

# BUSINESS MADE EASY<sup>!</sup>

A man with short, light-colored hair, wearing a blue and white checkered button-down shirt, is smiling broadly. He is splashing in water, with white foam and droplets around him. The background is a light, textured grey.

**Episode 58**

## **15 Steps to Avoid Business Burnout in Your Business**

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Full Episode Transcription

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Good day, good day and welcome to the Business Made Easy Podcast where we make business easy. Jason Skinner, your host here for another week of the podcast that is all about making you more money, giving you a better business and having a better life as a result. Thank you so much for joining me. I am glad you are here with me, whatever you're up to in the world out there. I hope it's going well for you. If you're new to the show, welcome. I'm glad you're here with me as well and thank you so much for tuning in.

Don't forget to hit that subscribe button to make sure that you get each weekly episode that we bring out. I bring them out on a Friday morning typically around 6:30 A.M. and in Australian time so if you're in the US or another country that will be slightly different probably more Thursday, Thursday afternoon but thank you so much. Hit that subscribe button and I'll be sure to give you as many as valuable business tips and gems as I can to help you in your way.

Also, if you haven't joined our free Facebook group community yet, be sure to do that. You could do that at [BusinessMadeEasyPodcast.com/community](https://www.businessmadeeasy.com/community). I'd love to hear from you over there. It's a free group to join. It's like a bit of a mastermind group of business owners doing various different things. You can share your ideas or concerns or ask for help or whatever it is that you're after over there [businessmadeeasy.com/community](https://www.businessmadeeasy.com/community) and I will be there to help you as well.

Fantastic, we've got a great show today. I've been thinking a lot- there's a tongue twister. I've been thinking a lot lately about burnout in business and business burnout can happen to us all. It's just one of those things that it creeps up on you, it's insidious and you don't see it and then bang, next thing you know you've just got no motivation. You just feel totally overwhelmed and just totally

frustrated with the world and wonder why on Earth you even want to get out of bed that day and you know, how has this happened and why am I in such a bad spot. Does anyone relate to that at all? I think every business I came across has experienced that at some point in their life. Some people recover and it's just a phase. Other people just don't, unfortunately. They just- it keeps eating them away bit by bit.

So today I'm going to talk to you about business burnout, why it happens and why I think it happens and I'm going to give you 15 actual things that you can do and implement on a regular basis to help you deal and prevent burning out in your business and keep you fresh and motivated and focused on achieving the results you're really seeking to achieve because anybody burning out it's a terrible feeling.

I've burnt out myself before sort of even of late been thinking quite a bit about my health, you know, and I've been so busy putting the podcast together and you know, building out and growing our businesses but you know, it's quite easy to just give up on the things that actually keep you going or because we feel we're too busy to look after ourselves and like I'm giving you an example, I don't know how many times I've started to go running for instance.

Running is one of my best exercises I can do. I just absolutely love it. It clears my head. I get fresh ideas and feel great when I do it. But do you think I actually do it as much as I should and I just don't. So I've sort of really been thinking a lot lately about that and how it's impacting my health and my mental state and how I've got to really sort of turned that around and get back into that fitness particularly here in Australia.

We're going into summer very shortly which is one of my favorite times of the year, spring and summer, and I want to be feeling good. I want to go into that feeling pumped so that's an area for me personally that I'm actually looking at at present.

But we're going to talk about 15 things today that I think is really going to help you to not burnout in your business. But before we get into the remedies for business burnout, let's have a look at sort of the journey that somebody goes on in business and why business burnout actually happens and I see this all the time with my clients, when I'm helping my clients with it to grow their business etcetera in a coaching capacity and you know, and even in an accounting capacity, the things- I guess the steps that people go through to get to that burnout stage usually follow a fairly common path and it normally starts when we start out in business.

I remember starting out in business, we're all optimistic. We all know that feeling of enlightenment when we, you know, that euphoric sort of feeling of, "Oh wow, this is going to be the best. I really love doing what I'm doing. I can't imagine doing anything else. This business is going to be my life. I just love it so much", or it's just going to be, you're not going to make so much money doing this or whatever the motivation is, it's just going to give me so much freedom that's usually a good one.

"I really want to have my own business. I can't wait to have this business doing this because it's just going to mean so much freedom for me and I'm going to be able to just come and go as I please", and- has anyone ever felt that feeling when they were starting up their business? You know, "I'm just going to be able to do whatever I want and go on holidays whenever I want to", and I know that

business is unfortunately isn't like that and when you start out in business and you're all motivated and full of energy and some of the things people say when they're starting out in business is, you know, "I can't imagine doing anything else" or other things they will say are, "there's just not enough hours in the day, you know, wish the days were longer or I wish I could be doing this more because I'm just enjoying it so much. It's going to be great."

