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# 3 CRITICAL STEPS TO DROP THE STRUGGLE & OVERWHELM IN YOUR BUSINESS

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Without Creating More Work



HOW ARE YOU DOING IN YOUR BUSINESS?

COULD THINGS BE A LOT BETTER?

ARE YOU TIRED OF THE STRUGGLE AND THE GRIND?



There are three things we as entrepreneurs need to develop and protect at all costs:



OUR  
VISION



OUR  
CONFIDENCE



OUR  
ENERGY

When we don't have even one of these, let alone two or three, our business can suck. Life then sucks.

This guide will help you take back control from two of the biggest, most insidious, terribly habitual destroyers of these cornerstones – overwhelm and struggle.

Once you take back control and drop the struggle and overwhelm you will enjoy so much more ease and flow in your business. You will feel lighter than you ever thought possible.





## 1ST The Power of Checking In

I invite you to take just a bit of time to stop, and really think about a few things. Because you are likely swirling around with so much frustration and struggle that your feelings are blurring reality.

## 2ND Get Clear

To start clearing away the overwhelm – the fog must go. We need to anchor into some reality that we may not yet be seeing with all those feelings and assumptions swirling around.

We need to get clear. Clear on what ARE our assumptions, what are our feelings, and where might there be room for some reality that challenges these assumptions and feelings.

How do you figure out where to start? There are definitely common areas in business that tend to attract the fog, overwhelm, inaccurate assumptions and unhelpful feelings.

### **Time. Money. Clients.**

These are the big three your business – any business - revolves around.

How do you get not only more of these, but better?

More time so that you can enjoy a smoothly running company and a life outside of the business too.

More money so that business generates a profit that sustains your personal life.

More and better clients that you can have fun serving with more ease.

## 3RD Decide

All the analysis in the world gets us only so far. Without action, we end up





staying where we are right now. The great thing is that action takes many forms – including small tweaks and changes. Have you ever felt that you'd have to go back to the drawing board, that EVERYTHING needed to be fixed in order to get what you really want out of your business? Good news – that's rarely the case. Even deciding to think differently and approach an issue differently IS action that can have you dropping struggle and gaining energy almost immediately.

## ARE YOU READY TO ENJOY MORE CONFIDENCE AND GET MORE ENERGY BACK?

### 1. CHECK IN

Imagine you have been carrying around 20 large rocks for a long time, and they feel really heavy.

You get to set them down as long as you distribute them amongst the areas below that feel a corresponding heaviness to you, where you feel the weight of struggle and overwhelm.

If you feel more struggle in any of the areas, you can put more rocks on that pile. Beside each category, write the number of rocks you have piled onto it (allocated to it).

- ✓ Calendar: too many/competing priorities
- ✓ Marketing
- ✓ Managing money
- ✓ Admin tasks
- ✓ Making the sales
- ✓ Production

How many rocks does each have? (Remember - once you add up all the rocks in all the categories, your total overall will be 20.)





Which category has the biggest pile of rocks?

If you had to guess, what's underneath this pile of overwhelm and struggle in this area? Can you identify an underlying cause for this struggle?

## 2.

## GET CLEAR

Have you ever put off cleaning the bathroom because you hate doing it, and it takes forever?

Ya, me neither.

For fits and giggles one day, I timed myself cleaning the bathroom.

17 minutes.

You've got to be kidding me, I thought. That really took only 17 minutes? I was gobsmacked because it felt like forever (roll eyes for added drama).

### Are You Doing the Same Thing In Your Business?

If you do happen to be playing out your own entrepreneurial version of my "17 minute light bulb" realization, this can be wonderfully liberating for you. The best place to start looking for your 17 minute light bulb is in those three critical areas – time, money and clients. Overcoming overwhelm and struggle in any of these areas can literally change your life.





Do you feel like some things in your business take forever, or go by in the blink of an eye, or have taken so long to get here they will never come?

Are you foggy about your numbers, or how to make them work for you instead of against you?

Do you dread reaching out and communicating with prospects or clients, unsure of what to say or resentful that they just don't get it?

