

Abbie Broad - Mindset Coach

Beat The "Big 7" Mindset Struggles for Women in Business

Here are my "TOP TIPS" for

Focussing Attention - Building Confidence - Shaping Behaviours

Fear - Isolation - Confusion - Self Doubt - Overwhelm - Guilt - Time





Why is mindset such a struggle for women in business?

Truth is, it's a struggle in life not just in business. Only difference is, when we operate inside our own lives, it's easy to hide. And it's not until we are challenged, that we even notice there is a problem. There is a lot to lose in life for sure. Missed opportunities, relationships, grief, loss, good luck, bad luck, nice people nasty people, money worries and our health. Stuff happens to each of us at some time in our life and it is often our mindset that determines the outcome. What we do, how we feel, how we respond, how we recover.

Once we reach a certain age. Most of us will be carrying a fair amount of baggage. Not a great way to describe it but it fits the purpose. We are weighed down by the life we have led. If we are lucky, we have worked through and learnt from those experiences.

But the baggage can leave its mark. Even when we think – “well I'm over that” the scar can still be seen, felt and experienced.

Hiding somewhere in the back of our mind is a trigger and sooner or later something or someone is going to pull it!

In business we are challenged on a daily / hourly basis. And it's not the big stuff. Its stupid crappy stuff like. “Should I post this or not”? “How do I find out how to do this”? “What if people don't want what I do”? “Did I remember to get the stuff for tea”?

Coping with success is an even bigger battle. “Oh no what if people think I'm greedy or resent me or judge me”. “What about my friends who are struggling”? “Do I deserve to be happy, rich, successful”? “What's so special about me”? “If I am successful, then there must be a price to pay”. “No one can really be successful and happy... can they”?

So, we start to avoid, apologise, and hide.

There are, I believe **7 main sources of struggle in business**. All our anxiety, stuck behaviours and doubt all stem from experiencing these emotions. Some will pop up before we even get started.

Fear. Confusion. Isolation. Overwhelm. Guilt. Self-Doubt and Time. The “Big 7” as I like to call them are at the root of all our mindset struggles. They cause all sorts of problems. Anxiety, procrastination, stuck behaviours, overthinking, hesitation and some can even make us sick. Like actually – go to the doctor's type sick!! Isolation is a killer. That is no exaggeration. Connection is a fundamental core human need. It is at the base of Maslow Hierarchy of needs and if we deny ourselves connection we will fail. We will struggle. We will become anxious and eventually, depression and other illnesses will take over.

For me – finding myself in a pit of depression that no amount of positive self-talk or “Ted Talks” could get me out of, was the point I decided enough was enough. Luckily by taking action to reach out to other start-ups is what saved me.

I thought it was going to be their expertise that helped. What I found was something far simpler. Connection. I needed to be with people, physical actual people. People who could see me. See my pain. And who wanted to help.

I have a super family. I am blessed beyond my wildest dreams to have children and a husband who have wholeheartedly, often to their own detriment, supported me, my dream and my why. By

detriment – I mean to support me has meant a lot of missing out, a lot of “when we can afford it’s” and a lot of Aldi’s ketchup. But in business that is not enough.

When attending networking events and when I finally started to get out into the world again. I realised that the only real struggle was mindset. Trouble is, we pride ourselves on the struggle. Woman particularly. We are not very good at asking for help – at least not the right help and here in lies the problem.

Women In business will often hold back from asking for help, because;

1 They don’t know they need it.

“If I’m working hard then no one will notice how terrified I am”.

2 They prefer the struggle

“If I am working hard then my family won’t resent me not being there”.

3 They don’t want to admit defeat.

“If I struggle, then that means I’m getting somewhere... right”? (wrong)

We ask for help and advice in networking groups and from friends and partners. But we are asking the wrong questions. Let’s be clear there are some pretty awesome networking groups out there, that will for sure offer invaluable support and advice. Connecting and interacting in these groups is an essential part of being in business. But what I learnt early on was, you must know what it is you need from them, in order for it to be truly effective.

Creating an entrepreneurial mindset will help you to know what you “actually need”, and help you to ask the right questions. The big issue I see is that we ask for the wrong kind of help. Because we are avoiding or trying to outrun our own mindset.

“If I’m working hard then no one will notice how terrified I am”.



