

# **BUSINESS**

# **BURNOUT SUCKS:**

*How to Avoid Falling Flat on Your Face When You Think  
You're Invincible*



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## **“IT CAN’T HAPPEN TO ME, RIGHT?”**

Your business started with a big vision. This fresh vision grew and now you are on top at the pinnacle of success. Solid client base, new business calling every day, and the bottom line is nice and fat. You are living well, have a great partner, and even a nice fancy car.

Then “it” happens. You hit the glass ceiling. No matter what you do, your business stagnates. You tell yourself that you aren’t working hard enough. So, you put in more hours, sleeping less, skipping work outs, blowing off hobbies, and eating fast food. Repeat business with clients starts to disappear, and the phone is not ringing like it used to. You feel your business slipping from your desperate grips. Fear of failure sets in.

Then, you hit bottom. The illusion of what you thought your life was is shattered. Feelings of anxiety, depression, panic attacks, and even suicidal thoughts are happening daily. Your spouse/partner wishes you’d get over it and your relationship is unraveling at lightning speed. Hobbies? You don’t even remember your hobbies because it’s been so long since you’ve enjoyed them.

You think, “What am I going to do? Am I over?” You are frozen in fear, without the motivation to even answer one email. If the phone rings, the sound is literally painful to your skin. You’d rather unplug it than answer. It’s hard to face your peers and family because you’re embarrassed, you feel like a failure.

Do you think this can’t happen? That this is the tale of anybody but you? It can happen, especially if you are running on empty right now. Don’t let your big ego tell you otherwise. I know this as fact because it happened to me, all of it. I thought I was invincible. The six-figure income, 4000 ft<sup>2</sup> 8-acre farm, horses, travel, fancy blue SUV, and a spouse that I thought would be by my side forever. I was a strong, successful, and almighty entrepreneur who was completely kidding herself.

In 2007 I crashed so hard that I could not work. For over a year I was putting Humpty Dumpty back together again. I had a great fall, I cracked – I was Humpty Dumpty. The

money I had worked so hard to make was now being used to get me well again. Complete irony.

I was a go, go, go person who ran on adrenalin. I worked every waking hour, made no time for play, and always talked business. My field is health, and I wasn't walking my talk since the onset of my business in 2001. Sure, I was banking in over six figures. However, I was killing myself in the process. My personal boundaries between my private and work life were non-existent, and my priorities were completely backwards. Work first, everything else later.

My thought process was that if could only make a little more money, life would be even better. The goal was to retire by 35 and live happily ever after. Didn't make it, I got knocked on my rear at 34 and every facet of my life fell apart.

Hindsight is always presents us with clarity of the choices we should have made. If I could do it all over, I would ensure my priorities and boundaries were healthy. I would put myself first and not believe money equates happiness. I would have acted upon the warnings my body gave me that I was headed for a fall.

Burnout sucks. The intention of this writing is to share with you the lessons I've learned and experience first hand. The ideas are simple, but very powerful if you heed the lesson. You may blow off some of the suggestions thinking they are no big deal or aren't important. Trust me, they are.

Even the best get knocked down and lose it all. Don't let it be you. You have great things to do in this world, falling apart is not one of them.

Let's get on with how to avoid burnout and falling on your face completely helpless. It's all about you creating priorities and boundaries. Ten years from now, let's make sure you're still on top of the world.

## **PRIORITY #1: TAKING CARE OF YOURSELF**

Oh, this sounds so cliché doesn't it? But what does it really mean to take care of you? The definition is often fuzzy, but we have no problem of saying to a friend "Take care of yourself, will you?"

Putting ourselves first may challenge your idea of selfishness. But it is really for the benefit of all, especially you. If you are a happy, healthy person you will be a better colleague, boss, spouse, parent, and friend. You will have the energy to give your best to those around you, not some crabby 'ol stick in the mud.

Not taking care of our self is the #1 cause of burn out. We've sacrificed our well-being for everything else we **thought** was important. There are four primary areas that must be attended to daily as a part of taking care of you. They are necessary, not just optional.

