

Self-Care: A Guide For Entrepreneurs and Small Business Owners



Committed Change
HEALTH & WELLNESS

Presented by: Courtney Capece

Welcome! It's Time for *Self-care!*



Meet Your Presenter: *Courtney Capece* (courtney@committedchangehealth.com)

- Integrative Nutrition Health Coach
- Owner of Committed Change Health & Wellness LLC
- Attended the Institute for Integrative Nutrition, New York, NY
- Trained and Certified in all aspects of holistic health and wellness techniques
- Progressive professional background in the healthcare industry in both private and public sectors for 25+ years
- Two-time President's Award winner for customer service as voted by peers
- Compassionate, caring, respectful, and client-focused health and wellness professional who is committed to seeing individuals thrive

A Bit of *Housekeeping*

Health Coaches do not act in the capacity of a doctor, licensed dietician-nutritionist, psychologist or other licensed or registered professional. Any advice given by a Coach is not meant to take the place of advice by these professionals or to diagnose, treat, or cure any disease.

If you are under the care of a health care professional or currently use prescription medications, you should discuss any dietary changes or potential dietary supplement use with you doctor and should not discontinue any prescription medications without first consulting your doctor.

By choosing to attend this webinar, you understand that the information received should not be seen as medical or nursing advice and is not meant to take the place of seeing licensed health professionals.

If you are experiencing more severe issues, such as extreme depression, anxiety or severe eating disorders, physical debilitation, dizziness, or pain, please contact your doctor or seek immediate care.

If you are having suicidal or harmful thoughts, contact your local crisis center or dial 988 to contact the Suicide and Crisis Lifeline immediately.

Let's get started!

Presentation *Objectives*

What You'll Learn!

- ✓ Why self-care is essential for all entrepreneurs and small business owners.
- ✓ What burnout looks like for entrepreneurs and small business owners.
- ✓ Barriers to self-care for entrepreneurs and small business owners.
- ✓ Self-care practices that lead to positive business outcomes.
- ✓ When to seek additional support in your personal health journey.

The information provided has been prepared with busy owners and solopreneurs in mind. Our mantra is

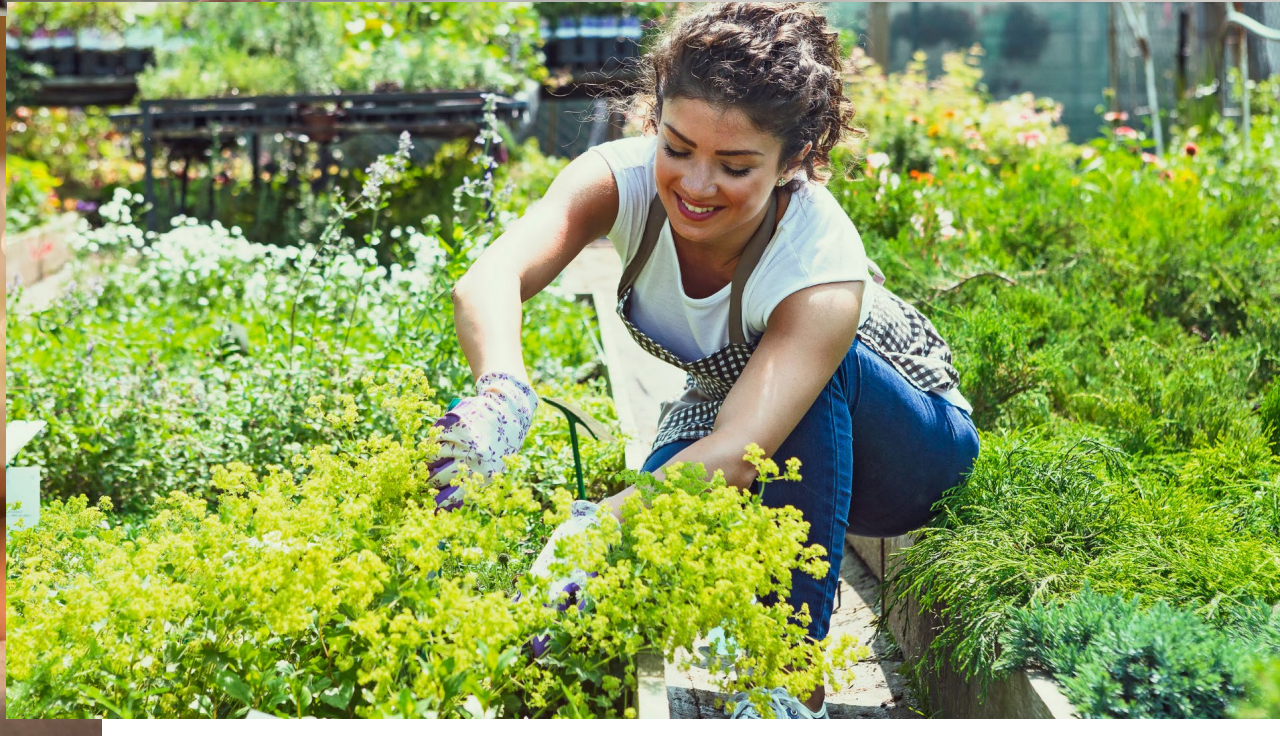
"progress over perfection."