When I've finished that's another thing people will say but when I've done this then this will happen. That's another common one. When this happens then this state will occur and I see that all the time but what I've also seen, this is one of the beauties of being sort of the outsider to this business, as I see this people more and more regularly, bit by bit they don't see it themselves but bit by bit things are eroding. They're not looking after themselves as well as when they started.

The business is growing usually when after a couple of years, you've been putting in all that work and the business is growing. It's growing to capacity now. It's, you know, it's really pumping along nicely but the thought of marketing really scares you at that stage and after a couple of years when you've really filled your capacity and you can't possibly fit any more in your day, the idea of another customer walking in that door which is sort of thinking in terms of being overwhelmed and you couldn't imagine how you would possibly serve another customer.

You might be starting to take on staff. You've been taking on staff and now you've got more frustrations because, you know, you've got to train these staff and all sort of stuff to get in and you just don't know where things are- where it's going to end but you keep going because you're still kind of excited about it

and it's your business and you're still motivated by it. But I see it bit by bit by bit, year after year I just see the enthusiasm of coming off people's face and when I sit down with them and we have a one on one conversation and I just ask them honestly, "how is everything going?" And usually that's enough to truthfully how is everything going and usually people start to open up and say, "well, I'll tell you what, I don't know that I could do another day like this because I'm just that burnt out or I'm overwhelmed or what not."

Generally, signs of overwhelmed you don't want to get out of bed anymore or you want to sleep in longer, you've lost that rush to get to your business. You don't want to do anymore marketing, you know, things start to arrive, you just don't want to- just the idea of- you just want to escape. And generally, what people do is they'll escape to things that aren't good for them. They'll escape to not eating quite right or they'll escape to maybe relaxing it and drinking alcohol at night and not actually exercising or they'll escape to things, to time wasting things or escape to Facebook and spending time on Facebook as opposed to actually working on improving their business or just lost the general - the shine that they had when they started out in their business.

These are all signs of burnout and overwhelm. You just don't want to do it anymore. You just can't possibly see an end to it and it's just overwhelming and you don't want to do it anymore.

And business shouldn't be like that, you know, you should be loving- you're not going to love it every day. There's going to be days where you just, for whatever reason, I don't know if you had them but I get that you go in with the best intention and everything is going to be rising, you're going to have a great week and productive week and you've set yourself up for success but something will

happen and you go, "where did that come from? That wasn't in my plan." Well, you know, when you're at the top of your game and when you I guess impart in your business and you're working in your business then you're working on your business, you- you can deal with those things a lot better but if you're suffering from that burnout and overwhelm, when things go wrong nine times out of 10 they end up a lot worse than they actually probably were to start with because you just can't deal with the mental capacity required to process it and deal with it. It's just too much.

Now, I'm not talking about depression here although it can lead to depression. Absolutely if left unattended, you know, you could end up in a depressed state that you kind of need sort of heavier sort of treatment etcetera to get out of it but I'm just talking about sort of the early signs of burnout where you're just exhausted from it, mentally exhausted and physically exhausted and you really want to make sure that you bounce back from that or now, I'll give you the things today to help you to bounce back from it and not go into that state.

If you are feeling depressed then I must, must put this in the show. If you do feel that you are depressed or you are- the signs of depression, you know, you really just, you know, cloud, constant cloud and you know, having terrible thoughts then you really need to seek professional advice and I encourage you strongly to speak out. Even if you talk to a friend about it or talk to someone that don't leave that unattended. It can be very, very harmful at long term. So make sure you speak up. If you are feeling you're suffering any depression or anything like that that you actually seek professional help to do that.

But the burnout I'm talking about is not in that depressed state just yet. [laughs] It's more of just a general feeling of overwhelm and burnout. You just can't

possibly see or want to grow your business any further than we currently are. And look, it can be fixed. The good news is that it can be either things you can do to implement change and change your state and change your mental outlook and change the way you approach things.

So I'm going to work through 15 things with you today that I believe are real good game changers in terms of being able to help you to deal with that burn out and to prevent you from burning out. And the very first one is to be very crystal clear about what are these that you are trying to achieve, your vision and your goals. It all comes back to that because there's no point burning yourself out and stressing and straining trying to do something that you don't have any clarity about what it is that you are trying to achieve.

