

MAKE MORE MONEY AS A DIETITIAN

EP.138: Managing Business Owner Burnout

Intro

[00:00:00] Welcome to the Make More Money as a dietitian Podcast, where we talk about all things, money, mindset, and marketing. So your nutrition business can thrive and you can make a bigger impact in the marketplace. I am your host, ChristineDyan, registered dietitian and money mindset expert. Let's get started with today's episode.

Episode start

[00:00:28] **Christine:** Hey there, dietitian friends. Welcome back to another episode of the Make More Money as dietitian Podcast. I'm so happy to be back with you again this week for another fun episode, another fun topic, and just another opportunity for me to share some insights with you all about not only money mindset or even marketing mindset, but also emotional mindset, the emotional and the money and the marketing mindsets that really will help you to move the needle forward in your business.

[00:01:13] And I believe that these three elements of mindset, when they are done in the most authentic way, authentic to you, this is when you get to create a business and a lifestyle that you really, really love. Okay. It is so important that we understand that we don't have to do it the way everyone else is doing it. And I firmly believe that there's always more than one way to reach a goal. And so if there is a way that is out there, that doesn't feel right to you when it comes to building your business, then I want to invite you to explore other ways and usually the exploration is within yourself.

[00:02:16] The exploration is not always on the outside of you, but it's usually on the inside. Trusting your intuition, trusting your gut, trusting your inner wisdom to tell you exactly what direction you should go is always a winner. Okay.

[00:02:37] So today I wanna talk to you about something that I have been witnessing with my own clients and something that I've been experiencing myself as well lately, which is business owner burnout.

[00:02:56] Is anybody feeling this? I just feel like there's been a lot of really heavy energy flowing around lately. And I'm not usually someone who gets into numerology or astrology or anything like that, even though I do. Follow, excuse me, follow the lunar cycles. I love the moon for some reason, I have fallen in love with the moon just like some people have fallen in love with trees. They call themselves tree huggers. If I could hug the moon, I would totally do that.

[00:03:35] But I really have been noticing my own energy feeling really heavy and burdened over the past few weeks specifically since I would say the beginning, not the beginning, the very end of January since the end of January, which is almost a whole month. You all, I have been feeling really exhausted. Not even just tired, but totally exhausted. And what I've noticed is that we had most recently on February 16th, 2022, we had the a really significant full moon. And then today as I'm recording this. It is 2 22, 22, February 22nd, 2022. And so today I'm feeling a little tired, even though yesterday I had so much energy.

[00:04:41] It's just so weird, but I really think that if you pay attention to your own rhythm, the circadian rhythm of your own body, you'll notice that during certain times of the lunar cycle, your energy fluctuates, especially if you're a woman, you know, us women, we have a 28 to 30 day cycle for our menstrual cycle and the very same thing is with the lunar cycle. So it, there is no mistake there. My friends, there is absolutely no mistake. So. This is really significant this time that we're in is really, really significant right now and I'm just wondering if you have been feeling the energy of heaviness. If you've been just feeling burned out with all of the things within your business, maybe you've been feeling burned out with trying to manage your nine to five job and have a nutrition business on the side. Maybe your business is growing so fast that you can't even keep up.

[00:06:00] Whatever it is, acknowledge it. Notice it be aware of it. This is a really significant time for us to become aware of our own energy so that we can move forward and create new things, or maybe even just maintain what we have without continuing our burnout cycle. So while you're in this cycle of feeling a little heavy, Because I know I'm not alone with this. Every time I post a podcast and I talk about a certain thing that maybe my clients or I'm

experiencing, I get emails back from you guys thanking me sharing the insights and so I know that I am not alone in this. If you are currently feeling a bit heavy and feeling like you are either in the burnout or you are on your way to the burnout. I wanna share four ways that can help you to manage this burnout.

