

# HEALTHY BUSINESS

# *Healthy Life*



# CHECKLIST

# Healthy Business, Healthy Life Guide

So, you've read the book and you're feeling pretty psyched and ready to get started?

But wait, did you pay careful attention? Do you remember all the points we covered? Before you rush ahead and potentially miss some crucial steps, let's take a look at the key points again.

## □ 1. Decide On Your Ideal Lifestyle

The first step in your journey towards a healthier business life is deciding what lifestyle you would like to lead. We discussed a few different options for workspaces:

- Working From Home
- Becoming a Digital Nomad
- Getting Your Own Office

Have a long and hard think about what is most important to you, and which workspace allows you to best fulfil your commitments. It might be the case that you change between the options as time passes. Try not to think what would be optimal for only your business, but remember that you must also make the choice which will be optimal for your health and lifestyle.

## □ 2. Assess Your Current Lifestyle

It's a good idea to take some time to think about how your current life is affecting your happiness and health. Be critical but most importantly make sure that you are honest with yourself. Write down what is causing you to become stressed and anxious, and then come up with solutions to try and solve them.

## □ 3. Set-Up Your Work Environment

This step refers to both planning and physically setting up your work space. This could mean renting an office, buying furniture or completing the paper work on your beach front home. Whatever it is that you've decided will be optimum for your life, work towards getting it done as soon as possible.

Regardless of what lifestyle you've chosen you'll want to make your office as efficient and effective as possible. In the e-book we discussed different options such as standing desks, alternative keyboards and separate office spaces.

Setting up your work environment properly is one of the most crucial steps when it comes to leading a healthier business life. Having a space where you can solely focus on work and then shut off when you've left is a great way to clear your mind.

## □ 4. Accepting Work

We often struggle with our workload, not realizing that as business owners we have the freedom to change this. While we must ensure that our income can cover our bills, often a small change in lifestyle costs can mean you can greatly reduce your workload.

The pareto principle or 80/20 rule says that 80% of our income is likely to come from 20% of our efforts. Thus it's logical that we should identify this 20% and remove anything else. Not only does this reduce our workload but it gives us more time to work with our best clients.

We also talked about having alternative revenue streams. This is to say that we have income from different sources. This is beneficial as it reduces our dependency on one source and hence is likely to reduce your stress levels. If you follow the pareto principle then you'll have an extra 80% of your time which you can dedicate to acquiring new revenue streams.

## **□ 5. Set Targets For Yourself**

Setting goals and targets is one of the best things we can do as business owners. They help to give us a path to follow and let us know that we are on the right track.

Have a look at the lifestyle you want and evaluate what level of income you'll need to sustain it. Setting income based goals is a

great introduction to goal setting because it is easy to monitor and has a visible effect on your life.

It's important that while you do set long term goals, you must also ensure that you create shorter goals to keep yourself motivated. Depending on your work and lifestyle a good goal may be to earn \$100 or \$150 per day.

## □ **6. Create Systems**

A lot of us dream of having passive income or a business that runs itself. Whilst this isn't always entirely possible you can certainly make headway towards this goal.

Setting up systems to streamline your work and reduce time spent on tasks is beneficial for many reasons. Not only does it make you more efficient, it also means that if you are unable to be at your desk, somebody else can more easily takeover.

Look at your business model and the tasks that you perform regularly. Can any of these be outsourced? Do you know of any programs that can automate the tasks?

## □ **7. Test, Test, Test!**

The next topic that we discussed was hypothesis testing. This is a technique that is used to try and overcome the fears that you may have.

If you are worried that detaching yourself from your business temporarily will be detrimental then the only way to overcome this fear is to test. You may choose to not work for a few hours one day and see that everything's still fine.

Over working is a common trait of entrepreneurs. It's important that if you feel like you need time off but are too scared to take it, that you try and overcome that fear.

## □ **8. Sleep**

If you're not sleeping properly then you're going to have less energy than you could. This is likely to impact on your effectiveness and performance.

While getting the recommended 8 hours of sleep everyday would be great, it's not always possible for those of us with demanding schedules. In this case you should still make an effort to getting more sleep and most importantly getting good quality sleep.