If you don't know where you're heading or what you're trying to achieve, you are just going to be running around in circles and not achieving anything, not going anywhere and you are going to burn out. That's just a given. You're just going to be beating your head off against the wall for no common good and we only get one life and you don't have ways to doing that and life is not a rehearsal. The day we're living now or the things we're doing now in our life, these aren't rehearsals.

We only get one shot at this so we want to make sure that we are, you know, we are achieving I guess what it is that we need to be achieving. So heading in the right direction and achieving that vision for your life, achieving the goals that we've set for our life, we want to make sure that we are crystal clear about what it is that we want in our life.

Now, the thing that you're doing now in your business may not be what your vision is. If that's the case then you need to really make corrective action and you need to start getting cleared about exit strategy for your business and then how you're going to go and start doing this, implementing the thing that you want to do in your vision, what you see in your vision and how you're going to achieve that because you don't want to waste your life on doing something that you- it's just not on your radar, it's not what you want to be doing. So get clear about your vision and your goals, step one.

Number two, the second thing that I would recommend people do is to set planning blocks. Now, what planning blocks are to me? Chunks of time that you sit down with your vision and your goals and you actually plan out exactly how you're going to implement these things, how you're going to make things happen and how is it all going to work and what obstacles do you foresee and what resources are you going to need and what people and help are you going to need. Get clear about your role in your vision and goals. It's one thing to have vision and goals but where do you sit in that?

The vision and goals are your actual outcomes but where do you sit in those vision and goals? What role do you play? Now, planning blocks I believe, for me a planning block, a good planning block and it's not always possible but I would always recommend a minimum of three uninterrupted days at least. For me, I try to get at least one of these in a year like a 5-day block or usually take a week-off away from the office, away from the clients and phones and all that sort of thing and even my wife she still goes to work, my sister goes to work but I take the week to sit and just get clear about what are these that I need to do over the next period and that's implementation.

And it's probably one of the best weeks of my calendar year is to sit and do that planning because I just get so much clarity about where it is that I want to go. Now, a week is not always possible for people but you can look at three days and if you can't do three, do two but at least do something, any day. Even if it's a weekend, you know, take that time and get that clear, planning block. Generalize it, write it all down, get clear about it and it really comes back to again, a bit like that business planning on a page, strategic planning and getting clarity around that and certainly going to grab my business plan template if you're looking for starting point but certainly, you'll come up with your own system of how you plan and set the time aside. You really need to make the time available to actually implement and set this time. And that planning helps you to not get overwhelmed. It gives you clarity about direction and where you're heading and what you need to do, the steps and actions you need to do.

The third point, the third tip I have is plan your week ahead. Set your week-off for success. Set your week off so that it is, you know, starting off in the right direction and you're heading in the right direction and by that Sunday afternoon or Sunday morning is a great time to do that depending on what you've got on but I love to sit my scene for Sundays and really just I guess get clear about the week ahead and what it is that I'm trying to achieve and what I've got to do that week and by the end of that week, have I achieved it? You know, did I meet the targets and goals? Etcetera that I tried to achieve.

So you really wanna make sure that you are planning the week ahead. Get a diary, get some form of planning tool. I use Asana, it's a free tool. It's a free online tool and Asana is just a great task management. I can delegate tasks with it, etcetera and get clear about it.

Another thing that's really helpful for me too in that planning the week ahead is I've got a big white board in my office and I'll write up there just things that come to mind. Somewhat I forget about them. I just list them down. Just write them down if they're important and- or things that I've got act on it some point in time but it gets it out of my head, gets it up on the wall, I'm not going to forget about it and I don't need to wake up at 3 in the morning and worry about it. So yeah, planning, can't stress enough the week ahead and break it down into blocks of weeks, you know.

Tip number four is set work sprint times. Now, sprint times they're about basically-- I believe that some people are really good in the morning, some people are most effective at nights. In our household here, I'm a morning person. I can get off at 4 in the morning. I'm at my best, I'm at my most alert, I can get the most done and it's just a fan- the earlier the better for me. I love early mornings. I love the peace of the morning. I love that the world is asleep and I can get up and just think in clarity and great thinking like that. My wife on the other hand, Melissa, she's a night person. She gets her stuff done at night. She would much rather stay back after everyone has left the office of the day and do what she needs to get done then get up early in the morning because she'd rather sleep in. Do you know what I mean? So these differences, people are different at different things.