A woman struggling to stay on top of the orders she has for clients, will work herself to the point of exhaustion. She will then go home. There she will start on all the other stuff, like bathing the kids, making tea, cleaning the house, engaging with her husband etc. Then at 10.30pm at night she sits down, picks up her phone and messages a friend or posts on her FB profile about what a failure she is as a mother because her kids had to have pizza again. Or they have a project at school, and she forgot to get the stuff. Or she will

offload how she will have to give up her business because it’s not making any money, even though she is working basically 18-hour days. She’s failing. She asks,

“What should I do”?

“How can I keep going”?

“Does anyone else feel the same or is just me”?

What follows is usually a lot of advice: - You should do this. You should do that. Have you tried this app? or I know someone that does blah blah blah, followed by sympathy. Oh, you poor thing. I know

how you feel. Life is hard. Then the positivity parade. Keep going you can do this. You are the strongest person I know. It will be worth it.

But ... She doesn't want the advice because she hasn't got time to action it. The positivity parade has the complete opposite effect and just gives her more ammunition to beat herself up with. She's exhausted so she takes the sympathy, maybe feels better for a day or two and then goes right back to struggle. Nothing changes.

"If I am working hard then my family won't resent me not being there".

Now pain and struggle are a part of life. Without pain there is no point to life. The good news is, we can choose the pain (most of the time) that we want to carry. We can choose our struggles. But what is happening here is she is experiencing pain and struggle and reaching out for support, to off load and numb that pain. But she is not asking the right questions. Because Time. Money and her Mindset are getting in the way. When you are experiencing 1, 2 or all of the Big 7. The ONLY person who can get you out of that. IS YOU?

Time is telling her that she can't stop. There's no time to sit and focus on herself or her mindset. She doesn't have time for that hippy wanky shit. She has actual stuff she needs to get done. Money worries are shouting – "there is always a price to pay". Guilt says, "that money could be better spent on your kids". She is convinced she can't afford expert help, because she has supplies to buy or marketing to pay for. She will spend ££££'s on printing leaflets but not ££'s addressing the issues that will actually help.

"If I struggle, then that means I'm getting somewhere... right"? (wrong)

Mindset is telling her she doesn't have time to sit and action plan or chat about what is really going on because she has to work hard. She doesn't want to be fixed because that means admitting defeat. She doesn't want to know what's going on, because that could open a whole can of worms. Guilt. Fear and confusion mean that she will avoid addressing the real problem. "If I look inside – I might not like what I see". "Working on me sounds hard". "I think I'll just keep battling on".

Fear stops her from asking the right questions because she is terrified of appearing vulnerable. It's easier to deal with the pain of exhaustion than it is to experience the pain of what is really going on and spend time unpicking that shit.



Why are you really doing this? Women who decide to go into business, certainly those later in life. I can guarantee you that it is because of someone or something that has happened to them. Something they have experienced. Overcoming illness, grief, depression or struggle are great motivators. Also seeing a need and wanting to help others, or sharing a life changing or positive experience with others can be just as motivating.

We always have a why that is bigger than whatever it is we are working on. Understanding that why and what it truly means is at the heart of our motivation. And I bet **your why** is not what you tell people it is. There is always a deeper meaning. We must be honest with ourselves (we don't have to share it) to understand it so we can use it properly.

“When you have been given a second chance at life, you feel compelled to pay it forward”

I tell people that my why is to help other women succeed in business. That I love and believe in coaching so much so that I want to share what I know to help others. That is true. But. It is not “MY WHY”. I do what I do because it makes ME feel good. I do it because my best friend died and in order to honour her memory, I pledged to make the most of every second of my life. I do it because I feel guilty for being alive when she is gone.



She would kill me with her bare hands if she heard me say that!! So, I use that why in the most positive way that I can. To reach out to others and help them the way she helped me. To do something that brings me joy. To indeed make the best of every day and to love and cherish myself and my family and friends.

But when my body is saying “take a break you are exhausted”. My WHY is saying don’t you F&\$%£*g dare. You keep moving. All the time there is life in your body you keep F&\$%£*g moving. It’s why I walk and talk so fast. 😊

Struggle doesn’t have to mean unsuccessful. You would be amazed at the number of women out there running incredibly successful and profitable businesses, who are struggling. Working too hard, trying to outrun their own mindset. Avoiding guilt, shame and vulnerability and trying to prove they can.



