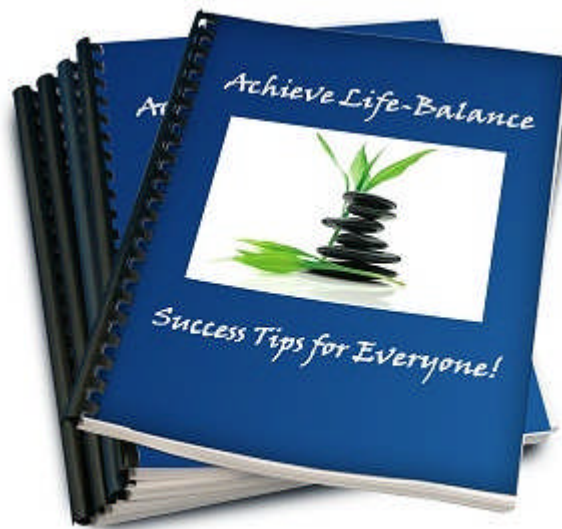


# SUCCESS SERIES FIVE



- Book Four: ***Success Tips for Everyone!***

# Achieve Life-Balance



A Journey in Self-Discovery.

## Success Tips For Everyone!

**Congratulations** for embarking on a multifaceted marketing campaign that includes your Success Tips for Everyone!

You now have at your disposal another product in the extensive suite of completely developed products that you brand as your own and easily implement to grow your business. We certainly hope that you use this product in conjunction with the full suite of communication products, as regular contact with your clients and prospects is the most effective strategy for growing your business.

The topic is highly relevant to most target markets, easily customizable and specially designed to attract, nurture and convert clients in a systematic way. Plus these products can easily integrate with your own products, services and communications. With this comprehensive suite of products, your prospects and clients will receive quality content, have an opportunity to establish familiarity and trust in you, and get sought after solutions to their needs.

Incorporating a regular communication strategy takes work, and incorporating your products is the most comprehensive, effective and easiest solution on the market.

***Here's to your enjoyment and success!***

## What You Get With Your Success Tips for Everyone!

With the Success Tips for Everyone! package, here's what you get:

- 12 professionally written success tips that are inspirational, educational and promotional
- Suggestions on how to use your success tips to create greater awareness, grow your list, and touch your list in a meaningful way on a regular basis
- Tips on how to set up your success tips to send automatically

# Tips on Setting Up and Using Your Success Tips for Everyone

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## Setting Up Your Success Tips for Everyone!

If you would like to automate your marketing, you can set up your success tips to be automatically sent to your list on a regular basis by pre-loading them into your database management system. Most database management software systems have the capability of sending automated or timed emails so that you load them once, schedule their delivery and leave them alone. Examples of the more popular email management systems are AWeber ([www.aweber.com](http://www.aweber.com)), Constant Contact ([www.constantcontact.com](http://www.constantcontact.com)), iContact ([www.icontact.com](http://www.icontact.com)), and 1ShoppingCart ([1shoppingcart.com](http://1shoppingcart.com)). You can research these to determine which solution is a best fit for your business needs.

For blog posts, you can simply preload your blogs and schedule in advances the days you want them to post.

As always, we recommend that you customize these success tips with your own stories, anecdotes and personal messages. But keep them short as that is what makes this tool so effective!

## Using Your Success Tips

Staying in touch with your list in a meaningful way is the key to creating relationships, developing trust and familiarity, and ultimately converting your prospects into clients. Using a numerous tools and delivering them through a variety of mediums allows you to be creative in your marketing which is more attractive to your prospects and clients.

Success Tips for Everyone! are a fantastic tool to use because they are short, provide great value, and can be delivered in written, audio or video form.

We recommend using your Achieve Life-Balance Success Tips for Everyone! in conjunction with the product bundle as all the products are made to easily coordinate together.

Here's a few ways you can use your Success Tips for Everyone!:

- Blog posts
- A "Thought of the Week" or "Success Tip of the Week", that provides value, is easy to read, and is a meaningful touch.
- A short article in your newsletter
- Can be recorded and emailed in audio form, placed on your blog, on your website or sent in your newsletter.
- Can be developed into a short video training and be emailed to your list, placed on your blog, on your website, or sent in your newsletter.

# Achieve Life-Balance Success Tips for Everyone!

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# **Achieve Life-Balance**

## **A Journey in Self-Discovery.**

### **Success Tips**

#### **1. What is Life Balance and How Can I Get Some?**

Life Balance – it sure sounds good, but what exactly is it and how do you get it?

Life balance is the dynamic interaction between ‘work’ and ‘life’. ‘Work’ is those tasks you must do to keep your life functioning – paid or unpaid, inside or outside of the home. And ‘life’ is those things you do for your own personal fulfillment – the things you really enjoy and want to do. ‘Balance’ is the ideal blend of those two areas.

To move toward life balance, become aware of how you are spending your time. Notice where you are satisfied, where you may be imbalanced and what you would like to change.

Next create your own vision of a balanced day. How do your desire your ideal day to look while enjoying the perfect combination of ‘work’ and ‘life’?

Identify the obstacles that interfere with your quest for balance such as your own thoughts, words and actions. Also look at other obstacles such as other people's opinions, schedules and actions.

And finally, put it all into ‘action’. Awareness, desire and identifying your obstacles are important, but to move toward balance, you need to take action.

Work-life balance is not a destination. It is a dynamic state of awareness and choices. Try these simple tips to help move you toward the life you desire.



