

- **Stretching:** When you're feeling stressed or overworked, it's easy to neglect your body and skip out on essential practices like stretching. Nonetheless, taking a few minutes each day to stretch and move your body can reduce stress levels, improve circulation and digestion, boost energy, and even improve focus. When you incorporate some simple stretches into your daily routine, you'll be amazed at how much better you feel.
- **Incorporate transitional routines:** One strategy for setting work-life boundaries is to create transitional routines that help you move from one part of your day or week to the next. This might include tasks like setting a regular bedtime, having a morning yoga practice, or scheduling time for lunch with friends. By creating these simple rituals and transitions, you can enjoy more moments of rest and

relaxation, while staying healthy, focused, and productive.

- **Practice gratitude:** Finally, one of the best ways to enjoy more micro-moments of self-care is to practice gratitude. Whether you write down or share what you're grateful for each day, take some time to reflect on your blessings and appreciate all that you have in life. Focusing on the positive can help ground you in the present moment and remind you of the importance of taking care of yourself, both physically and mentally.

With these tips, you can make micro-moments work for you to help you stay healthy, happy, and productive—no matter what life throws your way. In the end, incorporating regular micro-moments into your routine is key to maintaining a healthy work-life balance. Regardless of your chosen technique, there are so many simple ways to take care of yourself, so that you can enjoy more moments of peace and relaxation. So why not start today? You have nothing to lose and everything to gain.

## SETTING WORK-LIFE BOUNDARY RITUALS

When we become our own bosses, it's easy to get caught up in the hustle and bustle of work. We may give too much to our clients and not enough to our families or our own personal needs. On the other hand, the opposite can be true too. However, in order to prevent burnout and stay healthy, it's important to set work-life boundaries that help you make the most of your micro-moments, family schedule, and productivity levels. Here are a few tips to help you determine and establish work-life boundaries.

### *Work With Your Biorhythms*

Your body has natural fluctuations in energy and productivity throughout the day, so it's crucial to work with your biorhythms. This may mean planning out your work schedule around the time of day when you feel most energized and focused. This can also include taking regular breaks from work to give yourself time to rest and recharge. For instance, if you tend to feel sluggish and unproductive in the mornings, schedule your most demanding tasks for later in the day when your focus and energy levels are higher. Keep the easier tasks for when you're less energized.

### ***Incorporate Biofeedback Techniques***

Another strategy to help you set work-life boundaries is incorporating biofeedback techniques into your routine. Biofeedback involves using technology or devices that measure details like heart rate variability and muscle tension. These tools can help you learn more about how your body responds to stress and how you can take steps to improve it. For example, if you notice that your muscles are frequently tightly clenched or that your breathing is shallow, you can use biofeedback techniques like deep breathing exercises, yoga, or meditation to help relieve stress and promote relaxation.

### ***Take a Break and Play***

One of the simplest ways to enjoy more micro-moments of rest and relaxation is to simply take time for yourself. Whether you set aside time each day for a quick walk or evening yoga class, or schedule regular date nights with your partner or friends, make sure you're taking enough downtime for self-care. This can help you stay focused, energized, and balanced throughout the day. So give yourself permission to play! Your body and mind will thank you for it.

## ***Find Your “Flow”***

In order to achieve long-term success as an entrepreneur, it's crucial to find your “flow” state—that feeling of complete immersion and focus on the task at hand. We can see this occur in everyday tasks like reading a book or tackling a tough project at work. To achieve this state, you'll need to find tasks that align with your skills and interests, learn to manage distractions, and develop good habits for focus and concentration.

This may mean tuning out distractions or setting aside certain times in the day for focused work. Whatever your unique flow looks like, make sure you're staying engaged, productive, and energized throughout the day. With time and practice, you'll be able to enter the “flow” whenever you need it most—whether it's during your workday or on those hectic days when you feel like you're losing control.

## ***Create Clear Transitions***

As I mentioned above, clear transitions are essential for setting work-life boundaries. This means establishing routines that allow distinct breaks or transitions between tasks, clients, or even hours. If you're using a scheduling technique like the Pomodoro method, for

example, you might use a timer to keep track of your work and break times. You can use the break times to do something completely unrelated to work, like grabbing a quick bite to eat or going for a walk.

Other simple strategies, like using an app to manage your time or setting reminders on your phone, can also help you create clear transitions. After trial and error, you'll be able to achieve the perfect balance between work and life and create routines that allow you to thrive.

### ***Determine and Maintain Your Daily Non-Negotiables***

In addition to setting and enforcing clear boundaries, it's also critical to establish daily non-negotiables—those activities or habits that you prioritize above everything else. These may include activities like sleep, exercise, and time with loved ones, but the specific details will vary from person to person. Use the time to be more mindful and meditate or take a nightly stroll. Regardless, it's a micro-moment solely dedicated to you and your joy. To determine your own non-negotiables, think about what's truly most important to you and what you need in order to feel balanced and happy.

Whether it's carving out a daily meditation practice or scheduling regular rest and relaxation time, make sure

you're prioritizing your health and well-being daily. With consistent self-care, you'll be able to achieve long-term success as a female entrepreneur—both personally and professionally. So go ahead and give yourself permission to play! Your body and mind will thank you for it.

## SETTING PASSION BOUNDARIES

When you're a female entrepreneur, it's easy to get swept up in the excitement of what you do and lose track of important aspects of your life. However, if you want to experience long-term success, it's crucial that you set boundaries for what matters most to you—namely, your passion and happiness. When you work doing something you enjoy and are truly passionate about, it's easy to get caught up in the moment and work for long hours without pausing. However, boundaries can help you stay interested in your work without suffering from burnout.

### *Set a Passion Boundary*

Set a clear limit on how much time and energy you're willing to devote to work. This might mean putting a cap on how many hours you'll work each day or week, reserving your days off for rest and relaxation,

or taking regular breaks throughout the day to recharge.

You may also want to consider establishing a “self retreat”—a period of time where you commit to doing something other than work, whether it's spending time with friends and family or taking up a new hobby. This can help you stay grounded in your personal life while enjoying the benefits of working on something you're enthusiastic about. Check-in with yourself regularly and determine when you might need to take an extra day off.

### ***Balancing the Different Passion Types***

Two types of passions are especially crucial to consider when setting boundaries. Those are obsessive and harmonious passions.

Obsessive passion refers to an activity that you may do for external factors, such as money, status, or reputation. While this type of passion may be energizing and invigorating in the short term, it can also drain you over time if you don't set clear boundaries.

Harmonious passion, on the other hand, refers to an activity that genuinely inspires joy and fulfillment for its own sake. This type of passion is much more sustainable and leads to long-term happiness.

Therefore, it's important that you not only set boundaries for obsessive passion but also give yourself plenty of opportunities to engage in harmonious passion.

Finding the right balance between these different passions may take some time, but with a little experimentation and self-awareness, you can find the right approach for you. With passion boundaries in place, you'll be able to stay grounded and balanced—no matter what comes your way.

### **Build a Network of Allies**

Building a network of allies who can support you and provide guidance as you navigate your journey is crucial to success. We often work alone and don't always have someone we can turn to for advice or support. It can be lonely as we work hard to create a successful company.

If you're struggling with work-life balance and setting boundaries as a female entrepreneur, seek other women in your field who are facing similar challenges. By building a network of like-minded professionals and friends, you'll be able to draw on their experiences, share your own, and learn from one another.

You may also want to consider joining a professional organization or attending relevant conferences in your industry. This prompts you to connect with other

entrepreneurs who can offer valuable advice and support. You can also consider finding mentors and coaches who have been successful in your field, joining networking groups, or seeking advice from trusted friends and family. Through these connections, you'll be able to build the strong network of allies you need to thrive.