### **4 Things that Need Daily Attention:**

- 1) **Your spirituality.** Jesus, Buddha, Oden, Allah, Universe, Mickey Mouse....whatever your higher power is, should be a priority. Take time out every day to nourish your spiritual connection. Doesn't need to be hours, just something regular and doable. Say a little prayer, meditate, read your holy texts. Do it, this is not an option.
- 2) **Your physical health.** Think you can ignore this one? Maybe you're not sick or have problems right now and you think taking preventative action steps is a waste. Under long periods of stress, your body consumes massive amounts of resources to handle it. Maybe you have dark circles under your eyes, your skin's kind of pale, and you've had more colds this year than before. You're body is trying to tell you something.

There could be other little signs like you feeling tightness in your chest or restless even when trying to relax. These are signs your body is running out

of steam, listen to what it's trying to tell you. Now more than ever is the time to drink clean water, eat fresh produce, and avoid fast food. Get to the gym, go for nature walks, and begin a supplementation program to nourish your stress handling centers.

Lastly, you must schedule vacations and whole days off. This is time that is completely devoted to nothingness and play. You will recharge and come back to your business refreshed, bursting with new ideas, and inspired.

- 3) **Your emotional health.** Do a quick check in right now. How do you feel most of the time? Be honest with yourself. Mostly happy or crabby? Identify what is worth giving your emotional energy to. Any unresolved fears, anger, and un-forgiveness will gnaw away at your happiness.

Find ways to let go of old emotional garbage that is not serving you anymore. There are many great book, audio, and video programs that teach emotional skills. Even find a coach who specializes in emotional well-being. Because when you're happy, everyone's happy. You will become magnetic in your business and personal life again.

- 4) **Your mental health.** You'll often hear best selling wealth building author James Arthur Ray say, "What are you putting in your marvelous mind?"

Mental and emotional health can be somewhat intertwined, especially when we are referring to sanity. For this tip, let's address to the true mental aspect. What are you enriching your mind with? TV reality shows or books on creating a better you? Is watching "American Idol" helping you become a better person or would you be better off reading *Good to Great* by Jim Collins? Do you kick back on the weekends and watch mindless hours of television when you could be in a seminar that would add value to the quality of your life?

This is not to say that every waking minute should be intense learning, but it needs to be a regular thing. Always have a plan for self improvement. Figure out what types of venues you like to learn: live seminars, videos, audios, and/or reading. Limit mindless television to a program or two a week. Besides, you'll enjoy it more when it's not an everyday thing.

Next task is to list out what really makes you happy. Interests that get your heart pounding, give you goose bumps, and that you look forward to. Here are some ideas of things that may speak to your soul: art, boating, fishing, crafts, gardening, animals, playing music, hiking, charity, etc. What are some of yours?



## **PRIORITY #2: YOUR SPOUSE OR PARTNER**

The first thing people think is, “Shouldn’t my kids come next?” If the family has a weak or troubled relationship between mates, the children suffer. In order for children to grow up in a solid and healthy environment, they need to experience parents that have a thriving and healthy relationship. This allows them to flourish as they grow up.

It is easy to put our lover aside when we are overworked, tired, and stressed. Even if you are without children, your lover should be the second priority after you. What is life without loving relationships? Having nobody to celebrate and share that record sales month with pretty much stinks.

Without going into the depths of healthy relationships, here are a few tips to get you started. There are plenty of gurus out there that have programs for improving relationships. However, there are some simple common sense action steps you can do today.

### **3 Simple Relationship Building Tips:**

1. Talk to your partner and set aside a date night at least once a week. Every moment you spend with him/her shouldn’t be talking about bills, work, or the “honey do” list. Go out and play, have fun, and laugh together.
2. Support your partner with his/her interests. Make time to go to their events. Ask them how things are going with whatever they are up to. Show genuine interest. One thing that drives couples apart is when one person feels the other doesn’t care about what they are doing.

Instead of making business calls at night, put that phone down and go to your partners volley ball game. He/she will be shocked and very delighted. Same for you, tell him/her how you would like to be supported. Invite them into your life

and what you're doing. Two people living two different lives, even if living under one roof, will eventually equal disaster.

3. Every day, devote time to connecting with what's going on in your lives. Many people do this at mealtime or even before bed. Texting, email, and voicemails don't count. Be real, look your partner in the eye and have a meaningful conversation.