Now, whatever that is for you, if you're a morning person or a night person, if that's your productive time, sit a two or three-hour work sprint time. So, no devices, no distractions, anything like that, set a big project or something that it is that's going to make a big difference in your business and set a time to work on that and sprint like just don't stop, just get in there, get your coffee before you start or whatever it is that you need to have if you need water or whatever

but just lock yourself down, phones off, internet off other than for research or whatever work you're doing but no Facebook, etcetera and get into a sprint and if you did five of these sprints for two or three hours a day, let's say you could do a 2-hour sprint, five days a week. It's 10 hours of total effective time. That's over a day of total game-changing time for you that you can actually start to feel like you're achieving something and moving that needle. So sprint times set them which what works for you morning or night and they're non-negotiable times where you can just schedule them into your diary, schedule the task in that you're going to do in that time and also make sure you've got all the results that's available to do that. If you're halfway through your sprint time and go, "oh, I don't have this. I can't finish it."

Get in there and make sure that it's a planned out sprint that you can focus and achieve, then that will help you avoid burnout because you're not going to feel overwhelmed with all the things that you've got to do. You'll actually feel like you're achieving something which is very much aligned to this next one which is focus on high pay-off activities.

Now, there's a concept called the 80-20 principle, the Pareto principle, it's called. A lot of people know about it but if you don't know about it basically what the 80-20 principle is all about. It's getting 80%-- the results- 80% of the results coming from 20% of the activity. So it works. I've tested this out. I had a number of various situations and it always seems to come up pretty close but it works on the basis that generally 80% of your revenue will come from 20% of your customers. And it works the other way too that only 20% of your revenue is coming from 80% of your customers.

So it can work really well again identifying high pay-off activities. What is going to give you the biggest results in your business with the least amount of effort. So if I was to take on a particular task right now in my business, it was going to have a profound and major result or change in-- that comes for me with the least amount of effort, what would it be? And maybe that's [22:00] just starting points. So focus on those high pay off activities that require the least amount of resources and energy from you. Tip number five, is the Pareto principle 80-20 high pay off activities, focus on them.

Number six, I cannot overestimate this enough and that is systems and procedures in your business. Particularly, if you've got a team. If you haven't got a team it is still vitally important but it's the how we do things here in our business.

The clearer your systems and procedures and the more defined they are and the more robust they are, the less risk of burnout you are going to have because you're not going to be worrying about every little thing not working or things not being done when they're supposed to be done and you know, things breaking when they're supposed to break, when they're not supposed to break and all those things that can lead to burn out as well and frustration. Systems and procedures are a game-changer in your business. You must have them and you must have them clearly to find and clearly communicated within your business and that will also help you avoid burnout and feeling like you're the only one that knows how to do things around here. "Why am I the only one who knows? Who says that? I'm the only one who knows how to do this so I'll do it."

So we always tend to take on as much as we can because we're the boss and we're the entrepreneur and no one else knows it like we do and all those

excuses. They're not true. Systems and procedures have been shown to enhance down every single time. Look at McDonald's, look at any successful franchise business out there employing genius staff. Look, it's just a game-changer. I did a whole podcast episode on it which you can check out but systems and procedures, put them in place and start putting them in place, you know. And they could be some of your- they could be some of your sprint activities that I spoke about there at tip number four.

You know, your first sprint type activities might be to put critical systems and procedures in place, you know. If you could have a day or week of doing that, what would your business look like? Very, very quickly and reduce to a lot of stress and strain and obligation on yourself which leads me to the next one clear communication setting, clear communication and expectations with your team.

If you have a team of people, clear communication with them at every junk shot is going to be a game-changer. In our practice, in our accounting practice, where we have, we have a team, it's just one of the golden rules. We, we communicate clearly, what is expected? What are we doing? Where are we heading? What's going on? Where are the customers. What are their needs? We are constantly communicating that. What are the problems that are coming out? Where do we need to make changes? So, so many things that need to be communicated and unfortunately as the boss, it's- it's up to us to communicate and create those communication channels.

So we want the staff to-- a team, to be able to communicate amongst each other and- and- and communicate effectively and we want a cultural communication through the whole organization with us as well. So you need clear communication and set the expectations of what you expect to achieve your

vision and goals. This is what I expect. This is the standard. This is the- this is the requirement of, each person's role and- and- and of the team. The clearer you can get about that, the less burnout risk you are gonna have and the less stress you're gonna have, happier are your team will be. The happier, the more people love working with you. So it's just a game changer as far as um, reducing stress and burnout in your team. And it's so common when you start out in business, you just think you have to do it yourself and- and your team kind of do. You have people but they weren't be able to do it like I can and so you tend to bottle things up, which is the worst thing you can do and you tend to just try and take everything on yourself. So, there you go, communication and setting clear expectations with your team. Speaking of team, outsourcing low priority work. This- I suffer from this one, all the time. There are jobs that I just love doing particularly in the digital space.

