



how to avoid  
business burnout

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# Success in business can't happen without self care...

So many entrepreneurs fight for their businesses at the sacrifice of their health, their financial stability, and the time spent with family. Working so hard and being so busy all of the time results in a ticking time bomb where your body or your life will tell you "enough!"

I've created this self care cheat sheet in the hopes that it prevents you from succumbing to burnout in your business. Even small steps towards allowing yourself to relinquish control can be huge in keeping a positive outlook and will help you succeed. Let me know on twitter [@handmadebk](https://twitter.com/handmadebk) if any of these tips work for you because I would LOVE to read about your success!

*Megan BF*

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# Ways to prevent burnout:

## 1. Learn what can be automated

Many apps out there will help you remove the cognitive load that can come with, say, email, time management, shipping and receiving, and even social media. Automating pieces of your business will mean you won't have to think about them as much, and can allow you to focus your cognitive strength on the things that really matter for growing your business,

## 2. Ask for help

It's probably the most uncomfortable step here, but you won't get what you don't ask for. If you're drowning, ask someone for help on menial tasks that don't take a lot of effort (folding towels, stuffing cards into envelopes, labeling lip balms)

## 3. Keep a record of gratitude

Any time you get a note of thanks from a customer, client, or anyone involved in your success, keep it and save it for a low day you need a pick-me-up. You'll be surprised how quickly they all stack up, and having a folder of emails or a pile of notes is an instant motivator.

## 4. Take a break

It may feel counterintuitive if you're feeling burnout due to a looming deadline, but getting up and clearing your head if even for a half an hour is going to result in better productivity than hunkering down and working through the burnout. Get up and take a walk around the block to clear your head and refocus

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## 5. Appreciate the wins

Being deep in the trenches every day can make it hard to appreciate the big wins. Take time to be thankful for the wins in your business. Editorial mentions, awards, product launches, new likes on social media...all of it is a great achievement and something that you should take the time to be proud of and thankful for.

## 6. Jar of Awesome

I stole this from Tim Ferriss, who stole it from an ex-girlfriend. Take a mason jar and write “Jar of Awesome” on it. Any time something awesome happens, write it down on a Post It and put it in the Jar of Awesome. It felt totally cheesy the first time I did this, but as the little Post It notes began to fill up the jar, it was such a cool motivator. I like to keep stuffing the Jar of Awesome up until I can't fit any more notes in it, then reviewing the notes and starting over with an empty jar. Much like a change jar, the Jar of Awesome adds up quickly!

## 7. Walk away completely for a day

Some days you just need a mini vacation to clear your head and find your groove. Turn off email, notifications on your phone, and just take 1 day to do something for you. Even if it's just playing hooky with a book, give yourself permission to take care of your body and mind just for a day. Tomorrow you can get back to the grind, but today is all about you.

## 8. Find a hobby

It sounds silly, but for years I never knew what to do with myself during “down time.” I didn't have a hobby outside of my business, so all I ever did was work on my business. Consequently I never was too far away from working, and my brain always had to be active (even when I was trying to sleep). Finding a hobby can help you alleviate stress and force you to focus on something else for small periods of time.

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## 9. Delegate

Along the lines of asking for help, paying others to do stuff for you can be terrifying. What if there's no money? I know that fear, believe me. But there's no money because you're working on menial tasks instead of taking care of business. Think how much you want to pay yourself per hour for work. Let's say it's \$25/hr because you're the boss. Is packaging products worth \$25/hr? How about responding to emails? No. So if you can find someone to do that stuff for you for less than \$25/hr, you've saved money. And now YOU can focus on selling, PR, or whatever higher level things need to be done to move the business forward.

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