Good quality sleep means that you are in what is known as 'deep sleep'. This is when your body is able to fully shut down and rest. You can help to achieve this by turning off all lights in your bedroom, reducing caffeine and alcohol intake in the evening and creating a routine.

## □ 9. Exercising

We all know how important regular exercise is for our body, but we may not all realize how crucial it is for our minds. Exercise releases chemicals in our brain which allow us to be more creative, work better and be happier.

If you don't exercise currently then take a look at your day and see how much time you have to dedicate to working out. If you find that you only have a short amount of time then consider doing body weight exercises, or HIIT (high intensity interval training).

## □ 10. Improve Your Nutrition

With a busy schedule and intense working hours it's common that business owners neglect their physical health. Consuming healthy foods in a varied diet is really important to leading a healthier and happier life.

Try and remove as many sugary and processed foods from your diet as possible, substituting them for fruits and meats instead. Eating nutrient dense food is critical to feeling sharp and awake.

If you're finding yourself having peaks and troughs of energy throughout the day then you should take a look at the sugary foods that you are eating. When you consume these your blood sugar

levels will peak and then crash, which can cause huge fluctuations in energy levels.

## □ 11. Creating Your Home Business

If you already have your own business then instead you can look at your business and see what can be improved. How can you beat the competition? Can you reduce costs?

For those of us who haven't reached this stage yet, here's some of the ideas we talked about:

- Become an affiliate
- Create your own digital products
- Resell
- Sell Amazon goods
- Publishing Kindle Books
- Google AdSense
- Creating YouTube videos
- Freelancing

# Complete Checklist

## The Business Model

- Step one is to decide the business model you want. Ask yourself what lifestyle you want and how you're going to look after your health. THEN think about the business that supports that. This is the crux of lifestyle design.
- Is your business model going to generate passive income. If not... could it?
- Is the business model scalable? Or will you get crushed under the weight of your own success?
- Once you have the idea, start transitioning. You can do this without leaving your current job.

## Setting Up the Space

- With lifestyle design you can work anywhere.
- If you like, become a digital nomad and travel the world while working on the computer! Does that appeal?
- If not, then work from home or from coffee shops/a joint office
- (You can still go on longer/more regular trips!)
- Ideally you want to work out of the house to create psychological separation
- Make sure your workspace provides you with some opportunity to meet people and to stretch your legs.

- Think about your computer set-up. Do you have a truly portable computer you can use?
- Think about your comfort and make sure you have a supportive chair, your arms at a comfortable right angle, your chin raise so you're looking straight forward and no glare on your screen – this is easier to set up when you work from home
- Changing where you work regularly also helps a great deal
- Getting up regularly to move around is also a good idea – and that's on you
- Consider getting a better keyboard
- Consider DVORAK
- Consider changing keyboards throughout the day – all this combats RSI

## **Separating Work and Home Life**

- This is where a lot of people fall down – you must be on when you're on and off when you're off
- Don't bite off more than you can chew with clients
- Dump your 'bad clients' that cause you stress – remember, your priority now is your own health!
- Use autoresponders on your e-mail to make sure you aren't stressing about not answering a message
- Use a virtual assistant to outsource work you don't enjoy/that makes you stressed
- Have a separate work phone
- Have a separate work bank account

- Set targets for how much to earn in a day and consider anything above this to be a bonus
- Under promise and over deliver to your clients
- Likewise, be strict with your friends and family. Tell them you are not available to help them move at weekdays or to meet up for lunch.

## **Lifestyle and Health**

- Your sleep should be considered priority one – this will drastically impact on your work
- Don't use screens an hour before bed
- Have a hot shower
- Consider things that can upset sleep like light, noise, mold, pollen and temperature
- Stretching is a very good thing to use to combat the negative effects of sitting
- Stretching before bed can help you sleep
- Meditation can help you to learn mental discipline for better sleep and better work ethic
- Make sure you are exercising regularly – again it combats sitting
- Come up with a workout plan you find enjoyable and you'll be more likely to do it
- Join a gym that's nearby or create a home gym
- Any movement is better than none!
- That said, HIIT is great for maximizing fitness benefit and fat burning

- Eat a healthy diet filled with nutrients to support brain health, sleep and muscular development
- If you don't have enough energy to stick to your workout routine – then change your work schedule. That's kind of the whole point!