At what cost? Your kids don’t recognise you. You look and feel like shit. Financial success is something you now feel like you need to apologise for. You are failing as a mum and wife and daughter and sister because YOU decided it would be a good idea to follow your dreams.

The baggage. The struggle is all in your head. You can’t outrun your own mind. “Everywhere you go, there you will be”.

Guilt is rife. “Daddy who’s that strange women in the kitchen drinking wine through a straw and crying “?

“Oh, that’s just Mummy. She’s the person you should look up to, out in the world being a success. She’s the one that pays for holidays and you know, Christmas.”

So, you see our mindset is the key to all of this and therefore I have chosen to do what I do.

Does it really need to be this hard? No! Seriously. No, it doesn’t!!! you just need to focus attention on what your actual struggle is. Build your confidence by asking the right questions and create effective behaviours that give you the time to work on all the rest.

Now you might be thinking Jeeeeez Abbie that all sounds a bit negative and pessimistic. Hold on OK so there is work to be done for sure. However, it’s not all bad news. This is not a cautionary tale. Overcoming mindset obstacles doesn’t have to be an uphill struggle.

The world needs you. Your product or service. We need more passion and kindness in the world than ever before. So, I am here to tell you....

You are already amazing. You are already successful. You are already everything you need to be. You already know everything you need to know.

And I am just going to help you to remember that every single day.

This is coaching. It is positive and future focussed. Applying even just a few simple techniques into your process can make a big big difference. It's not rocket science and it doesn't involve digging deep into your past and unpicking stuff you would rather forget.

Mindset coaching is not about purchasing an answer. It is about investing in the solution.

Google Mindset and you'll get various responses, depending on how you ask the question. This is the one I like.

Mindset

In decision theory and general systems theory, a mindset is a set of assumptions, methods, or notations held by one or more people or groups of people. A mindset can also be seen as arising out of a person's world view or philosophy of life.

NOUN - the established set of attitudes held by someone.

So that's the definition but what does it really mean? What is it? Why is it important to be in control of it?

Ok – sit tight. This is how I explain what Mindset means to me. Your Mindset is made up of behaviours, values and beliefs. We each have core behaviours that exist in our head. Such as being organised, reliable, tidy or Efficient for example. They are our default. If we are a tidy person and we decide to marry or live with an untidy person – then eventually there's going to be a problem.

Then we have core values. These belong in our heart. Passion. Creativity. Love of learning. Connection. For me one of my core values is growth and therefore if there is an opportunity to learn something "I'm in" I seek growth every day and it makes me feel great. We know when our values are challenged because it is physically painful.

Then the tricky one. Beliefs. Beliefs exist in our head for sure, but we feel it in our stomach. When a belief we hold is saying "Who do you think you are? You don't belong here" we feel fearful and sick to our stomach.

Still reading? Great bear with me I will get to the point. So with all these messages, emotions and feelings running around in our head and our body its no wonder we struggle.

Now – the solution. Imagine all of these behaviours, values and beliefs are cars traveling around your body. Without structure and guidance they are permanently "off roading" basically your vehicles have all been car jacked and they are off on a joy ride.

Mindset tools are like straight roads, and traffic lights, sat navs, stop signs and traffic police. Keeping order, directing you to the best route, slowing you down, speeding you up. Showing you the dead ends. Telling you when to turn. A well-oiled machine. A perfectly slick system that keeps everything moving in the right direction.



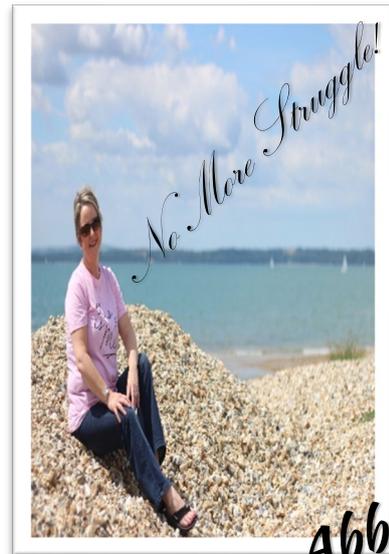
Build your roads. Add your signs. Create a sat nav that remembers the good routes. And always celebrate when you reach your destination.