I love working on websites. I love doing Adobe Photoshop. I love tinkering with SEO. I love all that stuff and I love learning about new technology but should I be doing it? The answer is pretty well, "no". I shouldn't be tinkering with websites. I shouldn't be trying to learn WordPress coding even though I'd love to know more about it. I shouldn't-- the lower payoff, the low payoff activities are not really going to move me closer to my goal. Yes, they're important but for me personally, the important things that I should be working on, are not learning Wordpress coding. I should outsourcing that.

It's a low priority activity for me. I should be outsourcing out it to somebody who can do it twice as fast and twice as effective and then half the price of my time to actually do it. So don't be afraid to ask those. Now, I've been getting a lot of success lately with just outsourcing tasks on Upwork. I just used Upwork.com and I go in there and I post the job that I want down a particular job and what

I've done, what I've actually learned now is that I've got-- I was only saying to my wife last night-- I've got all these people now with, with these skills that crossover a little bit with each other but certainly finding some WordPress coding done, I can go straight to, um, to my contact on Upwork and I know that I can trust them.

I know they're not going to rip me off and I'll just get started to build up a great relationship with them and they're doing a great job for me. If I need some VA work, do some, you know, administration type work done, I've got a VA that can do that. If I need graphic design work done, I've got a VA that can do that for me. So I can post, I just go in and I've got those contacts set up there all the time now and I'll just delegate now. So I'm working into more of a delegation role than actually doing role despite the fact that I would love nothing more just do it. It's just not the best use of my time.

Now, when you get overwhelmed and lacking of time, the big things aren't getting done, you're going to burn out because you're just not, uh, you're not getting- you're not doing the things that you should be doing. You're not doing the work that you-- that preventative work in a lot of cases, you know? Preventative work that's gonna stop problems down the road, um, you're not doing that work but rather you're focusing on the low pay off stuff. So really very clear, you get clear about your low pay-off priority work and outsource it where possible.

And a lot of these work is can be done for so cheaply as well. Like it's just amazing just how cost-effective um, this work can be done and so efficiently as well. So get clear about what's low par- low-priority work and what's a high-priority work. And I want to do a session, a complete actually podcast

episode on doing that um, on that how do I- how do I actually do that because it is such, such a game-changing area.

Tip number nine is team-planning days or sessions. So include your team in some of your planning activities. Get them together and in an uninterrupted sort of um, format or forum and talk about where it is that you wanna go with your business. What your business needs to do? What you're trying to achieve. Be clear with them about um, you know, what it is that the business needs to do and- and how it needs to operate and function and, and give- give them the opportunity to provide feedback and, and help you to achieve that. Uh, a lot of things can be learned by getting feedback from your team and from um, you know, learning what their struggles and strengths are, and frustrations are and where they see that problems can be fixed, you know?

It's the sum of the parts that make up the whole, as they all saying and you know, that's, that's, that's it for a team you know? It's the individual skills brought together in one common goal that are gonna really make your business a successful business to be um, to be reckoned with and then achieving your goals, that you, that you've set for yourself. So that will, that will drastically help you avoid burnout because you'll feel um, that you've got a team with you. You've got- you've got the support of others around you as well and uh, that's so, so important.

And even if you don't have a team, if you don't have an employee as such or, or other, other people working with you, um, you can have, if you're outsourcing tasks and things like that, you can include those people as part of your team. They, they can get together with you. They can jump on Skype meeting together and, and share your common vision for your business. Um, if you're outsourcing

to several different people, get them all together and knowing each other. Um, I used uh, a program called Slack. Uh, it's quite common but Slack is a great communication tool so each one of my outsourced people that I have now doing various task, WordPress coding and marketing or social media or a graphic design or whatever they're doing, we're all on Slack.

And in sort of forms a bit of community around my business and I'm able to communicate in there and share ideas and we can have Zoom Video like sort of catch-ups as well virtual catch-ups. And it's a free program. Slack is a free program. Asana, that I'd mentioned earlier is a program. There's lot of free resources and tools that you can use to implement out there and get the most out of your build around that.