Get a firmer handle on what's really going on in (or not) in your business by going through the following critical steps:



## 1. TIME

This isn't about SHOULDing all over yourself. You know all too well what it feels like when you don't have the time you want for what you love. And how long time feels when your energy is down and you feel out of sorts.

So many miss the key relationship between time and energy, and how much the one influences the other. This is what my Time & Energy Tracker will help you peg.

- ✓ One sheet.
- ✓ One year at a glance.
- ✓ Three revealing perspectives that snap things into focus quicker than a hound dog after a rabbit.



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	JAN			FEB			MARCH			APRIL			MAY			JUNE			JULY			AUG			SEPT			OCT			NOV			DEC			
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C				
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## *What you will need:*

Some differently coloured highlighters, pens or pencil crayons.



## *How to use it:*

Each day of the year has three squares on the sheet.

Each square lets you track three key things separately – where you are, what you are doing, how you feel.





## ➔ **Column A = AWAY or home**

How much time do you spend away from where you normally live?

Anytime you go away on a trip, fill in the square for each day you are away. If you want to track different repeated locations, assign different colours.

**A box left empty = you were in your hometown**

## ➔ **Column B = BE RESTED or working**

This one is for rest. Now you will need to define that for yourself. I strongly urge you to use two categories though:

**Fully coloured in = rest, relaxation, play**

Partially coloured (draw an x for example) = a day off; that is, away from your business or any employment or moneymaking activities, but not really in the rest category. You may have the "day off" but if you are bouncing back and forth shuffling kids and parents to seven different events, and come home ragged, well, that isn't a REST day. You got sh\*t done, but you didn't fill up your tank.

**A box left empty = you were working**

## ➔ **Column C = CHEERY or something else**

This one is for happiness, energy, attitude, etc. It is not at all woo-woo or touchy feely to ask if you were in a great mood, a good mood, or something less in any given day. This is the one that, IF ANSWERED HONESTLY, may freak you out the most.

**Fully coloured in = a great mood day, really happy**

Partially coloured in (however you want to do that, just be consistent) = a good mood day, "happy enough"





**A box left empty = less than good, less than happy**

*\*You may want to consider a fourth option here ...*

**A black box = terrible attitude day; temper tantrum on that day, etc; whatever particular shadow haunts you, may well be worth tracking**

- Grab your calendar and fill in columns A & B for the previous three months.
- Moving forward, fill out all three columns. It takes 30 seconds each day.

What do you notice? Are you surprised with how it is shaping up?

### WHEN I FILLED THIS IN, I HAD SEVERAL EPIPHANIES:



I was surprised how long it had been since a true and full day off. It just looked crazy on paper. That gave me permission to take a day off and actually enjoy it. And did I ever feel better that next week. Incredibly better.



I could see when everything was starting to feel stale – it was in a stretch where I hadn't gotten away for a long time. That didn't mean I dropped everything and left the continent. But getting out of the office and walking a new path along the river cut through all that staleness and completely energized me.



And I noticed that a “bad day” was actually only half a day (at the most), but until I saw it on paper it had truly felt like an entirely bad week. That exaggerated icky feeling of time was draining my energy unnecessarily and I could see on the paper how I had been sinking into overwhelm. Well I wasn't about to let a stupid half day ruin or rob me of any more days... and it didn't.

You may be tempted to skip this step. Deep down you may even feel a bit scared to fill it out.





**Please don't skip it.** It is so freeing to see these things on paper that I've started to think of it as a human fuel gage. We don't expect to drive forever without ever looking at the fuel gage. So if we are planning to work on our livelihood for the long haul we need a way to check in and see what's in the tank – or at least when it was last filled.



## 2. MONEY

This is all about the numbers - your relationship with your numbers, and what they are doing for you.

Here are three key areas with a progress scale on each.

### 1. Do you **HAVE** the numbers?

No judgement here. We've been there. Receipts scattered everywhere, feeling like a million bucks one day of the year when they get wrangled into a shoebox to take to your person (bonus points if this person is an actual bookkeeper).

*Where are you on this scale?*

- no idea where they are
- gathered once when I need to do my taxes
- gathered monthly
- input into spreadsheet once
- input into spreadsheet monthly
- input bookkeeping software once
- input into bookkeeping software monthly

Now this might surprise you – if you read through that scale and answered honestly, that's a big deal and a huge step. That bravery is exactly what will get you to a different place, if a different place is where you want to be with your numbers.