How do I build my traffic system? I hear you cry. Like this. Mindset coaching begins by focussing attention on where the traffic is going and where it needs to be.

Questions and exercises help you to create signs that pop up and direct you so you can relax, build confidence and trust you are going in the right direction.

Practice helps create the behaviours that teach us to drive the traffic more purposefully. So eventually everything is running like clockwork.

By learning and practicing mindset tools and techniques we are able to thrive. No longer struggle. We all know how it feels to be off roading. Its bumpy, its muddy, its exciting for a while and then we just want to puke. Mindset coaching brings structure and allows us to navigate the emotional journey. With calm. With purpose and ultimately reach our destination, ready for action.



If what I have shared today, resonates with you. Then please. Reach out. Connect. I offer a variety of coaching programme's or "ways to work with me" which can be found on my website.

For now, enjoy the "Top Tips" I hope you find information and value in them and that you begin to understand a little better, your own mindset and that you will be encouraged to act. Just 1 thing will make a difference.

Are you ready to work with me?

Come and Join the Mindset Coaching VIP Members Club - For Women in Business and turn your procrastination into productivity and your passion into profit.

- VIP Membership includes:
- Membership to a Private Facebook Group
- Weekly Group Coaching MeetUps via Zoom
- 60 Hours of Mindset Coaching exercises and learning materials
- Weekly Mindset Challenges to help overcome self-doubt and bust through procrastination
- Monthly Webinars to develop your mindset skills and reduce the struggle
- Accountability. Support. Connection. To help you grow in your business
- As well as access to 1-1 sessions with a professionally accredited coach

Got to www.nowwatchmefly.co.uk and sign up today. Memberships starts from as little as **£10 per month.**

"vulnerability is a risk we have to take to experience connection" Brené Brown.

I would love to welcome you into my tribe. Follow me at:



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The Big 7 Top Tip Number 1 – Isolation to Connection

<i>Where Isolation Shows Up</i>	<i>Top Tips to Beat Isolation</i>
You are disconnected from your peer groups and seek reassurance from family and friends.	Our friends and family want to support us but unfortunately they rarely understand our struggle. Connecting with others through networking and group coaching offers effective support and helps build confidence.
You experience long periods of uncertainty which can lead to increased anxiety.	We are by nature drawn to connection and without others to bounce ideas off we can quickly begin to feel anxious. Find groups of other business owners either online or face to face where you can interact regularly, ask questions and share experiences.
You feel lonely and disconnected even when surrounded by family and friends.	Connection comes in many forms and is not just about physical interactions. Our minds need to be challenged too and so interacting with =with others who share our interests helps us to feel connected.
You lack focus and are distracted easily failing to think things through or complete tasks consistently	Maintaining focus can be difficult if we are working alone Accountability is a fabulous tool for keeping us on track. Join groups or engage with a coach to help you stay accountable..
You experience anxiety, depression, or long periods of low mental energy.	If you enjoy the interaction and energy from being around others. Working alone at home can quickly take its toll on your mental and physical energy. Make it a priority to get out of the house regularly and interact with others.
You're constantly overthinking your decisions and ideas.	Most of us will seek reassurance about a new idea or plan. And brainstorming is a great way to do this. If you find yourself overthinking decisions or hesitating then don't try and go it alone. Networking and group coaching are great places to bounce around an idea with others who 'get it'.
You regularly make mistakes, but you aren't learning from them because you have no frame of reference.	Confidence and growth come from a consistent process of trial and error. When we operate alone this can be hard to do and fear will kick in. Share your ups and downs with others in your network and this will help you to be less afraid of failure and more willing to learn from it.
You end up firefighting challenges instead of planning and preparing	When we work alone it is easy to keep our head down and power through. Meaning we don't see a problem coming until it is right on top of us. Sharing tips with others helps us to be more proactive and less reactive
You miss good or positive opportunities because they're clouded with negative self-talk, hesitation, and judgement.	When fun or interesting opportunities arise, we can often hold back and quickly fear or negative talk kicks in. Grab a business buddy and take them along for the ride. There are no extra points for turning up alone. Business can be fun.
You lose perspective on where you want your business to go and why you began in the first place.	Without connection we quickly loose perspective and our journey becomes vague. Connect with your tribe regularly. Seek opportunities to check in with them and ask questions. Actively seek feedback and be sure you are delivering what they want and what they need.