## **PRIORITY #3: CHILDREN**

If you don't have children, this won't apply to you. Unless you have pets and consider them children! This isn't #1 or #2 because without a healthy you and relationship, children suffer. Children must feel more depth than just going along for the ride of life.

So often you see people that drag their kids with them everywhere you go. But, if you look closely you notice that the parent has the phone stuck to their ear and they are completely side tracked. Or, they are glued to the television as their kids plead to play a game with them. What is spending a lot of time with them worth if the quality blows?

Believe it or not, children are very interested in what you do. When they are young, they absorb everything like a sponge. Talking with and involving them in business is what families that have been successful for generations do. This doesn't mean they need to know your accounting by age 7!

Living your life with healthy priorities will teach children healthy priorities and boundaries. If they see you put yourself, spouse, and them before work, when they get older they will do the same.

Just like with your spouse or partner, it is important to do the 3 Simple Relationship Building Tips with your children. Showing up at little Johnny's little league game will be a memory they will never forget. For you, it might be an inconvenience. For them, it means the world. The little things you do for your kids leaves a lifetime of impression.

Go back to your childhood; reflect on memories where you felt loved and important to your parents. Do the same for your children and then some. One day they will be grown up. You don't want any regrets that you should have worked less and showed your love more.

## **PRIORITY #4: YOUR BUSINESS**

It is totally common place in our modern society to have work as priority #1. Television and other forms of media seem to equate working hard, making a lot of money, and happiness together.

Are you working too much now? Being an entrepreneur does not have to equate working 12 to 14 hour days. My personal belief that the primary reason entrepreneurs fail is because they over work and burn out. They get their priorities all backwards: work, kids, spouse/partner, and then self.

You need to seriously overhaul what you are doing if you are working 12 hour days, on the phone or computer at night, and working on the weekends. If this is you, there is a 100% guarantee you are on your way to falling flat on your ass at some point. This pace can only be kept up for short periods. Sure, it may happen every now and then. An example is if you're an accountant and your life is all things taxes for a few weeks before April 15.

### **Here are tips to create healthy boundaries in work life:**

1. Are you trying to do it all? There are probably tasks you shouldn't be doing that you could hire others to do. If your expertise is creating high ranking websites, then what are you doing answering your phone? Same goes if you are a health educator, why are you creating websites? Do what you do the best and outsource the rest.

A few jobs to consider outsourcing today: phone answering, filing paperwork, sending out mailings, cleaning the workspace, and graphic design. Hire professionals that do it better than you, it's worth paying them. You'll also have more time available for priorities #1 to #3.

2. Review your hours now. Are you productive all of that time? If you cut your hours into half, could you get the same amount of work done? It has been said that even in a full 8 hour work day; only 5 of them are truly productive. It's almost a guarantee you can work less hours and get more done if you stay focused on task.
  
3. Write out your schedule on a weekly planner. Block out times that you have standing engagements. Then back fill all of your other spiritual, mental, emotional, spouse/partner, and children priorities. Next, fill in the open times with your work. Be specific. Remember, only you control your time, nobody else.

It is extremely important to decide if and how many weekends and nights a week you are going to work. Decide if you are going to travel. If so, how often? Set up your boundaries and stick to them.

The following chart is a rough example of how you can create your schedule. You'll get the idea as you start to do it. The planners that break up the days according to hours is great for laying your time out visually. Use the open space is for doing whatever you like or spur of the moment tasks.