### **Own Your Calendar**

As an entrepreneur, your calendar or planner is your best friend. It can help you stay organized, on track and help establish boundaries for your work life.

At the start of each day or week, take some time to plan out what tasks and meetings you need to accomplish. Include deadlines and important milestones so you can stay focused on your goals and not let anything fall through the cracks. Below are some tips on how you can incorporate and maintain boundaries with the help of your calendar.

### **Set Aside “Me” Time**

Whether you like to read, take a walk in nature, or unwind with a cup of tea and your favorite podcast, it's important that you schedule regular moments of “me” time into your calendar. This can help you relax and recharge so that you are more productive and focused during the rest of your workday.

## **Be Strategic With How Much You Give**

While it's important to be generous with your time and energy when working with clients or colleagues, you don't want to overextend yourself. Decide how much of your time you're comfortable giving away, and then budget your calendar accordingly.

When blocking your calendar, have your values in place. Before you give your time to someone, i.e., agree to go for lunch or drinks with a friend or a colleague, ask yourself: "What's in it for me?", "Is the time I will give to this person going to have a good ROI?" "Is meeting this person going to bring me closer to achieving my goals?" "Is it going to be relaxing or informative for me, or is this person simply going to drain my energy only?"

## **Set Time Limits for Meetings**

When you have a busy schedule, it's easy to get swept up in meetings and conversations that take much longer than they should. To avoid this, set an end time for each meeting and inform your colleagues beforehand when you need to wrap up. This will help keep everyone on track and keep unnecessary distractions and delays from interfering with your work.

When it comes to setting boundaries around your work life, take ownership of your calendar. Don't be afraid to

say no to requests that might interfere with your priorities or overwork you. By keeping your schedule in check and being firm with others about your limitations, you'll be able to maintain a healthy work-life balance.

## SETTING WORKPLACE/HOME BOUNDARIES

Working at your own business can add a layer of complicated boundaries to your work life. It's easy to get distracted or work long hours without realizing it. So set clear boundaries between your home and work life in order to stay focused, productive, and happy. However, having a routine for when you arrive and leave work ensures you truly leave your work at the workplace and don't carry the baggage home with you.

### ***Why a Ritual?***

A key factor in setting effective boundaries is to create a structured and deliberate routine for yourself. This can involve setting up your workspaces specifically, to having daily and weekly rituals that signal it's time to work. By developing this kind of routine, you can quickly transition into work mode and get more done without feeling overwhelmed or overworked.

Rituals have been used for centuries to mark transition and create a sense of structure in our lives. Whether you take a morning shower, put on your favorite outfit, or spend time with family after work, rituals help us establish healthy habits that can positively affect our home and work life.

### ***A Ritual for Leaving Work at Work: Bottling the Day Away***

This practice requires an empty bottle. You can choose whatever you like, but the bottle must be empty. The bottle will stay in any designated workspace you may have. This might stay at your office, or if you work from home, you can keep it on your desk. When you're ending the workday, take a few minutes to sit with yourself. Take a few deep breaths and assess how you're feeling. Are you stressed? Tired? Overwhelmed? These are normal feelings after long hours spent at work.

Allow those feelings to rise and imagine them forming into a ball. Open the lid of your bottle and imagine the ball of energy flowing through you. Envision as it continues to rise and comes out and flows into the bottle. After you've completed this exercise, close the bottle and place it in a designated spot to represent your work life.

By consciously setting aside time at the end of each day to “leave your work behind” and transition into your home life, you will be better able to unwind after a long day. This will help maintain healthy boundaries between work and home—even if it's only a symbolic gesture. This simple ritual can help you focus on the tasks and priorities that matter most without letting your work consume your life. And in the end, that's what setting boundaries is all about—maintaining balance and happiness no matter how hectic life gets.

### *A Ritual for Coming Home: Creating a Work-Life Switch*

If you struggle with leaving work behind at the end of the day, another important ritual to incorporate into your daily routine is a practice for coming home. For this practice, you need three items: one item to represent work, home, and the “switch,” which can be a stone or a small game piece. Lay the three pieces on a flat surface. In the mornings, when you're on the way to work, place the “switch” in front of the work item to signify that you are leaving your home and going to work.

At the end of the day, when you're on your way home from work, switch the items again to signify that you are home. As you repeat this ritual every day and consciously create a mental separation between your

two worlds at work and home, you will begin to build a stronger sense of balance and clarity in your life. If you want to create a more intentional practice, you can ensure you change your clothes as soon as you arrive and stretch for a few minutes.

This can also signal to your mind and body that you have switched from one world to another, which can help you leave work stress at the office. Take a moment to unwind to release any pent-up energy, like doing a few jumping jacks or yoga poses. This could be a grounding activity such as breathing in the energy of your home or visualizing roots growing down from your feet and going into the ground. Finally, put away your work things to symbolically close off this world and make the switch.

### ***How to Be Effective***

These specific rituals may not resonate with everyone, but you can create a healthy work-life balance in many ways that are suitable for you. The key is to find a clear, explicit ritual or routine. Choose an activity or event that signifies to your brain that a transition is occurring. For some, that might be an hour at the gym to release the day's frustrations before facing their family. For others, it could be a walk around the block before settling in to eat dinner. Whatever it is, the important

thing is that you create an intentional practice for yourself. In doing so, you will be more effective, present, and balanced in both your work and home life. Isn't that what we all really want?

### **Honoring Your Home and Work Boundaries**

It doesn't matter which ritual you incorporate. You can create a routine like the one described above or simply take some time each day to rest and reflect before moving on to something else. However, it is essential that you create clear boundaries between work and home. This means setting aside time at night and in the morning to focus exclusively on one or the other.

The rituals above are designed to complement your life and work rather than create a strict divide. After all, many people find that their work is an integral part of who they are and what they enjoy doing. As a result, it's crucial to honor this reality while still maintaining healthy boundaries.

To be truly effective in your life and work, you must first respect the values and importance of both home and work. By honoring your personal boundaries and creating a routine that allows you to balance your priorities, you can focus on what truly matters in both spheres of your life.

## Tips for Setting Boundaries

Setting boundaries is tough. Creating a clear divide can feel like you're shutting off a part of yourself or abandoning important commitments. However, it is essential to create healthy boundaries if you want to be effective and present in both your worlds. The key to doing this is understanding your *why*. When you understand why you do or need something, it becomes much easier to commit to that thing and make it a priority. In the next chapter, you'll learn how to run your race.

### REFLECTION QUESTIONS

1. What boundaries do you currently have in your work and home life, and how are they helping or hindering you?

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2. What is your *why* for setting clear boundaries between work and home? How can understanding this help you commit to creating effective habits around these boundaries?

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3. How can you begin to build new rituals and routines that support your needs and values while also respecting the needs and values of others? What strategies can you use to stay motivated and focused on this goal?

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4. What boundaries are you excited to incorporate and why?

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## WATCH YOUR BACK

**I**t's easy to lose yourself in the current hypercompetitive business/ workplace environment. Learning to set manageable goals and pursuing them the right way is key to a happy, burnout-free life. In this chapter, we'll discuss strategies for staying motivated and focused on your own success rather than that of your peers. These tips will help you recover from burnout and start thriving again.

As someone who has struggled with burnout, I know firsthand just how overwhelming and draining it can be. But the key to overcoming this all-too-common condition is to develop a healthy mindset that allows you to compete with yourself rather than your peers.

