

Diary of An Entrepreneur
WITH INÉS RUIZ

Workbook

HOW TO RECOGNIZE
& HEAL FROM BUSINESS
BURNOUT

WELCOME!

I AM THRILLED THAT YOU DECIDED TO TAKE A STEP FORWARD, THIS WORKBOOK BRINGS CLARITY, PURPOSE AND SPECIFIC WAYS TO HELP YOU HEAL FROM BUSINESS BURNOUT. ALL THIS WILL TAKE YOU SOME TIME, BUT BELIEVE ME IT'S BETTER TO SPEND TIME DOING THIS NOW THAN FEELING SORRY AFTERWARDS BECAUSE THINGS ARE NOT GOING AS EXPECTED.

ALL THE INFORMATION THAT YOU ARE GOING TO COLLECT IS GOLD.

XXX
INÉS

THIS WORKBOOK HAS 6 PARTS:

Part 1

Part 2

Part 3

Part 4

Part 5

Part 6

Part 1



HOW TO RECOGNIZE & HEAL FROM BUSINESS BURNOUT

Part 1

THINGS TO THINK ABOUT

1. YOU MAY NOT NEED A CHECKLIST TO KNOW ALREADY THAT YOU'RE FEELING BURNT OUT, BUT RUN THROUGH THE SIGNS ANYWAY AND SEE WHICH ONES SPECIFICALLY APPLY TO YOU. THE SYMPTOMS YOU IDENTIFY NOW CAN HELP YOU ZERO IN ON THE RIGHT SOLUTION LATER.
2. ADD ANY SPECIFIC PROBLEMS YOU HAVE IDENTIFIED—ONES THAT ARE STOPPING YOU FROM ENJOYING YOUR BUSINESS AND FUNCTIONING AT OPTIMAL LEVEL

ACTIONS

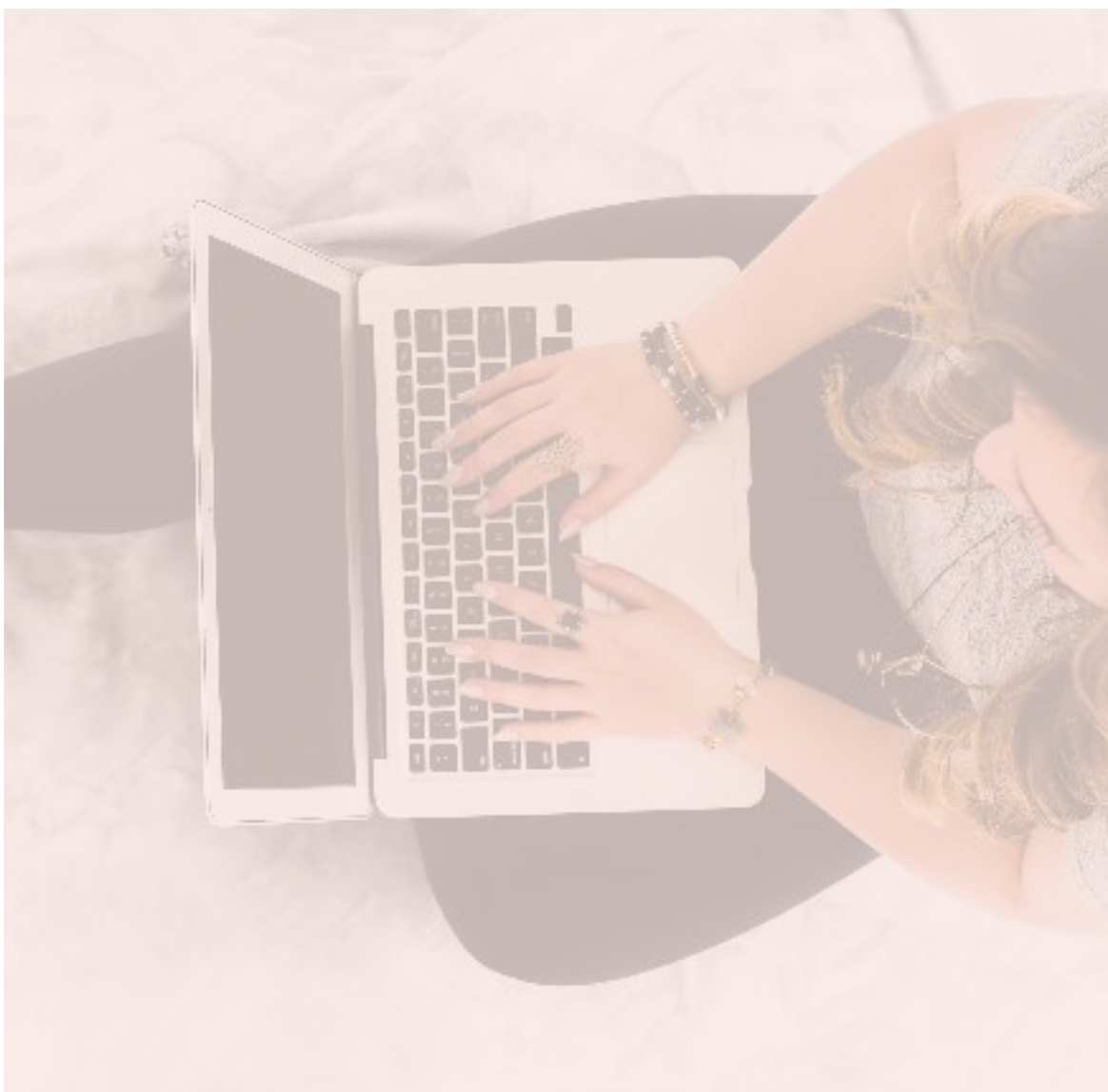
CHECK OFF ANY SYMPTOMS YOU FEEL APPLY TO YOU

