

THE WITTMANN AGENCY

Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

Global Online Marketing For Modern Publishing Entrepreneurs

Reading time 4 min 36 sec

Happy Mon-YAY, my sweet Bookworm!

The gov's have already allowed some businesses to reopen to some degree over here and most of them slowly return to *normal* after the spread of the coronavirus across Europe is slowing. But those that haven't will have to wait to put up their 'open' signs. But some are now dealing with new outbreaks...

For many, the situation feels surreal wondering whether these post coronavirus circumstances (How long will masks be a way of life, that make you so hot and resulting in foggy glasses you want to scream?) will stay the *new normal* and if a second coronavirus wave is coming.

What big changes will stick? The global coronavirus pandemic is likely to cause 'radical shifts' in how businesses operate worldwide.

Like many of us — **you might feel defeated by unfamiliar circumstances and the lack of sales and engagement** — even after countless hours of hard work.

And you think:

Everyone else has it all figured out and just you're silently suffering.

You're "living the dream" of running your own business or having your "dream job" — and you're hating it.

Maybe you've got plenty of clients and projects and you're making money — but you're just not inspired anymore.

Or you're spending endless days behind your computer feeling like you're never going to make any progress — but you feel obligated to sit glued to your screen because you have to "hustle."

What's often underneath...you're mentally fried and stressed to the max and chances are you put yourself on the fast train to Burnout City.

A recent Monster survey reveals half of US employees telecommuting due to the coronavirus are experiencing burnout, yet 52% don't have plans to take a break — same over here in Germany.

How do some people just seem to keep going 24/7? (Spoiler: They don't!)

In today's LOVE LETTER TO BOOKWORMS I'm going to respond to your concerns (Thank you for letting me know!) because there are **clear signs you're burned out and I'll give you practical tips on how to avoid it** — it took me years to figure it out and it does not involve working harder and "hustle more".

What are the signs you're burned out?

#1 Every day feels like groundhog day (Remember the film?) – there's nothing new or exciting to look forward to.

#2 You're afraid to start up your computer and open your E-Mail inbox.

#3 You're not excited to try (or learn) new things.

#4 More and more work piles up as you procrastinate (Hello Facebook, Pinterest, Insta, Twitter....repeat...).

#5 You find yourself staying up later and later (and compromising sleep) to get work done.

#6 You start missing deadlines because you're overwhelmed with all the work you're avoiding.

#7 Clients or peers start sending and resending brief E-Mails about deadlines.

#8 You're resenting any E-Mails from clients or peers (see above).

#9 You put off sending proposals or contracts.

#10 Getting that first deposit fills you with dread instead of excitement.

#11 You're not excited to pursue new work or opportunities.

#12 You feel guilty for working out or taking care of yourself – because you should be “working” instead.

#13 You start really resenting all those “inspirational” Instagram / Facebook posts about “living the fantasy biz dream” with the uninspired stock photos of clean white desks, golden office supplies and endless lame quotes about drinking Champagne.

#14 If you read one more article about why you have to do “x” in your industry to succeed you’re going to lose it.

How to haul yourself up from the multitasking rabbit-hole?

I’ve personally faced the burnout monster more than a few times. It’s not something a lot of entrepreneurs, solopreneurs and creatives openly talk about because it can feel like we’re admitting failure. But you have to address it to get excited about your work again.

Here are a few things I do to curb burnout feelings that can double your chances of getting things done

#1 Schedule daily breaks and weekly workouts in advance

Schedule time for things on your calendar. Adhere to the work and to the breaks that your calendar allows. Schedule your day within those parameters and consciously step away at the end of the day.

My weekends are sacred. I’ve started protecting that time a few years ago (even if it means longer weekdays) and it’s made a huge difference for me.

Every Saturday is blocked in my calendar to go outdoor rollerskating. I dress hip and funky put my wheels on and hit the streets.

It’s my inner child playdate with myself. I speed up and watch the clouds go by.

Ninja Tip: Book workout dates with friends if it makes you more accountable so you’ll show up and do not blow it off for work or social media.



#2 Don’t allow clients (or colleagues or your boss) to text and phone you on weekends, late evenings, vacation or bank holidays

Make a commitment to NOT check your E-Mails, SMS, WhatsApp or whatever you use and don't do any work when you have off. You will have fun and not feel distracted.

Ninja Tip: Keep a separate number and E-Mail for business.

#3 Take a daily quickie *what-ever-you-like* break

After lunch, I regularly go for a walk in our backyard, feed the birds, clean the bird's bath and look after our self-sufficient garden.

Last month we set up our canvas tent and now we do *camping trips* in our backyard in the evenings and at the weekends.

Ninja Tip: No need to make it a day-long event – a simple 15-30 minute break can spark inspiration like a walk in the park or around the block listening to this month’s favourite podcast or your favourite music playlist, an hour to read, etc.

#4 Choose projects outside your comfort zone

It’s one thing to get known in a niche area in your industry – but it’s easy to get burned out when you’re doing the same type of project over and over.

Pick a project that slightly terrifies you – and expands what you’re known for.

#6 Make a commitment to take one vacation a year


I've skipped vacation for years and I felt more stressed and less productive. A vacation will change everything and make you feel so refreshed.

You need the reset.

Self-care is important... so treat yourself as good (if not better than) any project you're working on!

Got your own burnout tips? Share them with me!

Stay safe and take care!

With so much love and excitement ,

XO

Claudia

P.S. Need a mentor to avoid burnout? Especially when you need an objective party who can see your patterns and help you identify where you have opportunities to leverage or strengthen them. Head over to my [Strategic Consulting](#) and choose the session that's right for you.

P.P.S. Do you know any talented, hardworking people who struggle to get their work out there? Share this E-Mail. They'll thank you for it!

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