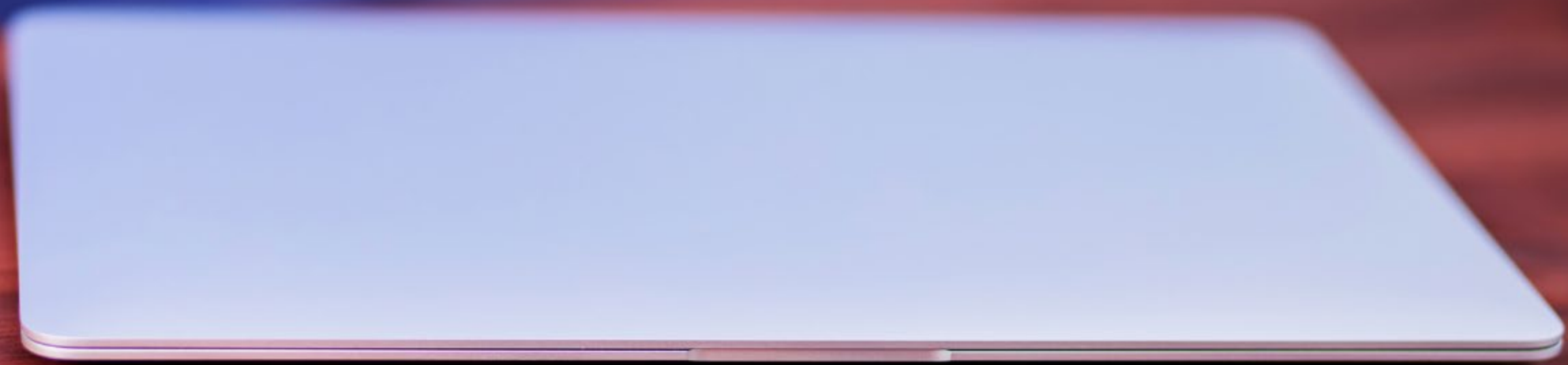
There are no hard and fast rules and no restrictive processes.

Do what you can, with what you have, wherever you are.

In the end, *if you do better, you will feel better!*

So, What is *Self-care?*





Selfcare *is...*

... the practice of individuals looking after their own health using the knowledge and information available to them.

It is a decision-making process that empowers individuals to look after their own health mindfully, efficiently and conveniently, in collaboration with those around them, as well as health and social care professionals as needed.

Self-care is doing what's best for your mind, body, and spirit, even when it feels hard. **Self-care IS different and LOOKS different for everyone.**

Why is *Self-care* Essential for Entrepreneurs and Business Owners?

- Your time is often not your own and limited.
- Quality of life for these individuals is stressful and impacted due to multiple demands and responsibilities.
- They face burnout and often don't seek help.
- When relief and help are not prioritized, lack of self-care can have detrimental impacts physical, emotional, and mental health.

The Long-Term Impact of *Business Burnout*

Over Time the Factors that Impact Quality of Life for Solopreneurs and Business Owners Can Include:

- The Intensity and Duration of the Responsibility
- Number of Hours Dedicated to Work and Others
- Physical Demands that Impact Sleep, Diet, Hygiene, and Exercise
- Boundaries or Lack of Boundaries
- Feelings of Guilt, Shame, Grief, Hopelessness
- Feelings of Isolation
- Destructive Coping Methods and Behaviors

The Long-Term Impact of burnout can result in:

- Severe Depression
- Physical Illness
- Strained Familial Relations or Divorce
- Poor Nutrition
- Detrimental Impact to Business Operations, Profits and Those You Employ

Assess Your Risk for *Burnout*

If any of these signs feel familiar, you may be at risk. There are assessments you can take to evaluate where you are now and determine if you need support. These are available on my [Website](http://www.committedchangehealth.com) www.committedchangehealth.com.