**SAMPLE WEEK SCHEDULE:**

	<b>MON</b>	<b>TUE</b>	<b>WED</b>	<b>THURS</b>	<b>FRI</b>	<b>SAT</b>	<b>SUN</b>
<b>7 am</b>	Wake up & yoga	Wake up & meditate	Wake up & yoga	Wake up & meditate	Wake up & yoga	Wake up & just relax	Wake up
<b>8 am</b>	Shower & breakfast	Shower & breakfast	Shower & breakfast	Shower & breakfast	Shower & breakfast	Me:Mikey's Band outing	Church
<b>9 am</b>	WORK	WORK	WORK	WORK	WORK	↓	Family Brunch
<b>10 am</b>	↓	↓	↓	↓	↓	↓	↓
<b>11 am</b>	↓	↓	↓	↓	↓		↓
<b>12 pm</b>	Lunch meeting with accountant	Lunch with my spouse	Work lunch at office	Lunch meeting with new client John Doe	Lunch with office staff		
<b>1 pm</b>	WORK	WORK	WORK	WORK	WORK	Clean Garage	
<b>2 pm</b>	↓	↓	↓	↓		↓	
<b>3 pm</b>	↓	↓	↓	↓	Massage appointment	↓	
<b>4 pm</b>				Spouse:Mikey's soccer practice.			
<b>5 pm</b>	Family Dinner	ME:Amber's Girl Scouts	Family Dinner	Family Dinner	Baby sitter dinner w/ kids	Pizza and movie night w/ kids	
<b>6 pm</b>	Help kids with homework	Family Dinner	Conference call training for personal investing	Balance bank accounts	Date night with spouse	↓	Dinner at In-laws
<b>7 pm</b>		MY FAV TV SHOW				↓	↓
<b>8 pm</b>							
<b>9 pm</b>	Read & share day w/ spouse	Read & share day w/ spouse	Read & share day w/ spouse	Read & share day w/ spouse	Read & share day w/ spouse		
<b>10 pm to 7 am</b>	Wind down & go to bed	Wind down & go to bed	Wind down & go to bed	Wind down & go to bed	Wind down & go to bed	Wind down & go to bed	Wind down & go to bed

4. Find ways to leverage your time. What are other ways you can be generating income while off the work clock? If you are only trading hours for dollars right now, soon you'll run out of steam and burn out. When you don't work, you don't get paid. What if something happens and you can't work? No money will be coming in and very quickly your whole life crumbles apart. Your home, cars, and business will be gone.

If you haven't already, consider what people call "mail box money". Look at investing in other businesses, real estate, multi-level marketing companies, affiliate programs, writing educational materials, etc. Check out ways to generate income while you're in Tahiti on your next anniversary sipping umbrella drinks on the beach.

Sometimes the more you work, the less you get done. Goes with the old rule that the more time you give yourself to do something the longer it takes. If you give yourself three hours or three weeks, it will get done in that time frame you allot.

## **WRAPPING IT UP:**

This short writing is only the beginning. To recharge and save your self from entrepreneurial burnout takes discipline and time. If you are already burnt to a crisp, start with the ideas aforementioned. Recovering from severe burnout requires the assistance of professionals that know how to be your guide.

No matter what business you're in, your training probably didn't include burnout education. It's an ugly place to be, a tough place to recover from. Take the advice here and act upon it today.

Burning out stirs a deep sense of failure within oneself. You question all of your talents and capabilities; you feel like you're all washed up. What once was your flourishing vibrant business, becomes your greatest resentment. To reiterate, you don't want to experience this first hand.

Get started today with getting your priorities and boundaries straight. You will feel so energized and alive. People will ask you what you're doing because you look so vibrant and healthy. All of your relationships will experience renewal and deepened intimacy.

In the end, there are only 2 things that really matter in this world:

- 1) Your health
- 2) Relationships with your loved ones

Having a lot of money just makes the ride more fun!

You have a lot to do, now get to it.

Are you already crashing and burning?

Experience Jen Crippen's work at her blog:

<http://www.NaturalAnxietyTherapy.com>

De-stress your life, feel sane again, and be entertained with many complimentary audio, video, tele-seminars, and written downloads. Doing it all *naturally*....

Without solicitation, this is what people have to say about Jen Crippen:

*"The call was absolutely terrific. You need to give a formula to reduce hand cramping after writing so much during your calls. Great, great job. Thank you for all the information."* - Karen D., IL

*"I'm loving the anxiety tips!"* – Patricia C., IL

*"Thanks so much for meeting with me and talking with me. Overall, I feel so free from sugar cravings!"* – Annie L., IL

*"Thank you so much for your continued information and support!"* - Kelby H., IL

*"You are an amazing communicator. You are definitely one of my very favorite presenters! Thank you for all you have taught me on your conference calls. I really appreciated all the specifics you packed into this call."* - Mrs. BJ Rylander, USA

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