The Big 7 Top Tip Number 2 – Fear to Courage

<i>Where Fear Shows Up</i>	<i>Top Tips to Beat Fear</i>
You experience feelings of anxiety when trying to move forward.	At the start, every step is an unknown and this can cause us to become fearful of taking even the smallest of steps. Shine a light on the path ahead. Break everything down so that each time you step forward you are always stepping into the light.
You fear vulnerability and therefore avoid asking for feedback.	Effective feedback offers us lots of information and so we need to be ok with exposing ourselves in order to grow. Seek feedback from those you trust and those that understand what you are looking to achieve. The power of a great tribe can never be underestimated. Avoid asking opinions from those who are not invested in you. Their opinions hold little value. So be brave and reach out.
Your fear of success makes you hold back from promoting your business.	If you are holding back from prioritising bringing income into your business, you may have a fear around money or success. Visualise what lies beyond the income. Money is a vehicle to get you to that place.
Your fear creates low-self-esteem and you constantly judge yourself and resent it when others succeed.	We see others doing what we feel we can't, and we become jealous and resentful. These are not useful feelings. Most people will happily share how they overcame their own fears. Perception is they are fearless, reality is they are just as afraid, but they found a way through. Ask them how they did it.
Your social media is inconsistent and weak because you're trying not to bother anyone.	Posting online becomes a battlefield as we try to avoid taking a hit from fear of judgement or rejection. Practice is a great way to de sensitise yourself. Put posts out there, be ok with getting no response. Be as true to who you are as you possibly can. Authenticity builds resilience.
You avoid spending time reflecting on your results following a failure.	Reflecting on our progress means looking at the hits as well as the misses. Fear can stop us from doing this effectively as it can feel like kicking ourselves when we are down. Fear feeds on uncertainty the more you know the less afraid you will be.
Your fear of failure leads to hesitation which starts to show in your business.	We have to fail in order to move forward we just learn to do it better. Make it a daily practice to make notes on what you have learnt and where you can make improvements. It's all about doing better next time.
You are unable to get clarity or perspective on your successes for fear of appearing smug and avoid celebrating.	Fearing judgement from others says a lot more about us than it does the people whose judgment we fear. This is a fear we can eliminate easily as it only actually exists in our head. Decide if you are compromising your values by being a success? If success meets with your values then remove the judgement.
You try to bargain your way out of situations by making excuses for your behaviours or inaction.	What advice would you give to a friend who was making excuses and avoiding taking action. How would you help someone to feel less afraid? Sometimes the solution can be as simple as listening to our own advice.
You numb the pain of fear by self-medicating rather than addressing the cause of the fear.	Self-medicating to distract or numb the pain of fear is common. Often it is harmless however some behaviours can have devastating effects on our health and wellbeing. Take some time to notice all the ways in which you avoid or distract yourself. Start by replacing a bad habit with a good one. Swap out the wine for a good walk in the fresh air. Self-medicating can become self-care.



The Big 7 Top Tip Number 3 – Self-Doubt to Confidence

<i>Where Self-doubt Shows Up</i>	<i>Top Tips to Beat Self-doubt</i>
You hesitate way too long before deciding or taking action	A quick pros and cons list can help when hesitating about deciding or taking action. Stick to the facts and set yourself a time limit to act
You find yourself on a loop of procrastination doing lots and getting nowhere	When procrastination kicks in stop and step back. Take time to reassess your goals and re-prioritise your tasks.
You make poor judgements about your abilities and question support from others	When you begin to doubt your ability to complete a task or take on a new challenge. Take a few minutes to check in on your credibility skills. When have you done this before? What or who helped then? Can you do this again?
You waste time overpreparing and over planning each step, with behaviours such as perfectionism and overthinking	Perfectionism tends to be more about avoidance and doubt than it is about standards. Decide before you start what 'done' looks like. Set a time limit to get it done and learn to be ok with 'ok'.
You find yourself unable to take consistent action causing peak and troughs in productivity	Self-doubt can be a niggling voice in our head questioning our process. Developing good behaviours around prioritising and better use of time help to keep the voices quiet. Repeated good behaviours build confidence.
You avoid situations or new experiences outside of your comfort zone	Avoiding stepping out of our comfort zone means that we miss out on great opportunities to grow our business. The smallest step in the right direction can make all the difference. Commit to one action at a time and celebrate your progress.
You appear apologetic and lack confidence to promote your services and under-price your offers	Lack of confidence around your offer can mean inconsistencies in promotion and pricing. Identify your Ideal Paying Client and create an offer that meets their needs.
You seek out co-dependency instead of collaboration	When opportunities arise to collaborate with others take a few minutes to ask yourself what this opportunity means for you and your business. Does it meet your values? Will it be good for you and your ideal paying clients? Are you sharing the fun or shifting the burden?
You feel out of control because your inner critic is running the show and she is making some BAD choices	Negative self-talk can be extremely destructive to our productivity and our self-esteem. First notice who or what triggers the negative self-talk. think and how you want to act.
You allow self-doubt to fuel your inner critic leading to increased feelings of imposter syndrome	Challenge those thoughts with curiosity rather than accepting them. You have the power to decide what you want to