## HOW GOALS CAN AFFECT WORK-RELATED STRESS AND BURNOUT

Setting manageable goals for yourself and working towards them is crucial for avoiding burnout. Many people fall into the trap of focusing too much on what others are doing rather than taking the time to focus on their own progress. This can lead to feelings of overwhelm, stress, and even depression.

However, if you learn to focus on your own goals and set reasonable expectations for yourself, you can push past the feelings of burnout and start thriving again.

### *The Brain Is All About Energy*

Our brains are amazing organs, but they can also be a little finicky when it comes to energy levels. In order for our brains to function at their best, we need sufficient levels of glucose and oxygen in the bloodstream, along with adequate rest and relaxation. When we feel stressed or overworked, these basic needs can be scarce.

The brain learns in small steps—small lessons and small successes. This can be difficult when you feel constantly bombarded by new information and obligations, both at work and in your personal life. However, with this knowledge, you can reevaluate your goals to

focus on achievable tasks and push through the feelings of burnout.

Our bodies are naturally wired to respond to energy levels, so it's important that we understand how this can affect our work-related stress and burnout. If you take the time to monitor your own energy levels throughout the day, you may notice that certain activities or tasks sap more of your energy than others.

For example, if you notice you feel drained after spending too much time on social media, it might be a good idea to limit your time on these platforms and focus more of your energy on more productive tasks. Alternatively, if you find that email tires you out, intentionally schedule time for checking your inbox only at specific points in the day. Use your energy levels to your advantage and plan accordingly.

## THE ART OF GOAL SETTING

Goal setting is an art, but it's also a technique that you can use once you hone your skills to achieve anything, whether you are an entrepreneur running your own business or simply trying to improve your life in some way. Learning how to set and achieve goals is a valuable skill that will help you stay motivated and focused on the tasks at hand.

### ***Goals and Stress Relief***

One of the major benefits of goal setting is that it can help reduce stress and anxiety. Having a coherent plan in place, with specific milestones or targets to hit, gives you something to focus on other than your worries or frustrations. You can channel your energy into working towards achieving your goals, which can be an effective way to relieve stress and regain your motivation.

### ***Goals and Personal Happiness***

Goal setting can also help increase your overall happiness and well-being. When you set and achieve meaningful goals, you feel a sense of satisfaction and fulfillment. These feelings go beyond the short-term gratification of completing a simple task or checking something off your to-do list. Whether it's starting your own business, learning a new skill, or simply improving your health and fitness, having goals can help you find more meaning and purpose in life.

### ***What Goals to Set***

To get started with goal setting, think about what you hope to achieve and what you value most in life. Most goals usually have to do with what you need to accomplish, what you want to accomplish, or the consequences of either. Examples of goals might include creating a new business plan, improving your health and fitness, or developing a new skill set.

However, from an emotional standpoint, your mind and body might prompt you in their own ways to set goals. For example, if you find yourself more stressed than often or you're struggling with internal happiness, set goals that focus on reducing your stress or improving your overall well-being.

With this in mind, the key to setting successful goals is to align them with your values, interests, and priorities. By taking the time to reflect on what's important to you and developing a clear roadmap for achieving your goals, you can take back control of your life and reach new heights of success and happiness.

### ***How to Maintain Goals***

In order to help your brain process new goals, recreate them into small and manageable steps. Then you need

to evaluate each step and determine what you need to do differently to convince your brain that this is a small, beneficial, and achievable goal.

You can do this by first determining your overall goal. For example, if you're running a blog, maybe your goal is to write five blog posts or create ten fresh pins for your articles. Write down your key priority and be as specific as possible.

Next, reflect on the goal and break it into more manageable pieces. Maybe you work on two pins for one article. Or focus research for the first article. It doesn't matter how you break it up, but it should be easy for you to follow and return to without feeling lost if you step away.

After you've broken up the goal into smaller chunks, review what you can do differently. Perhaps in the past, you tried to develop a workflow that produced all ten pins in an hour, but you only accomplished two or three. To avoid burnout, you might need to approach the task more slowly, taking breaks as needed and focusing on one area at a time rather than sprinting through all ten.

Next, you need to evaluate the different outcomes that can occur when you accomplish your goal. For example, do you feel satisfied if you finish two pins and three

of your articles are published on time? Will you have more visitors or sales? Will you gain more visibility or establish more authority? What is the end result you're hoping for? Why are you completing the task? By examining and adjusting your results, you can find a balance that keeps your brain feeling energized, motivated, and excited about upcoming projects.

Afterward, reevaluate your goal based on your expected outcomes. Is there any room for improvement? Can you make the goals even smaller or streamline the process? Then imagine yourself completing the goal. Envision the success and satisfaction you'll feel after accomplishing your target. Allow those feelings to rise within you and motivate you to push through the tasks at hand. With this knowledge, you can combat burnout and recover your energy for a more productive, fulfilling workday.

Every day, remind yourself of your goal and ask yourself what you can do to bring yourself a step closer to achieving it. At the end of each day, reflect on your progress and adjust as needed to keep yourself moving forward.

The last step is to celebrate, even if it's a minor achievement. Regardless if you accomplish your goal or not, congratulate yourself for taking on the challenge and working hard to change your life. With this helpful

guide in hand, you can not only recover from burnout but also thrive in your work as a female entrepreneur.

With these strategies, you can push past burnout and get back on track toward your goals. By taking control of your energy levels, breaking up gigantic tasks into manageable steps, and evaluating how well you meet your objectives, you'll be able to stay motivated, focused, and productive.

## THE HEALTHY WAY OF REACHING YOUR GOALS

When we create a goal, we have a vision in place. We're working towards an end goal. However, creating and accomplishing goals can feel empty or dissatisfying, even if you accomplish them. Why, you might ask? Well, while having goals certainly gives us something to strive for and keeps us motivated, if the end result doesn't satisfy our core values, then we might struggle to feel satisfied.

For instance, let's say a person watched all 18 seasons of *Grey's Anatomy*. They fell in love with the presented hospital scenes and the characters' antics. They may also see the medical industry as bringing home a big paycheck or making a difference in people's lives, which might draw them to the medical field.

However, upon entering the medical field, they may become depressed—even if they're successful. They may not feel challenged or fulfilled, even if they excel at their job. But why?

Burnout can occur when we pour all of our energy into a goal without considering whether it aligns with who we really are. Unfortunately, the situations we're exposed to aren't always accurate, and making a huge life-altering decision at a young age, based on little knowledge, can lead to a lot of regrets.

The person who watched *Grey's Anatomy* wasn't given an accurate depiction of the medical field, and they were in for a surprise once they reached their goals. They thought they would feel fulfilled when they accomplished the goal. Instead, they learned harsh truths and burned themselves out from the stress and hardship of the job.

So how can we avoid burnout when pursuing our goals? While setting a goal is natural, it's important to take the time to reevaluate your goal regularly. Is it something you truly want? Or is it just something you feel pressured into doing or being? Are there any other aspects of your life that conflict with this?

We must realize that the only way to truly avoid burnout is to focus on goals that match our core values,

so we can feel satisfied and fulfilled when we reach our goals. Here are the three best questions you can ask yourself to better determine your goals and if the outcome is truly what you desire:

1. What experiences do I want in my life?
2. How do I want to grow?
3. How do I want to contribute to the world?

With the help of these three questions, you can pursue and achieve your goals in a healthy, fulfilling way. So go ahead, challenge yourself, and set goals that align with your values. You'll have the motivation and drive to push through the hardships and reach success without falling into the trap of burnout along the way.

By staying focused on what truly matters to you, you'll find that reaching your goals is not only achievable but also immensely rewarding. And who knows, maybe one day you'll even be able to say that you've achieved all of your goals and become the successful, thriving female entrepreneur that you've always dreamed of being.