- [Quality of Life Questionnaire](#)
- [Circle of Life](#)
- [Health History](#)

Quality of Life Questionnaire

The Quality of Life Questionnaire will assess the level of balance specific to key areas of your life.

For each category listed, please indicate your level of imbalance to balance on a scale of 1 = (unbalanced) to 10 = (balanced).

The rating scale is presented below. It is important to keep these in mind as you complete your assessment.

9 to 10 = In Balance
7 to 8 = Above Average
5 to 6 = Fair
3 to 4 = Needs Work
1 to 2 = Out of Balance

Categories for which you indicate a score of 6 or lower will be assessed for further evaluation. The most critical 2 to 3 categories will be considered as target areas for your health and wellness plan.

Parent Self Care

The Wheel of Life

The wheel of life is a great tool that helps you better understand what you can do to make your life more balanced. Think about the 8 life categories below, and rate them from 1 to 10.

A Balanced life is like a circle.
1 = less balance, 10 = more balance.

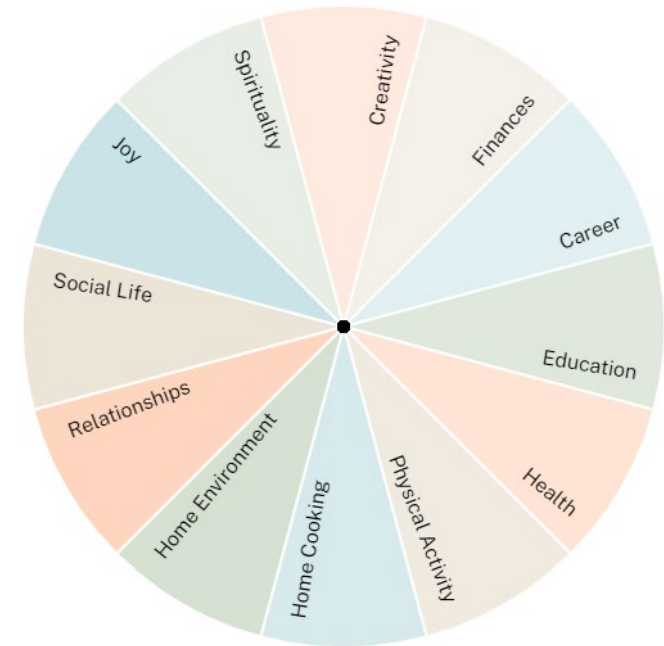
The diagram is a circular wheel divided into eight equal segments. The segments are labeled: PERSONAL GROWTH, HEALTH, FRIENDS, RELATIONSHIPS, RECREATION, SPIRITUALITY, CAREER, and FINANCE. The center of the wheel is a spiral that radiates outwards, with numbers 1 through 10 placed along it, indicating a scale from 1 (less balance) to 10 (more balance).

Barriers to Engaging in *Self-Care!*

Self-care benefits the key areas of health which include emotional and mental health, spiritual and nutritional health, physical and professional health along with healthy interpersonal relationships.

Participating in self-care be tough based on many factors:

- Lack of time/alone time
- Lack of support
- Mindset and Motivation
- Financial concerns



Business Specific *Self-Care* Tips.

There are things you can do specifically in your approach to daily business operations that support your self-care:

- Change your working environment and add relaxing elements.
 - Cut the clutter in your workspace and email.
- Block your time, don't overschedule, set work limits and don't be afraid of "no."
- Delegate responsibilities to those you know are ready for more.
- Power through procrastination.
- Attend only essential functions and networking events.
- Don't schedule meetings around food.
 - Eat food that supports your nutrition, energy and mood: **Protein based is best and antioxidants.**
 - Take these key supplements daily: **100% multivitamin, Vitamin C, CoQ10, B-Complex 100**
- Practicing mindful movement and dedicated "screen-free" time.
- Getting adequate sleep and uninterrupted time.

Challenges and Solutions for *Self-Care!*

Let's brainstorm some ideas to make our self-care dreams reality. Time, mindset, and cost should not hold us back!