The Big 7 Top Tip Number 4 – Guilt to Forgiveness

<i>Where Guilt Shows Up</i>	<i>Top Tips to Beat Guilt</i>
You feel as though something is eating away at you each time you try to move forward.	Begin by taking a few moments to explore what might be going on for you. If pushing forward with something feels exhausting, then there is a chance that guilt is weighing you down. What are guilty of? Who will suffer if you do? Who will suffer if you don't?
You feel shame instead of motivation when you think about pushing forward with your goals	Is there any real evidence to suggest your guilt is justified? If there is, then you must address it. If there is not, then let go of the guilt. Write yourself a permission slip and let it go.
You spend too much time on tasks that keep you safe and hidden, instead of pushing towards those that challenge you to step outside of your comfort zone.	Understanding your WHY is essential for gaining clarity on what drives you. Be clear about what you've set out to achieve and why you want to achieve it.
You start to experience feelings of resentment, leading to self-sabotaging behaviours.	If you're still struggling to make sense of what's weighing you down, then you may need to get some help to process. Coaching offers excellent tools for clarity and perspective and can help you to work through current emotions and help you to create a more positive mindset moving forward. Ask yourself what ultimately drives your guilt?
You want to stop feeling guilty and start to blame those around you for your struggles.	If there's a person or situation that repeatedly triggers your guilt, then you need to talk about it. Share your feelings and what it means to you and what you're experiencing. This is not about blame. If you need help to have this conversation, then seek support from a professional. <u>Otherwise, a simple, relaxed conversation is usually enough.</u>
You question the cost of what you want to achieve believing there will be a price to pay for your success.	Guilt can also be a result of positivity. Something great happens so we need to redress the balance. A belief that for us to win someone else has to fail. Is this true? Can we all be winners? Who actually loses when you win?
You find there are problems occurring in personal relationships, causing resentment and frustration.	Guilt loves to grab us when we are at our most vulnerable. And when low we overreact or become overly sensitive. If you think that guilt is causing difficulties in your personal relationships seek help right away. If you can sit down and talk it out then do, otherwise seek outside support. Having a business can put stress on any relationship so get out in front of it right away.
You become distracted and overwhelmed by trying to keep everyone else happy.	Running a business takes a lot of time and energy and there will be times when we have to make a choice between family time and work. Guilt can mean we exhaust ourselves trying to keep everyone happy. Have a conversation. Be clear about the time you need for your business and commit to making time to step back too.
You make a mistake and instead of forgiving yourself you feel guilty, which leads to anxiety and confusion.	Building mental resilience enables us to bounce back from a mistake or set back. Commit to a regular daily practice of acceptance and forgiveness. Overtime this will replace any feelings of guilt that may creep in.
You feel guilty when you fail and guilty when you succeed leading to a self-sabotage and procrastination loop.	Guilt gets worse the more we try to ignore it. So, seek out the cause and work purposefully to reframe it. Guilt weighs you down, holds you back and exhausts you. You can choose to carry it, or you can choose to drop it now. Where is the evidence to support why you should continue to carry it round?