### ***Why Smart Goals Technique Is Dumb***

In the past, you may have heard of SMART goals. SMART goals is a system that is often used to set and achieve goals, but I believe it is flawed. SMART stands for specific, measurable, attainable, realistic, and time-bound (Lakhiani, 2021).

At its core, SMART goals focus on data-driven metrics such as time, money, or results. It assumes that the more specific a goal is in terms of these metrics, the more likely you are to achieve it. However, what this technique fails to take into account is that there are many other factors involved in goal achievement, such as motivation, passion, and perseverance.

Another problem with SMART goals is that they can lead you to focus more on the end result than on achieving your goal. This creates a sense of urgency that can actually be detrimental to your success, as it makes you feel like you need to rush through your tasks instead of taking the time to enjoy the process and learn from your successes and failures.

At its core, however, I believe SMART goals limit you and constrain your creativity. For example, while having specific goals can help you stay motivated and see tangible results, those goals should evolve and change over time as you grow and learn. Instead of

focusing on the big picture and following your passions, you are forced to prioritize data-driven metrics above all else. This can stifle your growth as an individual and prevent you from reaching your full potential. Or in the case of “realistic,” if all our goals were realistic, it would mean that we had the same goals as everyone else, which is far from inspirational.

The problem with this technique is that it encourages you to set goals that are easy to achieve or just within reach—focusing too much on what you want to achieve in a set timeframe limits your ability to adapt and become better. While this might be an excellent strategy for some people, I believe that genuine success comes from setting bold, ambitious goals and pushing yourself to achieve them.

To truly achieve your goals and avoid burnout, you need to focus on setting meaningful, creative goals that align with your passions and values. You also need to focus more on the goal achievement process than simply fixating on the end result. So ditch the SMART goals system. Start focusing on your happiness, growth, and fulfillment in everything you do. After all, genuine success is not measured by data alone—but rather by the deep sense of joy and satisfaction that comes with truly being able to say that you've achieved your goals. Only then will you truly

be able to say that you've avoided burnout and truly succeeded.

In the end, I believe SMART goals are just another form of self-limiting beliefs, and it's time for us to move on from this outdated and ineffective technique. Instead, let's focus on setting meaningful and inspiring goals, regardless of whether they meet the criteria of being specific or time-bound. By focusing on what you value most and the process of goal achievement rather than just the end result, you can break free from burnout and truly succeed.

### ***Hustle Culture and Fear of Missing Out***

The hustle culture and fear of missing out (FOMO) have become increasingly prevalent in today's society. The hustle culture refers to our obsession with working long hours, pushing ourselves to the limit, and constantly striving for more. FOMO is driven by a fear of missing out on the latest trends and opportunities—whether it be attending events, making new connections, or even just keeping up with social media.

When the two merge, they can be incredibly damaging. For example, many people today find it difficult to disconnect and take a break from work, even on their days off. With so much information and stimuli

constantly bombarding us at all hours of the day, it's easy to develop a constant state of anxiety about what we might miss out on or fall behind on.

While this culture seems to offer many benefits in terms of productivity, it can actually lead to burnout and a lack of fulfillment. People who prioritize work above all else often end up feeling uninspired, bored, or disconnected from their genuine passions and goals. Additionally, when you're constantly trying to keep up with the latest trends and “hustle” your way to success, you miss out on crucial opportunities to rest and recharge or simply do an activity that's just for you.

So how do we resist the hustle culture and avoid FOMO? One key strategy is focusing on your values rather than chasing trends or keeping up with others. Instead of constantly comparing yourself to others or fixating on what you might be missing out on, take time to reflect on what truly matters to you. This might mean spending more time with loved ones, pursuing your passions and hobbies, or simply carving out some “me” time to recharge and regroup.

Also, disconnect from social media or the hustle culture and use that time to reconnect with yourself and what truly matters. By prioritizing your happiness, growth, and fulfillment, you can resist the negative effects of

hustle culture and FOMO—and instead achieve true success and avoid burnout.

## THE GOALS YOU NEED TO SET

So we know a lot about the goals we don't want to set or dedicate too much time to, but what are the goals we do want to set? In this section, we'll review the top five goals every entrepreneur should set in order to avoid burnout and maximize their chances of success while still appealing to their core values.

### *Find a Mentor or a Mastermind Group*

To help avoid burnout, find a mentor or join a mastermind group. Both options can help you stay accountable, provide support and encouragement, and give you the motivation you need to keep going when things get tough.

Whether it's connecting with someone in your industry who inspires you or joining a group of fellow entrepreneurs for monthly check-ins, there are plenty of opportunities to find the guidance and support you need to keep thriving.

### ***Create a Wellness-Friendly Workspace***

Another factor in avoiding burnout is creating a work environment that supports your physical, mental, and emotional well-being. This means focusing on aspects like healthy eating habits, setting boundaries around when you will and won't be working, giving yourself time to recharge throughout the day or week, and even incorporating more mindfulness practices into your daily routine.

If you have control over your work environment, make minor changes like adding greenery to your desk, using natural light, and getting organized so that you can easily find the items you need. Additionally, consider taking breaks throughout the day instead of working in one long stretch—this will help keep your mind fresh and focused.

### ***Go for Your Passion***

Your time as an entrepreneur is not just about making money. Of course, financial success and company growth are important—but they shouldn't be the only things you focus on. Don't let FOMO stop you from pursuing your interests outside of work. At the end of the day, it's also about you. Take care of your passions

and hobbies, and make sure to schedule some “me time” into your busy calendar. You deserve it!

When you do what you love and dedicate your time to what makes you happy, you'll be more motivated and energized to work hard. Rather than viewing your desire as a distraction, integrate it into your daily routine or even use it as self-care.

### ***Become a Thought Leader in Your Industry***

In order to avoid burnout, one of the best things you can do is become a thought leader in your industry or niche. This means constantly learning, growing, sharing your knowledge with others, and staying up-to-date on important trends that might affect your business or cause.

When you're a thoughtful leader, not only do you appeal to more clients or customers, you can impress your peers and build connections that can help you succeed. You'll be seen as someone who has valuable insights to offer, and this can reduce feelings of burnout by giving your work meaning and purpose.

### *Work on Quarterly Soft Skill Development*

Another key component of avoiding burnout is continuously building your soft skills and improving yourself on a regular basis. If you develop your communication, leadership, or management skills and make time for self-improvement, you can help yourself feel more fulfilled in your work and better equipped to handle the challenges that come with being an entrepreneur.

One way to do this is by setting quarterly goals for yourself and dedicating time each month to working on different soft skills. This could include attending webinars, reading industry-related books or articles, or even taking an online course on a topic you want to learn more about. By prioritizing your personal growth alongside your business development, you can avoid burnout and keep chasing your dreams.

#### **HOMework: CREATE AN ACTION PLAN FOR YOURSELF**

Using the material we discussed in this chapter, reconsider your goals and strategies for your business. Determine where you can make positive adjustments to reduce the potential for burnout and create an action plan that outlines the steps you need to take.

Some actions may include identifying what triggers feelings of burnout for you, developing a more flexible schedule so that you can take time off when needed, reaching out to others in your industry for support and guidance, and finding new ways to stay motivated or inspired. You may also want to consider educational or training opportunities that can help you build the skills you need to succeed.

At the end of your plan, be sure to set general timelines to establish reminders so that you will stay on track with your goals. You can continue to thrive in your entrepreneurial journey by taking proactive steps towards avoiding burnout. In the next chapter, you'll learn about lifestyle businesses and how to start one for reduced burnout.