- NO LONGER FEELING ENERGIZED BY WORKING LONG HOURS
- FRUSTRATION WITH YOUR INABILITY TO ACCOMPLISH TASKS THAT WERE ONCE EASY
- NOT WANTING TO COME TO WORK (OR SIT DOWN AT YOUR COMPUTER) FEELING ANGRY WITH YOURSELF AT NOT ACCOMPLISHING MORE
- PROCRASTINATION AND AVOIDANCE BEHAVIORS
- A DECLINE IN SELF-WORTH AND SELF-ESTEEM
- RESENTING CLIENTS AND CUSTOMERS
- FEELING OVERWHELMED
- FEELING HOPELESS

Part 1

ADD IN SPECIFIC PROBLEMS YOU'VE BEEN EXPERIENCING:

Part 2



Part 2

THINGS TO THINK ABOUT

1. IDENTIFY YOUR MOST URGENT, DRAINING OR FRUSTRATING PROBLEM RIGHT NOW.

A. INSOMNIA

B. SLEEPING TOO MUCH

C. DEPRESSION

D. PROCRASTINATION

E. LACK OF MOTIVATION

F. CAN'T FACE CLIENTS

G. OTHER _____

2. IDENTIFY THE CAUSE.

3. ARE YOU SENDING YOURSELF NEGATIVE MESSAGES (USING NEGATIVE SELF-TALK?)

Part 2

ACTIONS

- WHICH OF THE PROBLEMS IN THE ABOVE COLUMN IS AFFECTING YOU THE MOST?

- WHY DO YOU THINK THIS IS? WHAT SPECIFICALLY IS TAKING THE JOY OUT OF YOUR BUSINESS? WHAT'S CAUSING YOU TO LOSE MOMENTUM AND MOTIVATION?

- WHAT ARE YOU SAYING TO YOURSELF?

Part 3



Part 3

THINGS TO THINK ABOUT

LOOK AT YOUR SCHEDULE AND LIFESTYLE.
WHAT COULD YOU DO TO INCREASE YOUR
LEVEL OF RELAXATION AND SELF-CARE IN
THE FOLLOWING AREAS?

- PHYSICAL MOTION
- TIME FOR MEDITATION AND REFLECTION
- A DAILY SELF-CARE ROUTINE SOCIAL TIME

Part 3

ACTIONS

- HOW CAN I INCREASE MY PHYSICAL MOTION - EVERY DAY? WHAT ACTIVITIES COULD WORK FOR ME?
- HOW MUCH TIME DO I NEED TO ALLOW PER DAY FOR MEDITATION AND REFLECTION?
- WHAT ARE THE BASIC ESSENTIAL SELF-CARE ROUTINES I NEED, IN ORDER TO INCREASE MY SELF-RESPECT AND DESERVE LEVEL?
- HOW CAN I INCREASE SOCIALIZATION? WHAT TYPE OF SOCIALIZATION WORKS FOR ME?

Part 4



Part 4

MAKE A LIST OF THE TASKS YOU
PROCRASTINATE OVER THE MOST.

Part 4

CREATE A LIST OF TASKS OR DUTIES THAT TAKE ME TOO LONG OR FEEL FRUSTRATINGLY DIFFICULT.

Part 5



Part 5

THINGS TO THINK ABOUT

DECIDE WHICH TASKS YOU WISH TO GET HELP WITH - AND WHETHER OR NOT YOU WANT TO AUTOMATE, DELEGATE OR OUTSOURCE THEM.

- CUSTOMER SERVICE
- BOOKKEEPING AND ACCOUNTING
- TECHNICAL AND TECHNOLOGICAL ASPECTS OF YOUR BUSINESS
- GRAPHIC DESIGN
- WEBSITE CREATION
- WEBSITE MAINTENANCE
- SOCIAL MEDIA MANAGEMENT
- AFFILIATE MANAGEMENT
- OTHER _____

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Part 5

ACTIONS

TASKS TO AUTOMATE:

TASKS TO DELEGATE:

Part 5

ACTIONS

TASKS TO OUTSOURCE:

TASKS TO GET RID OF ALTOGETHER!

Part 6



Part 6

THINGS TO THINK ABOUT

- WHICH PARTS OF YOUR BUSINESS ABSOLUTELY NEED YOUR PERSONAL PRESENCE?
- WHICH TOXIC RELATIONSHIPS DO YOU NEED TO ELIMINATE?
- WHO WOULD YOU LIKE TO REPLACE THESE RELATIONSHIPS WITH?
- WHAT OR WHO DO YOU NEED TO SAY A FIRM "NO" TO?
- RE-ASSESS HOW MANY HOURS YOU WANT TO WORK: HOW MANY WEEKS DO YOU PLAN TO WORK PER YEAR? HOW MANY WEEKS DO YOU NEED FOR VACATION?
- REVIEW YOUR IDEAL CLIENT AVATAR.
- THINK ABOUT RAISING YOUR PRICES!

Part 6

ACTIONS

DECIDE WHICH INTERACTIONS YOU NEED TO KEEP. (ONES YOU ENJOY THE MOST AND FIND INCREDIBLY EASY.)

TOXIC RELATIONSHIPS TO END:

Part 6

ACTIONS

POSITIVE PEOPLE I WOULD PREFER TO
HANG OUT WITH:

WHAT AND WHO DO I NEED TO START
SAYING "NO" TO?

Part 6

ACTIONS

NEW WORK HOURS: DAILY & WEEKLY

Part 6

ACTIONS

WRITE A NEW IDEAL CLIENT BIO

Part 6

ACTIONS

HOW MUCH DO YOU NEED TO EARN TO
CREATE YOUR IDEAL LIFE?