And a lot of these people want to be included, you know? They don't want to just do it half work for you. They wanna be proud of your team. That's been my experience; people have wanted to, to jump on board and work with me so and it's really great. It's, it's a great way to communicate. So it- use- use a program like Slack when you take on an Upwork type person, you just, it's just a matter of asking them a question, "Do you use the program Slack at all? Are you familiar with it?" 99.9% of the time, they are and you just invite them to your channel on your- on your Slack channel and program.

And, in that way you go introduce them to each other. Introduce each of the people together so they get to know each other and build a team. So you don't have to have a team of forty people sitting in an office together or a building together. That's not what I'm talking about. It's just you, you, you need to build that culture and that team to help you and support you.

Speaking of support, that's tip number ten, find a business peer or mastermind group. That's a great way to do it. Um, you know, if you, if you're not um, already in the mastermind group or, or don't have a business peer, um, communicating with people that understand you or understand business or your type of business can be a great way to um, just to share frustrations and share different ways of doing things and learn about different ways of, of approaching problems and, and, and I guess just getting it out of your head is a main thing but not battling it up and stressing over things. But actually you know, sharing ideas or, or uh-- Mastermind groups are quite good and, and the ones I've been involved with, are, are very good in the sense that-- And particularly, they don't have to be in your industry.

It's probably better if they're not in your industry to be honest, or the members of the group. And the reason for that is that you get fresh approaches and fresh ways of looking at things. So business problems tend to be the same. It doesn't matter what industry or profession you're in, the problems that cropped up in business cash flows, staffing, marketing, growing, all those things, all tend to be the same sorts of problem. So by getting in and into a mastermind group, chances are that you'll meet someone that has had the same problem that you're going through and they'll be able to share with you their experience and how they tackle it. And they'll also act as the sounding board and the listening, listening board for you.

So masterminds are a great way to avoid burnout in your business particularly if you are a sole entrepreneur type business and don't have business partners or others, other people to share with. Uh, particularly to also online businesses. Um, online businesses will tend to um, you know, be quite isolated because you're sitting in front of the computer for long periods of time-- I'm gonna talk

about that in a second-- but uh, you're talking, you're sitting in front of the computer for long period of time, I know with myself, I can, I can sit in front of the computer from daylight till dusk and, and be working away on various projects and things I wanna get done.

But and the times just goes by and but what happens is you digitally connected and you, you, you unfortunately not giving yourself any break. So um, yeah, reaching out to fellow peers and having a virtual coffee break even. Even if um, you know of someone, um, that's a great way to do it. You just have a virtual coffee break. Zoom is a free, Skype is a free communication tools where you can have a video conference, team up with someone and say, "Hey, do you wanna team up at, at this time and uh, have a, have a chat and a coffee for half an hour and it can be virtual. I mean you can do it on camera. You can, they can be on the other side of the world. Uh, but they might, they might be just someone that you know, like and trust and they know your business and what you are up to and, and can be a supportive resource.

I've been in the number of those groups and they're really, really effective and I encourage you to do that uh, whatever business you're in to, to, join this free mastermind groups, etcetera. If you don't know of anybody so let's just say, you, you're quite isolated and you haven't got any um, colleagues or, or people that you can, bounce ideas off or anything like that, jump on to the Business Made Easy Facebook group community. Jump in there. It's a free group that you can go in there and talk to people um, meet up with various industries. It's easy to join. Just go to [businessmadeeasypodcast.com/community](https://businessmadeeasypodcast.com/community) and join out there and, and share ideas in there and, and, and get to, you know, have a virtual coffee break in there, virtual coffee catch up in there. You can um, email me directly if you're stuck and you wanna bounce ideas off anyone. Just email at

[Jason@businessmadeeasy podcast.com](mailto:Jason@businessmadeeasy podcast.com) and I'm more than happy to- to have a chat with you and, and answer any questions or listen to any problems that you might be having in your business. I'm always here for you and so that's another, another areas as well. So that's a business peer or mastermind is a tip that you can use to implementing your business and um, and I guess off load and not bottle things up. Now, we're getting into-- so there's sort of the communication type ones um, tips that the, the top 10 communications style of sort of focus tips that I would, would recommend.

The next five tend to be more health-related and the very first one is exercise regularly. Uh, I mentioned before my love of running uh, and how good I feel when I go for a run and how much of a difference it makes to my day and life. Going for a run and exercising regularly is just a game-changer as far as dealing with stress and overwhelming and burnout in your business. It just releases endorphins in your, in your body. It, it, it sort of, I don't know what it does? It's just a chemical reaction for me when I go for a run or exercise of any sort, I feel good. I feel more upright. I feel ready to tackle more and you just feel good about yourself and your mental health is just, just second to none.