## ②. Do you UNDERSTAND the numbers?

Now we aren't expecting you to go all bookkeeper or accountant ninja on us here. Some of that stuff seems just craaaazy and an entirely different language. Below there are some key statements around numbers. *Which of these apply to you?*

- I don't know the numbers, that's why I have a person to begin with
- I know/can find how much was brought in
- I know/can find how much the expenses are
- I know/can find how much profit has been made (or not)
- I understand what "break even" is
- I know/can find out what it will take to "break even" this year

For most people, this isn't easy or fun stuff. It's not why they got into business. And it takes a lot of courage to go here, particularly when it's not your background. You've already come a long way, just by being willing to get clear on where you are at with these. And the old saying is true: knowledge is power.

## ③. Do you USE the numbers?

Congratulate yourself if you are at this level. You are more savvy than most business owners out there, I'd wager. And yet knowing and doing are different things, which means there are even more opportunities to get clear and uplevel your game. *Which of these apply to you?*

- I set targets
- I scale back expenses to achieve targets
- I know what products are most profitable
- I make marketing decisions based on product profitability
- I know what clients are most profitable
- I design products and services around client profitability





## THE POWER OF BUCKETS

Buckets are incredibly useful. Just try to take a farmer's favourite five gallon buckets. When I was growing up on our farm, we would buy the best ice cream available – and the best was whatever was in the good pail with the metal handle (sadly, they weren't the five gallon ones).

So, we need to talk buckets.

**Which bucket does your business most look like?**



*You need to keep filling it up – there are leaks*

You are using your own money to keep this business afloat.



*It can fill itself up to a point before it starts leaking.*

The business brings in enough to break even and pay for its own expenses.



*It fills itself up enough for you to drink out of it.*

Your business is able to pay you and support you personally.



*Your bucket runneth over.*

It pays for itself.  
It pays for you.  
It earns profits on top of that.  
It can pay for its future growth.

You may be wondering what is “normal” here and where your business “should” be.

As the saying goes, normal is just a setting on the washing machine honey, and getting the SHOULDs won't help us smell like roses. (I've tested it.)





Many factors go into this bucket timeline – your industry, stage, business model, and your vision and goals for this business.

**Which bucket are you in right now?**

**Which bucket do you want to be in?**



## 3. CLIENTS

Grab your pens or highlighters again.

For this one, you rate how true each statement is for you/your business with **GREEN (yes!)**, **YELLOW (meh)** or **RED (weak)**.

**Here are three core areas every business must master:**

CHOOSING CLIENTS	UNDERSTANDING CLIENTS AND PROSPECTS	COMMUNICATING WHAT YOU DO
I know who is most willing to buy from me/us.	I know what they see as their problems and issues.	I know what sets me/us apart from the competition.
I've made a confident choice and picked a focus for which clients/customers I serve.	I know what they say they really want.	I know how to demonstrate that I can solve their problems.
I know what it takes to serve them in terms of time, resources, and effort.	I know what these problems are costing them.	I know how to share myself and my voice.
I know who lights me/us up. I know who doesn't light me/us up.	I pay attention to how they talk about their struggles and dreams.	I am true to me in what I do.
I have a clear handle on our business goals and how clients fit into them.		I speak in their language rather than my technical lingo.





The great news here is that there are no wrong answers or colours. If there is a lot of green here for you, you may want to look at the Time and Money sections before this one.

If you have a lot of yellow or red, what a great opportunity to focus here and leap frog your business.

GREAT WORK. LET'S CARRY ON.

## 3. DECIDE

You are more in control than you realize. You've started to give yourself some more objective data, and that alone can be freeing.

### How are you feeling?

You may be pleasantly surprised that things are looking better than you thought they would.

Congratulations, you can start to drop some of the struggle you have internalized and made a nasty habit of. This is revolutionary.

You may be feeling vindicated, because an area does seem to be as bad as you thought. There is still a large difference where you are right now – because you have the benefit of a path laid out, rather than being adrift in a fog of feeling bad.

