

**SELF EMPLOYED? WAYS TO AVOID BURN-OUT** by Gaye O'Brien

Are you self-employed? Is your business wearing you out or causing you frustration and anxiety? Does it take quite a while for you to recover from stressful situations? Do you feel burned out, depleted, and unproductive having lost most of the joy and excitement that used to be present when you first started your business? If so, you are not alone. By becoming more resilient, you will not get bogged down by the downs and you will be able to move upward and be where you want to be.

As a business owner, you do not have a problem making decisions. But sometimes, those decisions don't always pan out as expected. Without beating yourself up, accept 100% responsibility for your actions and avoid being blame-oriented; learn the lessons in your journey so you can keep moving onward and upward. After the initial reflection period, choose not to ruminate on things that don't work or get sidetracked by negative self-talk. Here are four easy tips on how to build resiliency to overcome the burn-out, anxiety and disillusionment associated with running your own business:

**1. Retrain Your Brain To Be Flexible, Focused And Solution-Based**

Building a resilient mindset is about visioning and implementing a plan of action. At the same time, it requires the ability to adapt to frustrations and setbacks. When confronted with a situation beyond your control or where you have erred in judgment, bring your mind back to your action plan. This will continually enable you to attract what you want into your life. Also demonstrate humility when you are wrong and become a life-long learner. Be a problem-solver, an understanding ally, helper and consultant to your clients rather than just a sales person meeting their quota.

**Action Steps:** What is my vision for my business? What are my important revenue goals for the coming year? In what ways am I showing care and kindness toward myself as well as my clients? Write a "To Do" list for the following day before I leave work

**2. Thrive with Courage And Commitment To Providing Quality Services Or Products**

You decided to go into business to play the game your way. You envisioned creating a better life for yourself and your customers. To do this, you will need to regularly focus on your ideal client and their needs. Being complacent will lose business. Examine current trends to anticipate and cater to the future needs of your clients. Time spent in planning now will save you time, energy and money next year.

**Action steps:** What are my strengths and abilities and how can I best utilize them? What services do I provide for my customers that other businesses are not offering? What are the age, gender demographics, and interests of my ideal clients?

**3. Communicate Effectively And Develop Rapport With Staff and Clients**

To allow your business to run more smoothly, hire staff that share your vision and are willing to work with you. Take the time to interview them carefully, set expectations and give regular supportive feedback. Provide regular staff training. Teach your staff to align with client needs and reinforce the connection between client, staff and company vision. Demonstrate courtesy and respect to everyone. Find out the common challenges that your clients and staff share and endeavor to find solutions. Be conscious of the words, tone of voice and posture that you use. Also be aware that your attitudes, beliefs and values will come across as you communicate with people.

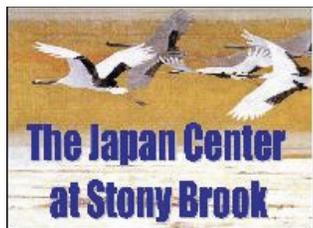
**Action Steps:** What are my important values and beliefs about being in business? How do I show people that I care and am interested in them? **4. Seek Out Mentors And Team Up With Partners**

It is always a great strategy to work with others to assist with building a strong business. Hire a coach or join a mastermind group. Gain information from networking events, sales representatives, books or videos. Learn from a home study program such as the one I offer. Check out the websites of more successful businesses. Non-profits and associations, particularly those operating in the health and wellness field, and potential joint venture partners can be a great source for finding customers. By aligning their needs with your services, you may be able to tap into a new area of revenue.

**Action Steps:** What joint venture partners can I attract and trust to grow my business? To what charities and associations can I offer to give free talks or promotions? What mentors would it be useful for me to work with?

You have the drive and determination to have gone into business for yourself. Even in a down economy, you can nurture new skills and utilize your hard won business wisdom and acumen to overcome burn-out, stress and negativity prevalent in today's society. Follow my proven methods and you will bring your company more clients, resources and revenues.

*Gaye O'Brien is an NLP Trainer, business coach, educational consultant, author and Transformational Speaker. Her books include: NLP Essentials for Teachers: The Art of Encouraging Excellence in Your Students, and contributions to the best selling series, Adventures in Manifesting: Healing Within and Entrepreneur Success Stories: How Common People Achieve Uncommon Results. For more info, www.nlpessentials.com*



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