So pick a time that, that you're charge and an activity that charge, you know and an activity that charges you. Could be just a walk along the beach, you know? But something to get away from the noise and get away from the stress and, and, and the pressures. Get out and get some fresh air and breathe it in and really sort of I guess think of and why you're doing that. So you know, be-- show gratitude or think of things that you're grateful for um, that are positive in your business and things that are going well in your business rather than just thinking of what problems.

Use that exercise time to think of things that are working well and things that are you know, you are grateful for and things that you appreciate and people you appreciate. When you start to actually have that mindset shift and that exercising, you really do change your state. It changes your mental state and you feel charged and a lot better about going back into the um, into the battle zone and working in your business again. So you can't stress that one enough, exercise regularly and then that will flow into then eating more healthy.

When you start exercising, when you start wanting to eat more healthy because you want to be able to exercise better because you got so much joy out of that the last time you exercise, you know, such great results, you wanna eat healthy and so diet is critical. If you're loading yourself up with high-fat foods and carbohydrates and just, just poor nutrition then your mind it's not gonna deliver its best for you.

Your body is a living thing that needs fuel, the right fuel going into it. So, and unfortunately, there's a tendency when things get stressful-- and I am guilty of this myself-- the last thing you wanna do is just cook up a bottle of steamed vegetables, you know? You wanna reach for some comfort food. You want something to take the pain away and so you just tend to eat rubbish or not as healthy as you otherwise should.

So I can't stress enough, healthy eating is going to avoid burnout for you because you are just gonna be better equipped, your body is gonna be better equipped to deal within process what it is that it needs to deal within process so eat healthy. And that's you know, just some nice proteins; some good clean protein meat, low-fat meat, chicken, fish. Um, I've been really loving just staying um, fish of life, Barramundi fish, with steamed vegetables. You can put a bit of

chili on it or whatever, chili flakes or what, it's just fantastic in terms of your health so um, yeah can't stress that enough.

This next one, plan mini breaks and staycations. Now a staycation-- for those of you who don't know-- a staycation is just going away and staying overnight in a, in a location just um, in your immediate area. It's not going anywhere too far. It's just breaking them and not need breaking the cycle. Plan a night in um-- I live in a very tourist-dominated sort of um, city, um, being the Gold Coast in Australia -- very, very easy for us to plan a night in a high rise apartment somewhere or in a, in a nice resort somewhere and just, just live by the pool and eat nice food or go out for restaurants.

A mini break up some of kind where you're not taking work with you but you're actually just changing your environment, changing your mindset, to be um, you know, looking forward to something. So quite often if you plan these things and, and lock them into your diary, you actually have something to work for and work towards so that's a great way to, to do that. You go and have those staycations um, in let's say, mini breaks. I like it quarterly; I like to get away quarterly at least if I can too, and I like to plan and lock it in and so, "Okay, on that weekend um, I'm gonna knock off work on the Thursday night and I'm gonna go away for three days and then we're gonna go to another location somewhere and just, just be there. Be in that, in that different environment, changes, change your mindset.

Great way to recharge the batteries and feel, feel good, particularly if you can incorporate some exercise in there as well. You know, doing something a bit active um, sightseeing or whatever, whatever it is, mountain climbing or whatever it is that you're into. Um, even you know, go and book a hot air balloon trip or something like that. Find somewhere that does hot air balloons and get up early and jump in the hot air balloon and just see the world from a different

perspective. And uh, it can just be a game-changer for you in terms of your business and your burnout right.

All right, we're getting through them. There's a lot here, fifteen, when I wrote this out, I thought, "Jesus, you know, it wouldn't take long to get through but um, we're doing all right." The podcast is doing a little bit longer than I, than I normally would but um, so thank you for sticking in there with me and I hope you're okay. I hope you're finding this valuable to help you.

Number 14, is plan date nights and date days. Um, now, a date day is really just an activity out of, out of the norm. Um, my wife, Melissa, is fantastic at booking this. Um, on a Saturday, she will, uh, or Sunday, she'll be tweaking. She'll plan an activity or something that we're gonna go and do together um, just away from the computer and away from work and away from me, thinking about doing work-related things. So we might go to a tourist attraction or we might go on a picnic or we might go somewhere on some form of date day or some sort of dinner. Go out for dinner, just to break the week, break the monotony. Get away from the stress and strain of work and um, uh, that, that is a really helpful um, thing.