## A PURPOSE-DRIVEN LIFE—THE ART OF LIFESTYLE BUSINESSES

**I**t's not only the way we handle business or structure in our days that can lead to burnout, but the industry we work in can also lead to burnout. For instance, those who work in the health or fitness industry can become overly focused on their clients' or customers' physical and emotional health. So much so that they may find themselves obsessed with their clients' diet or lifestyle but not their own. Any job where we are constantly helping other people will leave us emotionally drained if our efforts aren't properly balanced.

That being said, there are some glaring differences between startups and lifestyle businesses, the first of which is the purpose.

Purpose in a startup is usually solely focused on making money or growing their business to be as successful as possible. Often this success means sacrificing your health for the greater good, such as spending all night working in order to hit your company's quarterly goal.

In a lifestyle business, however, purpose is far more intertwined with the business itself, and focus is often growing your company or helping others—not just money or quarterly goals. By focusing on the latter, you can actually achieve both goals in such an industry without exhausting yourself. In fact, this type of work-life balance will probably lead to your company growing organically and making you far more money in the long run.

A few other key differences between startups and lifestyle businesses make it easier for entrepreneurs to avoid burnout, such as choosing a business model or niche that aligns with your personal interests. For instance, if you are passionate about cooking, start a food blog or YouTube channel rather than a company that sells food products. You will better connect with your audience and thus avoid burnout because you're doing what you love without becoming overwhelmed.

When I first started working, my ambition led to many promotions, and I tried my hand at many careers. Due

to my self-pressuring and people-pleasing ways, I was thriving.

I had an incessant need to over-deliver and over-please my superiors. Over time, my energy was depleted. I lost my sense of self, and the long-term stress led to burnout. Despite being a yoga instructor and psychologist, I lacked the skills and knowledge to manage my own well-being.

Going to a yoga session felt like another necessary task I had to complete after unsuccessfully completing my workday by 7 p.m. My feet would be swollen, I was hangry, and I felt guilty about the growing to-do list on my office desk. Even though I knew I needed to focus on my needs, something was stopping me from focusing on myself and instead prompted me to focus on delivering the best projects at work.

Now I understand it was self-limiting beliefs like *I'm not good enough* and *I have to work harder to prove my worth* that guided my actions and prevented me from taking care of myself.

Thankfully, I could create space for self-care through theta healing, and I am still on my journey of self-discovery. Not only did Theta healing help me ease stress and anxiety, but it also allowed me to find my true purpose and reconnect with the sole reason I

started working in the first place. Now I'm a Theta Healing Practitioner, and I help others who have been in my spot and are also struggling to create a work-life balance.

However, my journey into starting a lifestyle business helped my work-life balance. By starting a lifestyle business, I could tap into my true interests and passions. This helped me avoid burnout by working on something I enjoyed and found purpose in without feeling overwhelmed or stressed about hitting quarterly goals.

Whether you decide to start your own lifestyle business or find another way to focus more energy on self-care and wellness, it is essential that you take steps to prevent burnout in your professional life. After all, taking care of yourself will ultimately lead to better results and more success in the long run. Venturing into a lifestyle business ensures you are working on something you love, which can help manage and prevent burnout.

## WHAT IS A LIFESTYLE BUSINESS?

As I briefly hinted above, a lifestyle business is a type of business that focuses on providing value to its customers with no excessive growth or revenue goals.

Unlike startups, which typically prioritize growth and scale above all else, lifestyle businesses focus on building a company that supports your personal interests, values, and work-life balance.

Because of this different focus, many entrepreneurs choose to start a lifestyle business to avoid burnout and focus on their passions rather than being constrained by the demands of a startup.

For instance, an example of a lifestyle business might be opening up a Shopify store or a blog online that allows you to have freedom and work from home. In short, a lifestyle business supports the lifestyle you wish to live. As a result, a lifestyle business could still be a 9-5 job in an office setting. However, the primary difference would be that it is a lifestyle you wish to live and helps you avoid burnout. It needs to enhance a lifestyle that supports you and your needs and wants.

### ***Lifestyle Business Versus Startup***

Since a lifestyle business depends on your wants and needs, a lifestyle business can look different for everyone. However, in most cases, it is a business that provides more freedom or control over your time. It also more closely supports your desires.

In contrast, startups focus more on growth and scale. The principal goal of a startup is to grow quickly and amass significant profits in the short term. In general, most startups have a problem they're aiming to fix. For example, a startup may try to disrupt the traditional taxi market by offering ridesharing services like Uber. To do so, they'll need to hire a large team of employees and invest in marketing campaigns. As a result, managing and preventing burnout is typically not a priority for startups as they focus more on growth than self-care.

This can take a toll on employees who want more flexibility or freedom from their work and often lead to increased stress and burnout.

However, many entrepreneurs have found that starting a lifestyle business is the best way to avoid these problems while still pursuing their passions and interests in a meaningful way. By focusing on building a business that supports your life goals and values, you can enjoy more freedom and flexibility in both your professional life and personal life.

### ***Why Start a Lifestyle Business?***

Starting a lifestyle business has many perks and may be the right choice for you. Here are some benefits:

- **A start-up is 9-5:** Unlike startups, which typically have a 9-5 office schedule, a lifestyle business can offer you more flexibility and freedom in terms of how you choose to structure your workday. For example, if you want the freedom to take care of your children or pets during the day, then starting a lifestyle business may be the best option for you. You would also have the freedom to work 9-5 if that would complement your family's schedule.
- You can work from anywhere in the world: Another major benefit of starting a lifestyle business is that you can work from anywhere in the world. Whether you want to work from the comfort of your bed or travel around the globe, your lifestyle business can follow. You can work whenever, wherever, without needing to be tied down by an office job.
- **You don't already have a solid foundation or are not widely known in the industry:** Unlike many start-ups, which are typically founded by experienced entrepreneurs with strong networks and a proven track record of success, starting a lifestyle business can provide an opportunity for those who want to get their foot in the door. For example, if you don't already have an extensive network or an

established reputation, then starting your own lifestyle business can allow you to build a firm foundation. Then as you gain more experience, you can establish yourself as a leader in your industry. However, with a start-up, there are more chances for failure, especially if you don't already have a proven track record of success.

- **Start-ups can take years before you see a profit:** While a successful lifestyle business can earn you money relatively quickly, start-ups often take years before they see any profits. Therefore, starting your own lifestyle business may work for you if you want to start earning money sooner rather than later..
- **Less stress:** By starting your own lifestyle business, you can avoid many stressors that are often associated with start-ups. For example, as a start-up founder, you'll need to oversee all aspects of your company—from managing employees and finances to developing marketing strategies in order to grow your business quickly. This can be an immense burden and often leads to increased stress, especially when there are many areas that need to be taken into consideration. However, by starting a lifestyle business and focusing on growing your company at a more manageable

pace, you can enjoy more peace and time for yourself. Additionally, working in a field you enjoy with a schedule that allows unlimited flexibility can also be key to avoiding burnout.

- **More flexibility:** Whether working remotely from any location in the world or pursuing an interest unrelated to your current career path, a lifestyle business will allow you to do what matters most to you without feeling restricted by an office environment or rigid work schedule.
- **You'll become more well-rounded as you learn a variety of skills and tools:** One of the major benefits of starting a lifestyle business is that you'll become more well-rounded and learn new skills—both in your chosen field and in other areas. For example, when you start your own business, you'll need to manage finances, develop marketing strategies, oversee operations, and more—all while remaining passionate about your work. This can be difficult for some people, but it will also help you become a more well-rounded and successful professional in the long run.