Challenge	Lack of Time/Time Alone	Lack of Support	Mindset and Motivation	Financial Concerns
Action or Solutions	<ul style="list-style-type: none"> • Schedule it • Get up early • Cut out time wasters like scrolling social media or binge-watching shows • Break activities into smaller time slots 	<ul style="list-style-type: none"> • Stand up for your right to self-care • Train your replacement • Delegate • Cut the people and processes that limit you 	<ul style="list-style-type: none"> • Lose the guilt and savior complex • Put yourself first • Find a self-care "buddy" • Try something different • Know that taking care of you benefits everyone connected with the business 	<ul style="list-style-type: none"> • Start a "self-care" fund • Use coupon sites like Groupon, receipt apps, to earn money, and use discount codes • Attend "demo" sessions • Engage in "no cost" activities like nature walks, baths, podcasts, and journaling

Self-care Activities by *Focus Area*

In every area of your life, you can find activities that benefit your self-care. Here are a few listed by focus area:

Mind and Emotional	Soul/Spiritual	Nutritional	Physical	Career/Professional	Relationships
<ul style="list-style-type: none"> • Daily journaling • Spending time alone • Laughter • Crying • Hobbies • Loving others • Free writing • Reading • Painting • Morning and/or evening routines • Budgeting • Traveling • Positive self-talk/affirmations • Meditation 	<ul style="list-style-type: none"> • Nature walks • Meditation and prayer • Religious practices • Yoga • Forgiveness • Gratitude • Creating time to just be silent 	<ul style="list-style-type: none"> • Eating high-quality food • Supplementing where necessary • Cooking quality meals with family • Taking a cooking class 	<ul style="list-style-type: none"> • Ample quality sleep • Medical checkups • Regular movement • Massage • Acupuncture • Epsom salt baths • Daily outdoor time 	<ul style="list-style-type: none"> • Boundary setting • Goal setting • Supporting and acknowledging yourself and others • Taking time off • Learning new skills • Self-advocating • Creating a vision board 	<ul style="list-style-type: none"> • Dating • Having sex • Joining a club or group • Time with friends • Time with children • Family visits • Vacationing • Conversations • Getting involved in a cause • Communicating your wants and needs

Let's Get Creative! Unique Self-care Ideas!

Beyond standard self-care activities lies a world of new experiences to be explored. Think out of the box with your self-care. Try something you've always wanted to do or something that speaks to you. Here are a few ideas:

- **Aromatherapy** - There are many essential oils that aid in stress relief and relaxation. Head to your local herbalist and find out which ones will work for you.
- **Breathwork** - Learning to breathe properly for stress relief and relaxation can provide you with an impactful tool in your self-care and stress management toolbox.
- **Silence** - Scary for some, but life-changing to truly connect with your inner self. Block out all background noise including music and explore a world without stimulation to calm your nervous system.
- **Guided Imagery** - Helps you intentionally think of a peaceful place or scenario to promote a calm state through relaxation and mindfulness. There are wonderful, guided imagery options to explore on platforms like Audible, Apple, and Spotify.
- **Epsom Salt Baths** - While extremely relaxing, Epsom salt baths also soothe the skin, detox the body, and help with stiffness and pain.
- **Salt Room** - Or Halotherapy, provides calming and detoxifying effects and can support the immune, nervous, and lymphatic systems. Also helps reduce stress, headaches, increase energy, and support better sleep patterns.
- **Saltwater Float** - Or sensory deprivation can ease mental anxiety and muscle tension. Due to how buoyant the Epsom salt and water solution is, you can fully relax all your muscles when floating. This is similar to experiencing zero gravity.
- **Sound Bath** - Uses gongs and other resonant sounds to promote relaxation, reduce stress, and support better sleep patterns.
- **Grounding** - The act of placing your feet in the grass, sand, or another outdoor surface and drawing balance from nature.

Tips To Stay Consistent with Self-care

Here are some ways to stay consistent with your self-care

- Take time each week to check in with yourself and identify which areas need support. Refer to your list from “The Circle of Life.” Retake the assessment in a few months to see if any of your areas have changed.
- Choose the activities you will engage in on a weekly basis.
- Schedule time in your calendar for each item and honor that time.
- Enlist the support of staff, friends and family for those items that require extra accountability.
- Trust and empower the people you lead to take care of their duties so that you can take care of yourself.
- Make it easier for yourself by making your environment conducive to your activities.
- Remember to be “present” and “mindful” during self-care rituals.
- Start small and build on practices that best serve you over time.