Or maybe you are overwhelmed, feeling crappy about multiple areas. Wonderful! Because what I know to be true is that when we have multiple areas that need attention, the amount of success to be gained exponentially increases.

### Which one does your gut tell you is your top priority?



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More good news. You don't have to do it all at once, fix it all at once, or even think about it all at once.

Please read that last sentence again. It's critical to dropping the struggle and overwhelm.

You might want to do it all/fix it all at once, preferably before you go to sleep tonight. Sure, who doesn't? That's normal. And full of overwhelm and struggle.

Let's pick where to begin gaining some ground in a top priority area. But how do you choose that?

***You could think of it in two ways, and see which one lights you up the most:***

- What is an area that could give you some quick wins and some positive momentum?
- What is an area that could move the needle the most in your business, give you the biggest wins you've wanted for a long time?

You may have felt your gut answer one of those more strongly than the other.

*If you are still on the fence, here is a question worth its weight in gold:*

**If you had to pretend you knew the answer, what would it be?**

**This is a great place to start and gain some ground.**

### EVEN MORE GOOD NEWS.

There is something you can do this very minute to drop the struggle mentality and get relief.





Go back to each one of the critical steps and find the hidden gold.

**Go back to TIME** and look at your tracker. Insanely busy and ridiculous?

**Hidden gold:** Look at all you juggle and accomplish. There are some seriously mad skills there, I reckon. See that. Now imagine what you can get done with some rest in you.

**Go back to MONEY.** Tempted to be embarrassed by how low on the ladder you feel?

**Hidden gold:** If you have gotten this far without these critical tools, just imagine how far you can go with them in place.

**Go back to CLIENTS.** Feeling more frustrated that it still seems hard to put all that in place?

**Hidden gold:** That frustration can indicate you care that much, and that you want to do right by them as well as your company. That's not for nothing, and can't be taught or bought. You just need to harness and channel that caring energy.

**There is a POWERFUL path to getting what you want here.**

When small business owners, just like you, come to me, they are frustrated and stressed out. I help them avoid more issues, firmly stake that peg in the ground, anchor some success and build on it.

Using tried, tested and true processes streamlined over years of working with small business, together we get the most done with the least steps possible. The fog and weight lifts, they have more energy, and are inspired to go farther than they thought possible. It reminds me of Susan, who saw so quickly where the time and energy leaks were in her days, and started to address them confidently and get more control over her time. The relief she felt was liberating.





Here is the POWER path I have developed to take you from frustrated and stressed to successful and happy:

1. Peg your purpose.
2. Own up to where you are and what you want.
3. Work out the steps.
4. Exercise the steps.
5. Realize your successes and be grateful.

Here are three mindset keys to make this path truly POWERFUL:

1. "F" it: Master both decision making, and the fabulousness of failures.
2. Understand the shadows of your strengths.
3. Let your blessings be your blessings, not your excuses.





If you've been limping along for some time in struggle and overwhelm, the harsh reality is likely that there is some familiarity to it by now. If you continue without change, that familiarity will grow.

I invite you to think about how this struggle and overwhelm will continue to impact your business and your life. So far you've been courageous with your observations, please don't stop now.

**If you would like to get crystal clear on the first two steps of the POWERful Path, so that you can feel more energized and get forward momentum in your business, [book a complimentary Breaking New Ground Session here.](#)**

"Breaking new ground" is an old term for digging up or cultivating ground to prepare for planting or building something new. It's about a new venture, advancing beyond your previous achievements.

For me, Nature as the farm was my third parent, my first love, and my greatest teacher. It was a part of me, had always felt that way and I thought would always be around to remind me. With one fateful phone call, however, **two fundamental truths were to be seared into my heart:**

With Dad's sudden passing, I realized all over again and much more deeply how much we take for granted. *We will never have enough time with the ones we love, so we need to make each day count.*

And as I became the next generation to steward the land, the truth that we are more powerful than we can see or care to admit began unfolding before my eyes. *Our powerful nature is the greatest untapped resource of all, and we are capable of so much more than we realize.*

Your future is waiting for you, and it's excited to meet you.

To success on your own terms,

**DEANNA**

#nothingsmallaboutsmallbusiness