If you're looking to avoid burnout and enjoy greater flexibility, then a lifestyle business may be the right

choice for you. With less stress, more flexibility, and the opportunity to become more well-rounded, being your own boss can be incredibly rewarding, both professionally and personally.

## THE TOP THREE PROFITABLE LIFESTYLE BUSINESSES

Luckily, you have many options for profitable lifestyle businesses to choose from. However, in this section, we will focus on the top three that are consistently profitable and provide plenty of flexibility. These include information marketing, service-based businesses, and e-commerce businesses.

One popular and profitable lifestyle business is information marketing. Information marketing involves creating and selling content that helps others solve a specific problem or improve their lives in some way. This could be through online courses, e-books, videos, webinars, or other digital products. This can include digital marketing, affiliate marketing, or any other area of expertise that you are well-versed in. With information marketing, you can build your business around something that you are passionate about and focus on providing high-quality content that your audience finds both useful and valuable.

Another profitable lifestyle business is a service-based one. This business model could involve providing online or in-person consulting services, offering coaching or training on a specific skill or topic, running an online store that sells products to support a craft you are passionate about, providing virtual assistant services for other businesses, and more. With this type of business model, you can monetize your skills and experience in a flexible and rewarding way.

Finally, an e-commerce business is another excellent option for those who want to start a profitable lifestyle business. E-commerce businesses can be run on a small scale—such as selling handmade items on Etsy or through your own website/blog. Or they can be larger and involve establishing partnerships with manufacturers or distributors to sell products in bulk. Whether you choose to run your own e-commerce business or partner with others, the options are endless and allow you to get creative in what you sell and how you sell it.

If you're looking for a profitable lifestyle business that allows flexibility, creativity, and autonomy, then consider starting an information marketing business, service-based business, or e-commerce business. With the right approach and commitment to your goals, you can build a successful lifestyle business that supports you both professionally and personally.

## ***What Kind of Lifestyle Entrepreneur Are You?***

You have many options when it comes to being a lifestyle entrepreneur—each with their own unique reasons and motivations for starting their own business. Some people may be drawn to the idea of having more time and flexibility in their professional lives. In contrast, others may seek a greater sense of autonomy or the opportunity to pursue their passions. However, your personality and core values will also play an important role in determining what kind of lifestyle entrepreneur you are.

If you're analytical and enjoy spending time researching and planning, then an information marketing business may be the right choice for you. This type of business involves creating and selling educational content on a specific topic or skill that your audience finds valuable. With this type of business, you can put your focus and energy into providing high-quality content that helps others solve problems or advance their skills in a particular area.

If you're more of a people person and enjoy engaging with others in a meaningful way, then a service-based business may be the right choice for you. This type of business involves coaching, consulting, or training

services to help others achieve their goals and overcome challenges. Whether you specialize in business coaching, marketing consulting, personal development coaching, or any other area of expertise, your skills and experience can be valuable assets when starting a service-based business.

## STEPS TO STARTING YOUR LIFESTYLE BUSINESS

Once you've decided which lifestyle business is best for you and complements the lifestyle you desire, there are several steps that you will need to take in order to get started. These include:

### *Choose Your Niche*

The first step in starting a lifestyle business is determining the niche that you want to serve. This can include identifying a specific topic, skill, or industry that you are passionate about and would like to help others learn more about. The best way to start is by picking an industry you already enjoy or have knowledge of. For instance, if you're a parent, a blog full of parenting hacks, tips, and resources can be a great way to build an audience and establish yourself as an expert in the field. As you become more proficient with your

business model, you can venture out and try niches that aren't as familiar to you.

### ***Determine Your Life and Business Goals***

The next step is to define your life and business goals, both short-term and long-term. This can include setting yearly or quarterly goals for your business and what you hope to achieve with your business on a broader scale. That might mean building a specific brand or becoming a thought leader in your industry. However, have a clear set of goals so that you can track your progress, make effective decisions, and stay motivated and focused on your entrepreneurial journey.

### ***Determine Your Target Market***

Once you've chosen your niche and developed a clear vision for what you want to achieve with your business, the next step is to determine your target market. This means identifying where your ideal customers are located, their age group, gender, interests, and other factors that can help you create a powerful marketing strategy. You can leverage social media platforms like Facebook, Twitter, and Instagram to learn more about your target audience and create content that resonates with them.

### ***Create and Align Your Brand Ideals***

The next step in starting a lifestyle business is creating and aligning your brand ideals to your niche, target market, and your lifestyle. This involves creating a brand identity that reflects the values, personality, mission of your business, and lifestyle you want to lead. Your branding should be authentic and reflect who you are at your core. Some important aspects to consider for your brand include your logo, color palette, tone of voice, website design, social media profiles, and other visual elements that help define your brand.

### ***Plan for Profit and Growth***

Once you've established your brand, create a clear roadmap for how you plan to grow and sustain your business over the long term. This can include developing a marketing strategy that helps you reach more people, building strategic partnerships with other businesses in your industry, and leveraging online tools to streamline operations or manage your finances.

### ***Build Your Lifestyle Business Audience***

Next, focus on building a loyal audience for your business. This involves creating quality content that

engages and informs your target market. It can also include establishing yourself as an expert in your niche through networking, attending speaking engagements, and other marketing outreach efforts. You can accomplish this by investing in digital marketing tools like social media ads, email lists, and online courses to help you build your audience and establish yourself as a thought leader.

### ***Develop Your Business Model***

The ultimate step in starting a lifestyle business is developing your business model. This involves identifying the specific products and services you will offer. You also need to determine the pricing structure and marketing strategy that will help you reach more customers. You can use tools like Lean Canvas to create a high-level overview of your business model or draw on your own entrepreneurial experience to create a detailed business plan. Once you have a clear framework for how you'll run your business, it will be much easier to stay focused on your long-term goals and hit key milestones along the way.

### ***Scale Your Business and Add Multiple Streams of Income***

In order to maximize your success as a lifestyle entrepreneur, it's important to scale your business and add multiple income streams. Having multiple income streams related to your business will help you maintain a steady stream of income. If one service doesn't do well one month, the other products or services will compensate. Additionally, this is how you can build your business to make over six incomes.

You can do this by identifying new products or services you could offer to your existing customers, branching out into related industries, or expanding into the online marketplace through e-commerce platforms like Shopify. Additionally, you can tap into the power of affiliate marketing and create partnerships with other businesses to drive more traffic, sales, and revenue to your business.

Keep in mind the more your business grows, the more tasks you may have. If you want to enjoy your time and have less stress, consider hiring a team and delegating tasks. Depending on the size of the business and its demands, you may only need to hire one other person.

However, delegating and outsourcing tasks whenever possible gives you more time to enjoy your lifestyle. Plus, you'll have fewer worries when you have another

expert by your side. By focusing on what you're good at and outsourcing the rest, you can continue to grow your lifestyle business while maintaining a work-life balance that feels right for you.

At the end of the day, starting a lifestyle business involves having a clear vision for what you want to achieve. Then you align all aspects of your brand and operations around that goal. By focusing on creating quality content, growing your audience, and delegating tasks to a trusted team, you can build a profitable business that supports your ideal lifestyle.

## YOUR LIFESTYLE BUSINESS AND YOUR BUCKET LIST

One of the best features of starting a lifestyle business is that you can use it to help achieve your bucket list goals. Whether you want to travel more, take up a new hobby, or spend more time with friends and family, having an established business can give you the flexibility and resources you need to make those dreams a reality.