Resources To Support Self-care

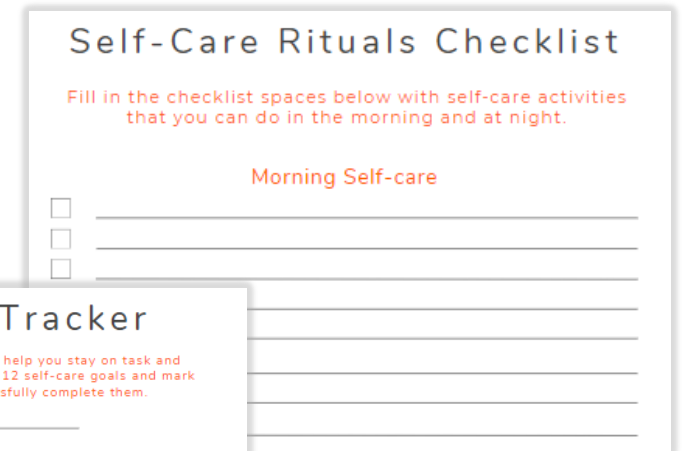
To aid you in this process, there are tips, tools, and resources you can tap into to keep you on track and accountable.

Checkout Online Resources

- Resources like [Tiny Buddha](#), [Selfcare Cabin](#), and [The Mel Robbins Podcast](#) are excellent resources for seeking out support, new ideas, and advice about self-care.

Use Trackers and Worksheets for Consistency

- Worksheets like those shown here will provide you with quick and easy accountability daily for tracking and consistency.

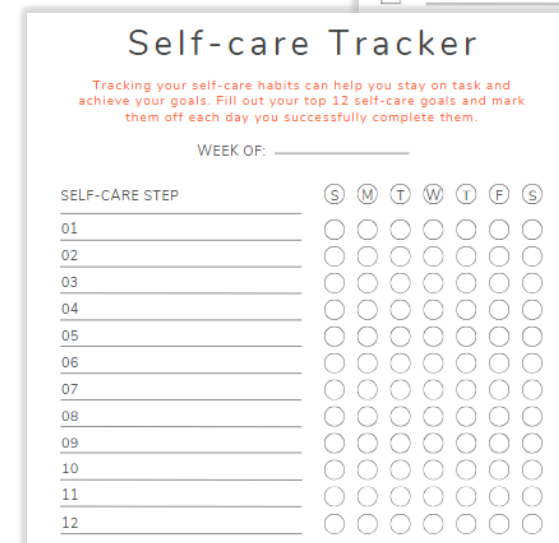


Self-Care Rituals Checklist

Fill in the checklist spaces below with self-care activities that you can do in the morning and at night.

Morning Self-care

- _____
- _____
- _____
- _____
- _____
- _____
- _____



Self-care Tracker

Tracking your self-care habits can help you stay on task and achieve your goals. Fill out your top 12 self-care goals and mark them off each day you successfully complete them.

WEEK OF: _____

SELF-CARE STEP	S	M	T	W	T	F	S
01 _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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06 _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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12 _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

A Few *Words of Wisdom*

- Everyone has their limits; respect yours and show yourself a lot of grace.
- Remember to put yourself first.
- Taking time to relax, refresh, and recharge helps those you lead.
- Bring in help if you need it and can get it.
- Release your “martyr” or “savior complex.”
- Shake off the fear of what you “should be” doing and do it your way.
- Don’t feel guilty for wanting a life; you had one prior to being a business owner.
- Practice patience and flexibility daily.
- Utilize all the services and resources available to you.
- Look into health coaching or counseling if you need additional support in stepping back.
- Your self-care needs will ebb and flow; flow with the changes.

Workshop Slides and Handouts



<https://www.committedchangehealth.com/workshop>

Let's Keep in Touch!

You can reach out for additional information, book a session, read my blog, or follow my social media pages using the following links:

[Email](#) or [Website](#)

[Book a Session](#)

[Instagram](#)

[Facebook](#)

[LinkedIn](#)

[YouTube](#)





Make Self-Care Your Priority

Thank you for listening!

Self-Care For Small Business

Questions