[00:07:11] Now, first and foremost, and, and before I even get into the four ways, I just wanna let you know, this is gonna be a pretty short episode. I'm not going to just go on and on and on. And I just wanted to share these four things with you with hopes that it'll help you so that you don't hit a brick wall, because I know for me in the past I used to try to go against the grain of what I was actually feeling and just try to push myself through and then I would hit this brick wall where I would just be totally almost bedridden for at least two weeks to just recover from going against grain. I do not want that for you. So I'm gonna share these four ways, okay that you can manage what I call business owner burnout. Okay.

[00:08:05] So the first thing that you wanna do is to acknowledge where you are right now, acknowledge your current state.

[00:08:16] You have to be willing to acknowledge your current situation and not do what I just said, which will just totally get you in a state of almost being bedridden. You do not want to keep on keeping on push your way through. You know, no more hustle mentality, no more hustle and grind. We all know intellectually that that is a recipe for disaster. Hustle and grind without any downtime is going to burn you out. And the consequences of that is being down and out for longer than you would've been. If you would have given yourself some planned ahead time. Out. . All right. So acknowledge your current situation. Where are you currently? How are you currently feeling now while we all think to ourselves that our lives could be better and that we could just keep on keeping on until we get to the other side.

[00:09:46] this is not what you want to keep on thinking in your mind, because when you have these thoughts, oh, I'm just gonna keep on keeping it. Oh, I can just push through this. You're going against your own inner wisdom. Okay. It's important for you to sit with the current situation, acknowledge where you are so that you can create some changes that will allow you to more gracefully, if not, anything, move forward.

[00:10:28] Okay. So acknowledge where you are and then. That will create time and well, not time, but that will create space for you to create a plan

where you can continue to move on and continue to move forward more gracefully than if you were just pushing, pushing, pushing, and going against the grain. Okay. Rain.

[00:10:53] Okay. All right. So. Once you have your current situation top of mind, and maybe you've even jotted down some ways that you can move forward a little more gracefully. I want you to also take some time to celebrate your victories. Now, someone a friend of mine, I should say most recently shared with me she feels that one of the reasons why I'm feeling so burned out lately is because I never take the time to celebrate my accomplishments. And I wouldn't say never. That's a very like harsh and complete word. Right? I wouldn't say that I never celebrate my accomplishments, but I do admit to the fact that I really just keep on keeping on, I will create something or reach a, a big milestone in my life or in my business, and then move on to the next. And I do this, I do this a lot. There are times when I do celebrate my accomplishments and they in my mind, they have to be pretty big in order for me to take some time to celebrate. So I, I really do have to do better with that.

[00:12:29] And what about you? Do you celebrate your accomplishments or are you more like me and you kind of just check the box and keep moving forward? let's work on this together with my friends. Let's do a better job of celebrating our accomplishments. And of course your celebration doesn't have to be big and grandiose each time, but it is really important to celebrate your accomplishments, to be aware, to give yourself a high five to give yourself a shout out in, in whatever way you want or need to do.

[00:13:08] It's so important for us to take the time and smell the roses as they say and you don't have to always wait until you've achieved something huge to celebrate your hard work. You know, as a matter of fact, Just taking a few moments to pat yourself on the back, even for the little things can help to keep your attitude more positive along the way, give credit where credit is due and don't feel guilty for celebrating yourself.

[00:13:43] I know a lot of us women tend to do that. We tend to feel a little guilty that maybe we're accomplishing more than our colleagues or we're doing better than our family members or friends. And it is not necessary for you to feel guilty. Everyone has the ability to make their own decisions about how they move on in their.

[00:14:08] Okay, so you celebrating yourself does not diminish or take away from anyone else you celebrating yourself is just that you celebrating yourself. And like I said, everyone else has the ability to do the same. They have the ability to celebrate their small victories, too. They have the ability to acknowledge some of the great things that they're doing in their own lives.

[00:14:34] So don't dumb yourself down thinking that you are over overshadowing, someone else or taking away from someone else's light. I want you to celebrate your accomplishments and I'm gonna do the same. I am going to do the same. I need to do such a better job with that. One of the things that I know I really am committed to do is loving on myself and I am actually documenting that on a regular basis. I have a journal book that I have dedicated specifically for ways that I love on myself on a regular basis. And the reason why I'm journaling this is because I want to be able to look back on it and I wanna be able to say, wow, I did this. And I did that. And wow. I can't believe. I did this and so even the little things I am writing them down. So I want you to think about ways that you can celebrate yourself. I want you to think about ways that you can celebrate yourself that doesn't necessarily have to cost you a lot of money and take up a whole lot of time.