Additionally, having a bucket list can motivate you even on the darkest of days. For instance, if you're struggling with a tough task or feeling unmotivated, simply thinking about the goals you've set for yourself can help

you push through and keep moving forward. Create a bucket list of all the activities you want to do in life, and use your lifestyle business as a tool to help make those dreams come true. Here are a few ideas:

- **Travel to new places around the world:**

Whether you want to visit every continent, hike through a remote wilderness, or simply take a weekend trip to your favorite city, having a lifestyle business can make traveling more accessible and affordable.

- **Learn new skills or master an existing**

**hobby:** From painting and photography to cooking and playing a musical instrument, a lifestyle business can prompt you to explore new interests. Plus, you'll have the time and freedom to develop your skills.

- **See aurora borealis:** If you've always dreamed of seeing the northern lights, start a lifestyle business and use the profits to fund your next trip to a remote location. With a lifestyle business, you can work during the day and see the northern lights at night.

Ultimately your lifestyle business can be a powerful tool to help you pursue all your dreams and achieve your goals. So start brainstorming today, create an

actionable plan, and work toward accomplishing your bucket list! In the next chapter, you'll learn how to improve burnout symptoms by working on your health.

### REFLECTION QUESTIONS

1. What do you think will be the biggest challenges and rewards of starting a lifestyle business?

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2. In what ways can you continue to grow and scale your lifestyle business in order to achieve even more success?

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3. If you are employed, can you think of any lifestyle business you can venture into?

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4. If you are already in business, is there a way of converting your business into a lifestyle business?

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5. How can you leverage your business to pursue your bucket list goals or other personal interests?

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6. Looking ahead, what are some steps you can take to start or transition your current business into a lifestyle business? Do you need to invest in new skills or resources, build an online presence, or hire additional team members?

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## FROM THE INSIDE OUT

**Y**our fitness level and diet may aggravate burnout or improve the symptoms. Our gut health is crucial to how we feel. However, since it's hard to exercise when you're feeling the negative effects of burnout, your diet and fitness might need attention.

What you eat and how much activity you get plays a large role in your well-being overall. Understanding these factors ensures you know the right steps to take in your quest to beat burnout, so let's have a look at both.

### BURNOUT AND YOUR BODY

Burnout affects you not only psychologically but also physically. Your diet and exercise habits can exacerbate

these effects on your body. For example, people suffering from burnout may be less inclined to eat healthy foods and get adequate activity, which can further exacerbate their symptoms. In addition, research has shown that burnout can actually compromise your immune system, making you more susceptible to illness (Salleh, 2008).

Some physical symptoms you might experience from burnout are:

- fatigue and lack of energy
- difficulty sleeping or insomnia
- weight gain or loss
- muscle tension and headaches
- poor digestion, heartburn, and other gastrointestinal issues

We might experience these feelings or symptoms because of the role that our hormones play in burnout. For example, cortisol is a hormone that is released into the bloodstream when we experience stress. This triggers several processes, including increasing blood pressure and glucose levels, which results in increased energy to deal with the stressor.

However, if these hormones remain elevated for too long—as can happen with burnout—they can actually

contribute to health problems such as high blood pressure, diabetes, and obesity. Unfortunately, even if we don't experience these physical symptoms of burnout, our energy levels and immune function may be compromised.

Luckily, you can take steps to improve your diet and fitness routines to support your recovery from burnout.

## WHAT ARE THE BENEFITS OF EXERCISE?

Exercise benefits us in many ways, both physically and psychologically. Regular exercise can improve your mood, reduce stress and anxiety, and even help to fight depression.

A fundamental way exercise helps to relieve symptoms of burnout is by increasing endorphins in the body. Endorphins are hormones that play a key role in pain perception and mood regulation. By increasing these hormones, exercise can help to reduce feelings of burnout and improve overall well-being.

Besides boosting endorphin levels, regular exercise also strengthens the immune system and helps regulate key hormones in the body. This can help to reduce the number of physical symptoms associated with burnout, such as fatigue, headaches, and digestive issues.

With these benefits, it's clear that exercise is a key component of recovery from burnout. To get the most benefit from your exercise routine, be sure to incorporate regular physical activity into your daily life—even if it's just a short walk or a yoga class. If possible, exercise outdoors in nature whenever you can. This will help you reap all the mental and physical benefits of exercise while supporting your recovery from burnout.

### ***Implementing Exercise When Feeling Burnout***

Exercising regularly can be challenging, and this is especially true if you're stressed or burned out. When you're struggling with your emotions, it's difficult to find the motivation to get up and work out. However, regular exercise can enhance your journey toward recovery from burnout, so it's crucial that you incorporate it into your routine.

Here are some tips to help you make exercise a priority in your life:

**Start small:** Don't overhaul your entire fitness routine right away. Instead, start with a simple goal, such as going for a 10-minute walk every day or incorporating one yoga class into your weekly schedule.

Start small: Don't try to overhaul your entire fitness routine right away. Instead, start with simple goals like going for a short walk or doing bodyweight exercises.

- **Find an exercise buddy:** Whether it's a friend, family member, or coworker, having support and accountability from someone else can help you stick to your exercise goals. Find someone who can block off an hour of their schedule to join you for a run or a workout at the gym.
- **Set reminders on your phone or calendar:** If you struggle with motivation with exercising, use reminders or other tools to keep yourself on track.
- **Find an exercise that you enjoy:** If you don't enjoy the type of exercise that you're doing, it will be much harder to stick with it in the long term. So try different activities or exercises until you find one that makes you feel happy and energized.
- **Rest when you need to:** Give your body time to recover and rest, especially if you are pushing yourself physically. This might seem counterintuitive, but when you give your body a chance to recover, it can return much stronger than before, which can increase your productivity. So be sure to listen to your body.

With a little planning and commitment, you can make exercise an important part of your recovery from burnout.

- **Incorporate a variety of exercises:** Exercising can get boring quickly, especially if you're not seeing the results you want. As a way to combat this, include a variety of workouts in your routine. Some exercises that you may want to try include yoga, running, strength training, or even just a daily walk around your neighborhood. Target different areas of the body or try different routines throughout the week. With so many options to choose from, there is sure to be an exercise that can prompt you to feel more energized and motivated.
- **Eat a healthy diet:** As I mentioned above, our diets can affect our mental health. If we're struggling with burnout, the foods we eat can affect us more. A healthy diet can reduce inflammation in the body and support physical and emotional well-being, which is necessary to fight burnout. Some key dietary changes that you may want to consider are eliminating highly processed foods from your diet, increasing your intake of fruits and vegetables, and avoiding sugar and high-fat foods.

- **Track Your Progress:** Tracking your progress can help you see the positive changes that you are making in your life. This will ultimately help you feel more confident and optimistic as you move forward on your journey toward recovery. You have a variety of options to track your progress, such as keeping a journal, using a fitness app, or tracking your workouts with an online tracker.
- **Exercising in nature:** Many studies have shown that being outside—even for a short period of time—can reduce stress and improve mood (Weir, 2020). Exercising in nature has been shown to significantly boost mood and lower cortisol levels. So if possible, go for a walk or hike outdoors regularly.

Ultimately, taking action and making positive changes in your life is the key to overcoming burnout. Exercise is one of the most important steps that you can take on this journey. By following these tips, you can start to build a regular exercise routine that supports your physical and emotional well-being—even when you're struggling.

## YOUR DIET AND BURNOUT RECOVERY

When it comes to recovering from burnout, diet is a crucial factor to consider. As I briefly mentioned above, a healthy diet can help reduce inflammation and promote overall physical and emotional well-being. With a little awareness and planning, you can incorporate these healthy eating habits into your daily routine, which can support your journey toward recovery from burnout.

