



# Work Smart Live Smart

## Entrepreneurs And Burnout

By  
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**I'm putting so many hours into my business and I'm beginning to feel burned out. Help! How can I keep my company afloat but still lead a normal life?**

Burnout is a state of fatigue while feeling frustrated, overworked, and unappreciated. Burnout can be a serious consequence of an unbalanced life and occurs when a person persists with a way of life that doesn't meet their expectations or exerts too many demands on their energy.

Some of the other signs of burnout include needing more hours to get your work done, lack of focus, decreased creativity, sleep problems, forgetfulness, substance abuse, becoming cynical, distrusting, complaining more, and feeling more isolated. When these occur it becomes extremely difficult to carry on with your business.

### **5 Strategies to combat burnout:**

- Know your priorities - have a clear understanding as to why you started your own business and the benefits of owning your business
- Set very clear expectations for yourself and for those around you based on those priorities
- Take care of your mental health - remember that you are not superhuman, keep perspective and develop a life outside of your business
- Take care of your physical health – Sleep, Eat, Exercise and avoid/minimize negative stress copers such as alcohol, smoking and caffeine
- Develop family, friend and peer supports - talk to others about creative ideas on how to handle the problems that may be occurring.

Stress and wellness specialist, **Beverly Beuermann-King** translates current research and best practices information into a realistic, accessible and practical approach through her dynamic stress and wellness workshops, on-line articles, e-newsletters and media interviews and through a collaboration called *Awakening The Workplace*. Visit [www.WorkSmartLiveSmart.com](http://www.WorkSmartLiveSmart.com) for more on Beverly and her wellness work.

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