[00:15:48] What ways can you celebrate your accomplishments? Okay. All right. We're gonna work on that one together. My friends, I I'm really looking forward to it myself. So I hope you are too. Now the third thing that I really want you to do in order to manage business owner burnout is to change your schedule if you need to.

[00:16:09] Okay. This is something that I feel really, really, strongly about schedule you are in charge of your schedule. Okay, you're in charge of your time. If you're a business owner, full-time, you are definitely in charge of your schedule and your time. Now, even if you are working a full-time job, you are in charge of all of the time outside of that job you're in charge of what time you wake up. You're in charge of the time that you spend between the time you wake up and the time that you go to work, you are in charge of your time, where you, where it's, it's designated lunchtime for you. You are in charge of the time from the moment you clock out until you get home.

[00:17:06] What are you doing? You are in charge of the time from when you get home, until you go to bed, you are in charge of your time. So I don't want you to make the excuse that you work full time. So you're not in charge of your time. First of all, I don't even know why you want to think that thought that is

not a thought that is empowering. Okay. So erase that thought from your mind, the thought that you work for someone else. So you are not in charge of your time or the thought that you work for someone else, so you don't have enough time or maybe you don't work for someone else, but you still feel like you don't have enough time for anything.

[00:17:54] Okay. That is not a thought that you want to think, because we all know from listening to this podcast, that your thoughts create your reality. Okay. Your thoughts create your reality. Why? Because the things that you think in your mind generate emotions of how you feel about yourself or about your situation, anything outside of you and then those feelings dictate how you take action or maybe any in actions that may occur. Okay. So thoughts, feelings, action result, thought feeling action result. Remember, this is how your brain works. All right. So you don't wanna even think a thought about time that is going to negatively impact how you take action because you're gonna get a negative result.

[00:18:50] So how can you change your schedule? How can you change your thoughts first of all, about your schedule and then take action on changing it, right. If you were to think I'm in control of all of my time. Then how would you change your schedule to better align with you managing business owner burnout? Okay.

[00:19:19] I hope you get what I'm putting down here. Okay. It doesn't matter if you're working a job. It doesn't matter if you are balancing your job with a part-time business. It's your thoughts about all of it. And if you need to change your schedule, What are your thoughts about your schedule currently? And what are your thoughts about your, the schedule that you would like to have?

[00:19:42] This is how you begin to change things up so that you are not experiencing business owner burnout. All right. All right. So change your schedule, but first change your thoughts about your schedule, especially if your thoughts about time and your current schedule are negative. Okay. But it's important for you to change your schedule if you feel like the time that you currently have is causing you to experience business owner burnout.

[00:20:22] Okay. And the fourth thing that you can do in order to manage business owner burnout is take time off. Now this can be difficult for some people, because it's really hard sometimes to step away from what is your

everyday routine. Okay. Your everyday routine. And that sometimes even means it's your morning routine and your evening routine.

[00:20:55] Okay. But taking time off is imperative. It is absolutely essential to your mental and your physical wellbeing. Not only will a break every now and then allow you to decompress and recharge your batteries, but this fresher, happier you will be better for your business in the long. So I want you to listen to your mind and your body. And if you need a break, take one because you deserve it. And one of the things that I teach my clients is to build those breaks in, on a consistent basis. So it's not. always good for you to just wait until you feel like you need a break. I, by that time, it is almost too late. Right. It's like we teach our clients by the time you feel thirsty, you're already dehydrated.

[00:22:00] Okay. So when it comes to taking time off, It is really important for you to build time off into your schedule that is recurring all of the time. So, for example, for me, I take the last week off of every month to recharge. I don't have any client calls. I don't do any coaching. The most that I will do is work on specific projects.