### *Why Is Gut Health Important for Burnout?*

Gut health plays a crucial role in maintaining physical and emotional well-being. The gut is home to trillions of bacteria, known as the gut microbiome. This can influence many aspects of our health and wellness. For example, these bacteria support digestion, metabolism, and immune function, while also influencing mood, behavior, and cognitive function. When the gut microbiome is out of balance or compromised in some way, it can lead to increased inflammation throughout the body. This can affect our mental health and make us more susceptible to burnout. Therefore, by focusing on gut health through a balanced diet rich in probiotics, prebiotics, and other key nutrients, we can support our overall well-being and reduce our risk of burnout.

## *The Right Nutrition for Burnout Recovery*

To support burnout recovery, alter your diet to be more conducive to healthy bacteria. Consume a balanced diet that is rich in key nutrients such as probiotics, prebiotics, and omega-3 fatty acids. These nutrients play an essential role in maintaining optimal gut health and overall bodily function. For instance, probiotics help to support digestion and immune function, while omega-3 fatty acids reduce inflammation and promote brain health. Additionally, prebiotics support the growth of beneficial probiotic bacteria in the gut, which can further improve overall wellness. With the right nutrition, you can take steps towards recovering from burnout and feeling your best both physically and emotionally.

Overall, if you are struggling with burnout, focus on your nutrition as a key part of your recovery. Doing so can support gut health and promote overall physical and emotional well-being. With the proper nutrition, you can heal from burnout with the right nutrition and feel your best again.

### **Foods to Eat When Feeling Burned Out**

When dealing with burnout, several foods can help support your recovery. Below are foods that can promote a healthy gut and improve burnout.

- **Complex carbs:** These are high in fiber and reduce inflammation, which keeps your gut healthy and promotes overall well-being. Some dominant sources of complex carbs include whole grains, beans, fruits, and vegetables.
- **Soups and warm drinks:** Soups and warm drinks soothe the body and increase feelings of calm or comfort. Some great warming foods and drinks that can support burnout recovery include bone broth, herbal teas, soups, broths, stews, and smoothies.
- **Healthy fats:** Healthy fats support brain health and reduce inflammation throughout the body, which is believed to be linked to poor mental health. Some significant sources of healthy fats include avocados, nuts, seeds, olive oil, and fatty fish like salmon or sardines.
- **High fiber:** Fiber-rich foods can improve digestion, support gut health, and promote feelings of satiety. Some popular high-fiber foods to include in your diet when dealing with burnout include fresh fruits and vegetables, whole grains, nuts and seeds, beans, lentils, and avocados.
- **Protein:** Besides being a significant source of energy, protein is also necessary for building and repairing muscles. Including plenty of

protein-rich foods in your diet can boost your mood and reduce feelings of fatigue or stress. Some wonderful sources of protein include eggs, dairy products like milk and yogurt, lean meats, fish, and plant-based proteins like tofu or tempeh.

- **Adaptogens:** Another great natural remedy for burnout is adaptogens, which are herbs that help to reduce feelings of stress and anxiety. Adaptogens are known for their ability to help the body adapt and better manage stress, which can be especially helpful when dealing with burnout. Some common adaptogens include ashwagandha, Rhodiola rosea, ginseng, and holy basil.

Whether you are looking for soothing soups or high-quality proteins, there are many delicious foods that can support your recovery and help you regain your energy and well-being. With the right nutrition, you can start on the path toward overcoming burnout and living a healthier, happier life.

### **Foods to Avoid When Feeling Burned Out**

Along with focusing on the foods that can help support your recovery, be mindful of the foods that may exacerbate feelings of burnout or stress.

- **Sugary foods:** Foods high in sugar promote feelings of fatigue and irritability, so it is best to limit these types of foods when you are dealing with burnout. Some examples of sugary foods to avoid include candy, baked goods, commercial smoothies or juices, soft drinks, and fast food.
- **Caffeine:** Caffeine can be helpful for boosting energy in the short term, but it also has stimulant effects that may make you feel more stressed out over time. If you are dealing with burnout, it is best to limit or avoid sources of caffeine like coffee, tea, energy drinks, and chocolate.
- **Processed foods:** Foods that have been highly processed tend to be low in nutrients and high in unhealthy fats and added sugars. These ingredients can exacerbate feelings of stress and contribute to poor gut health. For best results when dealing with burnout, focus on eating whole, unprocessed foods like fresh fruits and vegetables, lean proteins, whole grains, beans and lentils, nuts and seeds, and healthy fats.
- **Alcohol:** While alcohol may help to temporarily reduce feelings of stress, in the long run, it can actually exacerbate feelings of anxiety. Limiting or avoiding alcohol when you

are feeling burned out is the best course of action for restoring your physical and mental well-being.

By being mindful of the foods you choose to eat when feeling burned out, you can take steps towards nourishing your body, reducing stress and anxiety, and regaining your energy and wellness. With the right nutrition and an improved diet, you can conquer your feelings of stress and fatigue and start living a healthier, happier life. Don't hesitate to try out the diet and exercises suggested in the chapter for optimum mental and physical health.



## CONCLUSION

Congratulations, you have completed *Burnout Recovery Guide For Female Entrepreneurs*. How do you feel? Have you been able to pinpoint if you're suffering from burnout? Have you been able to find some tips and tricks that can help you recover? What are some signs or triggers you've learned about yourself that could help you prevent or manage burnout in the future?

Now it's time to focus on your recovery. Remember to take things one day at a time. And also, remember that you're not alone in this—many other women entrepreneurs have gone through burnout and come out the other side. Remember, I'm one of them, and you can be too. Here is a quick reminder of what we've reviewed so far:

- Burnout is a state of physical, mental, and emotional exhaustion that is caused by excessive and prolonged stress.
- Burnout can affect anyone; however, depending on your personality type, you may be more susceptible to burnout than others. Common personality types affected by burnout are Type As, individualists, the emotionally dissonant, the investigator, loyalist, or emotionally unaware.
- Some signs of burnout are:
  - physical fatigue
  - insomnia
  - changes in appetite
  - irritability
  - anxiousness
  - sadness
  - feeling overwhelmed
- Burnout can have serious consequences on your health if it's not managed properly. Some of these consequences are:
  - high blood pressure
  - heart disease
  - anxiety

- depression
- Burnout can be caused by a variety of factors, including:
  - work-related stress
  - family or personal stress
  - chronic illness
- Perfectionism is a major contributor to burnout. If you're a perfectionist, learn how to let go and delegate tasks.
- To help ease your responsibilities, you can automate and optimize your business model. This might include automating your social media, using an email service provider, or investing in marketing tools.
- You can also manage your time better by learning to say “no,” setting boundaries, and taking regular breaks.
- Take care of yourself both physically and mentally. Our minds and bodies have a close connection, and taking care of one can help the other. This means eating a healthy diet, getting enough sleep, and exercising regularly.
- Additionally, there are a few tasks you can do to recover from burnout, including seeking

professional help, making lifestyle changes, and practicing self-care.

If you think you might be suffering from burnout, it's important to seek help as soon as possible. The sooner you catch it, the easier it will be to recover. It took me many years to recover from burnout, and I don't want you to have to go through the same thing. Once I learned which techniques worked for me and supported me in a way that helped me thrive, I could pull myself out of burnout and into a more balanced and healthy state.

I hope this guide has helped you on your journey to recovery. Remember, if you're suffering from burnout, you're not alone. Plenty of resources and people are available to help you recover. Take things one day at a time and focus on taking care of yourself. Now that you are empowered to transform your life don't hesitate to take the necessary steps for a happier, burnout-free lifestyle. You got this!

If you enjoyed this book, please leave a review on Amazon.com. Thank you, and good luck!

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