The Big 7 Top Tip Number 5 – Time Fatigue to Time Management

<i>Where Time Fatigue Shows Up</i>	<i>Top Tips to Beat Time Fatigue</i>
You panic that there isn't enough time, and this means you make mistakes, miss deadlines, and avoid activities that help you grow.	To use time effectively we need to get visibility on where we are using it. Make time tangible. Treat it like a resource and get visibility on it.
You think you're multi-tasking and staying on top of things, but your lily padding from task to task and accomplishing very little.	Multi-tasking feels like the thing to do to get it done. However, this can in fact cause anxiety and we end up juggling and getting nowhere. Make a plan or to do list and prioritise. Work on one task at a time.
You start to second guess everything. You begin tasks, only to be distracted when the mental time clock starts ticking in your head.	Through time people will be easily distracted as their inner stopwatch starts a count down. Time boxing and focusing on activities for a set period of time means we can set an actual stopwatch for our activities. Our inner stopwatch shuts down and the distraction disappears.
You are not using your time well and end up working too hard for too little gain.	It is common for us to believe that the harder we work the more we will be rewarded. This is sadly untrue when it comes to entrepreneurship. Decide on the hours you want to work and stick to it. It is better to work at full capacity for 4 days a week than at 40% for 7 days a week.
You're not planning your time well; you are constantly making choices about what you can or cannot fit in.	Organisation is key for getting visibility on time. Using simple tools like a diary or day planner help us to make good choices. Good behaviours around time mean we can plan well and be ready for the unexpected.
You are overworking and overwhelmed and so avoid marketing and promoting your business.	If you have become exhausted and overwhelmed then promoting your business is the last thing on your list as this potentially means even more work. Step back. Plan out your ideal day. Make a list of key tasks that need to happen and prioritise those that bring in income.
You begin to resent your business and your clients because you are not spending enough time with your family and doing things that you enjoy.	It is easy to prioritise our clients over our own needs they are after all the ones paying the bills. Make yourself your best paying client. Block out time for yourself including your own admin and also downtime. You are your best paying client as without you there is no business. So, book yourself in every week.
You have no idea if you are achieving anything because you have no way to measure productivity.	Our goals are often measured over time and if we fail to set deadlines or check points how can we know if something is working. Include timescales in all your goal setting activities and check in regularly. Adjust where necessary.
You are reluctant to step back from your business to enjoy downtime for fear that things will be missed or that you will be overwhelmed when you return.	If you are holding back from taking time off for fear that things will be missed or pile up in your absence then this needs attention. We all have peaks and troughs however our business should be able to survive without 24-hour surveillance. Visibility on tasks and time means we can plan ahead and prepare for taking time off. Also building in regular breaks into your calendar helps us to maintain our energy levels. Don't wait till you are exhausted to take a break.
You believe you are failing when targets and goals aren't reached on time, which starts to chip away at your confidence and leads to a drop in motivation.	Setting realistic timescales for achieving our goals is essential too much and we procrastinate too little and we panic. Review your goals regularly. If you are putting too much pressure on yourself rethink your timescales. Its ok to miss the boat every now and then but constant failure is demotivating.