[00:22:39] Like I am today. I am recording the podcast for this week, but I am not coaching clients this week. Okay. So I, it took me a while to get to this point. Okay. I'm not saying like you can start your business and, only work three weeks out of the month. I mean, you could, if you really were strategic and built that time in and made sure the other three weeks of the month, you were really hunkered down doing all of the things.

[00:23:15] But I'm just saying for me, it did not start out this way and this three weeks on one week off was modeled to me from my own mentor back in 2015 or 2016, I was like, oh, I want that schedule. And it's gotten me or it's taken me this long to actually have it in place and have it really working for me consistently.

[00:23:45] Okay. After many trials and tribulations with my schedule fits and stops starts, and all of the things I've finally got it down, but maybe for you, it could be one day out of the month. I have a client who recently shared that she is taking, or she's committing to the last day of every month where she does no client work.

[00:24:17] And that day is 100% for her and it gives her something to look forward to. So it's not the whole week like I have, but it's something. So, what

would it be for you? What would that recurring time off look like in your life and in your business? I want you to schedule recurring time off. Don't wait until you are almost feeling like you you're burning out. Because, like I just said, gave the analogy of when you're feeling thirsty, you're already dehydrated. When you're almost feeling burned out, you've already made it there really to be very honest with you. So the solution to that is to schedule time off, schedule it, make it recurring. And then you will have something to look forward to and you can create a much better rhythm for your life between your life and your business.

[00:25:29] Right? Some people call it work life balance. I call it rhythm, creating a better rhythm between your work and your life, because it really is an energetic rhythm. It is an energetic rhythm three weeks on one week off, three weeks on one week, one week off, that is my rhythm. What will yours be? All right.

Conclusion

[00:26:00] My friends. That is what I have for you today. And I want to make sure that you really, really understand that business owner burnout. Is absolutely a thing. It is not fun whatsoever, but it is something that most new business owners especially experience. Now the good news, the good news is that what the right attitude, the right thoughts and the right proactive approach, you can manage it 1000% and you can actually get to a point when you have your rhythm down, that you avoid business owner burnout all together. And that is my hope for all of us. That is my hope for me. That is my hope for you. As I said, a moment ago, I'm gonna be working on celebrating my victories and acknowledging my accomplishments.

[00:27:12] What, what out of the four things that I have mentioned today, what will you work on specifically? Is it changing your schedule up? Is it scheduling time off on a recurring basis? Is it celebrating your victories or is it just really acknowledging that this is where I'm at now? I need to make some changes.

[00:27:37] How can I make these changes? What is it for you? And if you need further support with this, because I, 1000% believe that we all need support. None of us are meant to go through life or even owning a business on our own. And if you need more support, I would love to be your mentor. I would love to

share with you all of the things that I have learned over the course of my career.

[00:28:15] I just realize that 2022 means that I will have been in this industry of nutrition and wellness and coaching collectively for 30 years. Oh, my God, you guys. When I look at myself, I don't feel like I've been doing this this long. I still feel like I'm that college student, but I have 30 years of collective experience and I would love to be able to share that with you as your mentor. you can check out my private coaching program over at [manipu center.co/private coaching](https://manipucenter.co/private-coaching). Learn more about the private coaching program. It's a year long program. I feel like one year is the sweet spot for all of my clients.

[00:29:17] And if you sense that coaching is something that you'll need to help you get further, a little faster in your career as an RD. There's a link on that private coaching page, where you can schedule to have a consult with me. I would love to be able to support you this year, and if not continue listening to the podcast, you'll get all of the tips that you need here as well.

[00:29:47] And if you're so inclined, I would love for you to even share this podcast out with your colleagues who need more inspiration in their RD career. Have a great rest of your week and the weekend ahead. And I look forward to chatting it up with you guys again next week on our next episode of the Make More Money as a dietitian Podcast, take care.

Outro

[00:30:11] Hey there. Do you wanna make more money as a dietitian then head on over to our website@manipuracenter.co again, that's Manipura Centre.co, where you'll find free resources to get you started. And if you are so. Get your name on the wait list for an upcoming incubator program. I hope to see your name on the list so that I can help you get started making more money as a dietitian.