



Love Yourself And Your Business

Well, it was Valentine's Day last week and did you get any card's or did you send any???

Did you remember to send any to your clients? Don't forget that you love them and their business, they do support you.

February is an ideal month to send your clients a note or card to say 'thank you', to use a marketing campaign of 'spreading the love', not just for his and her therapies for Valentine's Day but for the whole month and loving themselves body, mind and spirit!

The question I ask though is do you love yourself and your business?



Do you remember to take time out for yourself – for 'me' time. I know we all take time out for our families and keep weekends free to spend time with them, but, do you actually take time out for yourself? You must make sure that you nurture yourself. I mean do you take time for therapies on 'you' we are so busy looking after others, do we look after ourselves. If you don't have much time in the day tries and takes a walk in your lunch hour or whenever you have a break. Go to the cinema and watch a film, listen to music or read a book. If you can then meditate and practice yoga or some type of fitness – you do not have to attend a gym. It might be that you just have to have a lie down for 30 mins in peace and quiet to re charge the batteries. All these are good, just do what feels right for you.

So you take time for yourself but how about your business. I know we all love our businesses with a passion and we would work for free if we did not have to put a roof over our heads, but that is working in the business. Do you love your business to work on it? And that is spending time, building and nurturing it. The ideal is at least 1 hour every day in your diary booked in to work on your business, but if you can manage 1 morning or afternoon a week that



would be great. To work on your business I mean spending time on your marketing, using social media, blogging etc. If you work from home and find that you cannot concentrate on this because of distractions look to rent hot desk workspace (normally £5 per hour), or try out a hotel foyer, cafe or pub with free WIFI. Just a change of scenery can help. If you want to brainstorm ideas or are struggling with something and can't quite work it out then set up what I call a business retreat. Go to the park, beach, your garden, woodland, cafe, coffee shop, any area you love, as sometimes being away from the business can help. For my business retreat I take with me my favourite tablecloth to lay out and sit on (you can take a folding chair) and then note pads, iPad, felt pens, book of quotes of the day, book of ideas (notes and suggestions I have made but not developed) which also includes magazine articles and research on other businesses, and anything else you think you might need. Here you can let your mind wander or even mind map your thoughts. Why not try it, it works for me and your business will love you for it!