We work together as well so there's a tendency for both of us to talk about work and in our home life as well. So these date days and um, and date nights are really good for us to, to get away and, and just trying to do something different. Um, we've done lots of different things. We've been at whale-watching. We've been to some theme parks uh, which was great fun. Um, yeah, we've been to the movies. We've been all sorts of things we just go and do and try and plan them and something to look forward to as well.

If you don't have a significant other half, plan it with a friend. Go and do it with a friend or, or someone that you enjoy spending time with and um, just break that monotony and, and it gives you both, something to look forward to.

And number fifteen, the last but not least is unplug from technology and devices daily. Give yourself some time per day away from the computer, away from social media, away from Facebook and email and phones and all that stuff. Just down tools, down them even if it's just for an hour, get out, even if it's while you're exercising; don't take your phone with you, exercising. Unplug, just unplug. One of the best days I, I think I've had in a long time was, I got invited to a corporate golf day and, and I was looking forward to it meeting new people and I like to pretend I can play golf at times.

I like to turn up at golf, I don't know if I play very well, but anyway, I like, I like to make an appearance. But I do enjoy golf and getting out in the fresh air and getting out in the sun and you know, talking with people. But I inadvertently left my phone at home which was just because normally, it's gonna be surgically removed from me each day-- but this day, I just overlooked taking my phone and I've got to tell you, it was one of the most free days that I have had for a long-- mentally free-- a long, long time.

I couldn't use my phone. No one could ring me and no one could talk with me. No one could email me. I wasn't checking any social media. It was just, I was just in the moment of playing golf and talking with new people and strangers that I haven't met before and making new connections. And I tell you what, it was one of the best days I, I must admit I've, I've had because I was free. I was mentally free to be in the moment and, and that's, that's an important point. Just unplug and be in the moment and um, you know, it steps you away from your business

and it steps you away from being consumed by what or everything that is going on in your business as well.

So, there you go, unplug from technology and devices and um, and yeah, really, really make the most of, of, of being in the moment and the time that you or the activity that you are actually working on or being and doing at that time.

So there you go, there's my fifteen tips, for reducing burnout in your business and keeping you on top of the game. Giving you the best, putting you in the best position mentally and physically and, and, and emotionally and, and, and strategically for your business because I want you to succeed. And I don't want you to burnout and I want you to have a happy life and enjoy your day and enjoy being having your own business.

Having your own business is supposed to be fun. It is supposed to be enjoyable. You are supposed to love going to work each day. It's, it's, it's a long life you know? You can't spend it doing the wrong thing as I lead it to at the start. You wanna be clear that you're spending that day. It's not a rehearsal, It's a date. It's time of your life and uh, and I want you to enjoy and not burnout and stress as a result.

So I hope you found those tips enjoyable. I do apologize for going a bit longer than I normally would. But I think they're important tips and important steps for you and I hope that you that you've found some value out of those as well.

Alrighty, if you uh, have any feedback on today's show, I would love to hear from you about your success, with burnouts and or maybe occasions you have burnout, drop me a line at [Jason@businessmadeeasy podcast.com](mailto:Jason@businessmadeeasy podcast.com) or if you've got a question about anything I spoke about today, again, just feel free to drop

me a line at [Jason@businessmadeeasy podcast.com](mailto:Jason@businessmadeeasy podcast.com) and I'm there for you to help you.

Okay, until next week, thank you so much. If you'd have enjoy today's show, please uh, leave an honest, honest review at uh, iTunes. It does help the show to get found and it does help me keep bringing you the show each week and gives me an idea of what is it that you're looking for help in your business as well. And until next week I'm gonna hand you over to Mia, she's gonna take us out. So, here's to your success. Take us out, Mia.

# Thank you for Tuning In

We hope you enjoyed this episode.

If you have any feedback or questions about the content in this episode please don't hesitate to drop me a line at [jason@businessmadeeasypodcast.com](mailto:jason@businessmadeeasypodcast.com) I would love to hear from you.

Other things that you might like to help grow your business.

We have a very active Facebook community that is free to join for business owners and entrepreneurs. You can get access here

[www.businessmadeeasyfacebook.com/community](http://www.businessmadeeasyfacebook.com/community)

We are also on Instagram at

[www.businessmadeeasypodcast.com/instagram](http://www.businessmadeeasypodcast.com/instagram)

Thank you again,  
I appreciate you!

*Regards  
Jason*