The Big 7 Top Tip Number 6– Confusion to Clarity

<i>Where Confusion Shows Up</i>	<i>Top Tips to Beat Confusion</i>
You are unclear about what the problem is so waste time seeking the wrong solutions.	Confusion can be triggered by a number of factors and if you are unclear on exactly what the problem is start with the end in mind. Begin with the goal or outcome and work backwards.
You are trying to fix too many things at once without success, leading to feelings of desperation.	If we only had one thing to deal with at a time life would be easy. Business rarely happens that way. If you are feeling confused because of multiple issues at once. Stop, step back, make a list and prioritise. Don't try to be a hero. Multi-tasking problems is a recipe for confusion.
You procrastinate continuously which reduces productivity.	Confusion is often a trigger for procrastination and once that kicks in productivity will take a nosedive. Is there a recurring pattern that triggers procrastination i.e. certain tasks you dislike or don't understand? If so outsource these tasks or ask for help.
Your lack of consistency and productivity leads to low self-esteem.	The knock-on effect from long periods of confusion is that it starts to eat away at our self-confidence and esteem. Identify where your weak points are and seek help. If IT for example sends you into a hole then ask for help before you get to that point.
You actively avoid situations where you might appear stupid.	If we are confused this can easily put us off trying something new. We don't want to look silly or fail and the easy solution is to avoid whatever it is. These are however often the moments when we experience our biggest steps forward. Decide what looking stupid means to you. Reframe stupid into curious, willing to learn, brave.
Your confusion means that you stop trusting your instincts or trusting others.	Confusion causes noise in our head causing panic and logic goes out of the window. Take some time to sit and breath. Try to relax and let the noise die down. Logical thinking will then return, and solutions begin to appear.
You market your product or services to the wrong audience.	Without seeing the results first, it can be hard to know if we are selling to the right people. Before embarking upon marketing activities make sure you have worked through identifying your niche and ideal paying clients. Find the people and the problem then create a product to meet those needs.
You are unclear about your offer and tend to lily pad from project to project trying to find what will sell	This is another reason to work on your ideal paying client's information before starting each new project. As business grows and offers increase repeat this exercise. This will save you both time and money in the long run
You consume copious amounts of content, trying to learn your way out of confusion	Confusion can indicate that there is something that we don't yet know. Before embarking upon another online course make sure you are not forgetting what you already know. Notice if Imposter syndrome or perfectionism are popping up instead and if they are, a quick checklist of credibility skills can put them in their place.
You hold unrealistic expectations which leave you feeling unaccomplished and demotivated.	Confusion means we may have lost sight of our goals and we may not be paying enough attention to the process. Goals are achieved 1 step at a time, and this helps keep expectation in perspective. Take some time to define your goals as Specific Measurable Achievable and Realistic and Timely. Break everything down and keep track of your progress.



The Big 7 Top Tip Number 7- Overwhelm to Resilience

<i>Where Overwhelm Shows Up</i>	<i>Top Tips to Beat Overwhelm</i>
You experience consistent feelings of anxiety over things that are normally not an issue.	Notice if you are feeling anxious or overreacting. When you notice the signs stop immediately. The quicker you stop and take a breath the quicker you can recover. Take a short break and regroup. Don't try to outrun it.
You have dips in energy, and it becomes harder and harder to pull yourself up.	When our brain is coping with overwhelm this takes up a lot of physical and mental energy. If overwhelm goes on too long we can become exhausted. Rest and good nutrition are key to maintaining energy levels. Do something physical to boost your happy hormones.
You are overthinking activities that require action.	Logic goes out of the window when we are in full overwhelm. And we will overthink rather than take action. Breathing exercises are great for kicking logic back in. Writing stuff down or brain storming is also a great way to reduce overthinking and put us back in to action mode.
You are firefighting problems that are bigger than you, instead of calling for help	Trying to tackle things alone will only send you deeper in to overwhelm. Don't be a hero be a warrior. Be ready to walk away if you need to and ask for help when you need it.
Your lily pad from problem to problem as soon as it starts to get real.	If you find yourself constantly lily padding away from a problem instead of fixing it then you may well be in overwhelm. Take some time to ask if it is the problem that you are jumping away from or the outcome. If the problem is too big, ask for help. If the outcome itself overwhelms you then you might want to revisit what it is you are trying to achieve.
You're less productive than usual	If your productivity is being affected and you are experiencing low energy, lack of motivation or you simply can't be arsed to get it done, then overwhelm could be at play. Step into the role of a friend. What advice would you give someone experiencing overwhelm? What might they need?
You ask for help in the wrong places and avoid looking at what might be at the root of a problem.	You need to be sure you are facing the right problems and overwhelm can mean we reach out into the wrong places or ask the wrong questions. Be sure to ask for help with what caused the overwhelm as well as help to feel better.
Your brain switches off and refuses to allow any more information in, you go into to shut down.	Your mind starts to shut down and won't let in any more information. Grab a piece of paper and write down what you are going to do TODAY (don't worry about yesterday or tomorrow, just focus on today).
You feel like you are failing and unable to come up with positive or practical solutions.	Remember it is your mindset that decides whether you take action or fall into overwhelm. If you are struggling to come up with practical solutions then reach out to those with business knowledge or expertise specific to your needs. Let them be your voice of reason.
You start to resent clients and customers because they intrude on your time. More clients mean more work. More work means more overwhelm	Don't let sales or clients predict your productivity. Plan and prepare as much as you can. Plan activities that keep your productivity steady. Make mental wellness a priority every day - don't wait till overwhelm is upon you. Prevention is better than cure. Keep on top of the mundane stuff.