## 2. The Big Debate of Work-Life Balance

There is a big debate about whether someone really can achieve work- life balance. I think it's all in your perspective. How about you?

Work-life balance is not a destination; it's not something that you achieve and then you are done. Instead, life balance is a series of adjustments that you make all through the day everyday that either move you toward or away from balance. The key is to increase your awareness when making these decisions. Instead of making them instinctively, determine in the moment if the decision will move you toward balance.

Something as simple as being aware of the decisions you make and actions you take will naturally cause you to move more toward a life of balance.

So how about you? Do you think you can create life balance with your choices and actions?

## 3. Your Perfect Day

Your perfect day of balance, peace, happiness and contentment - what would that be? Have you ever thought about it? Where would you be? Who would you be with? What time of the year would it be? Would you get up early or sleep in? Would it be a perfect day of working in your profession? Serving others through charity? Spending time on your favorite hobby? Spending time with family? Or recreating by golfing, fishing, dining or shopping? Take some time to think about your perfect day, write it down and visualize yourself living it. Perhaps you might discover that it is not so far out of your reach and you **can** make it happen.

## 4. Life Balance is as Individual as You Are

Life balance is as individual as you are. Ultimately it is the balance between how much time you spend on 'work' and 'life' that feels ideal for you. And that ideal balance means different things to different people, and it changes during different phases of our lives:

- During our young adult years, we may be more focused on our career, knowing that the work we do is preparing us for a more leisurely future and the opportunity to pursue more fulfilling activities.
- When we have children, and have a job, there may be less time for personal growth.
- When we retire, we are able to do more volunteer work and devote ourselves more to our personal interests.

We can be balanced during all these phases, yet "what" we are focused on differs in each phase. Choose what areas you would like to focus on to create more balance and fulfillment in your life.

## 5. Work-Life Balance in 4 Easy Steps

Can it be that easy? Can someone really achieve a balanced life in 4 simple steps? Life balance is all about choices – choices that move you toward what makes you feel content and fulfilled. But in order to make those choices you have to take these 4 steps.

The first step to achieving balance is 'awareness'. This is where you tune into where you are **out** of balance in your life, and notice where you can start making changes to get back into balance.

The second step is 'desire' - this is where you tune into what you want to do more of and less of – in other words, how you want your life to look.

The third step is identifying the 'influences' that lead you both towards and away from a balanced life. Identify the positive influences that can lead you towards what you want. And identify the negative influences that impede your ability to create balance.

And the final step is 'action'. This is where you take steps 1, 2 & 3, create a plan and put it into action.

Applying these 4 simple steps will help to move you in a direction that makes you feel happier, more in control, and more fulfilled in your life.

## **6. Your Life Balance is Just a Choice Away**

Sometimes people feel that in order to have more balance in their life, they will have to make life altering changes. While that may be true for some people, most of us will experience more balance if we start by making small, intentional changes. Often times it is the small deliberate changes that ultimately have us feeling more peaceful, content, and in control at the end of the day. Here are a few small things you can implement right away that can make a big impact in your life balance:

- Choose to have a family dinner one night a week.
- Redistribute household responsibilities
- Ask for help when you need it.
- Spend 15 minutes a day in quiet – read, meditate, take a bath, or a cat nap. But do something.

Life balance is about consciously making choices – every single day that move you toward or away from balance. It is about choosing where to spend our energy, our time, and even our money. What other small changes can you make for big impact?

## **7. Just Say ‘No’**

Work life balance is a constant struggle for us all. It seems like even though we have more ‘conveniences’ in our lives, we have less time than ever. The more demands that are placed on us, the more we ‘tune out’ to the stresses of life, and robotically get through our ‘to do’ list so we can collapse at the end of the day to start again tomorrow.

The good news is that there is a way you can immediately make a big difference in your life balance. It is a simple, yet powerful two letter word – ‘no’. Before you instinctively say ‘yes’ to the requests of your friends, family and boss, ask yourself how it will impact you if you say ‘yes’, and if you have the option to say ‘no’. Start saying ‘no’ to things you do not need to do. Or at least put them at the bottom of the list after the things you ‘have to’ do and the things you ‘want to’ do. Just by choosing to say ‘no’ more often, you will regain a significant amount of your time, and feel more balanced and in control.

## **8. Everyone Needs Some ‘Me Time’**

Self care is a critical part of living a well-balanced life. But it can be a real struggle when there are more things to do in a day than there is time to do them, and if you are used to putting everyone and everything before your own needs. But in order for you to deal best with life's demands and be energetic and available to those you love, it is important that you make time for yourself.

Until you get into the habit of taking time for yourself, schedule time in your calendar to do things that you enjoy and make all necessary arrangements ahead of time. If you need to arrange for babysitters, budgeting, confirm with friends, or get help from your spouse, do not allow any obstacles to prevent you from taking time for yourself. Whether it is 15 minutes to take a warm bath, a walk around the block, or a night out with your friends, it is imperative to take care of you before stress and fatigue make you ill. Because the more refreshed and balanced you are, the more you will be able to care for the people and things that matter most in your life.

Taking ‘me time’ will make a huge difference in your satisfaction and fulfillment and life.

## **9. Is it a Dream or is it Real?**

Having a balanced life feels like an elusive dream for many of us and every year it is high on the list of things to change. There is no doubt that our lives are filled with demands pulling at us from many different directions, sometimes with no end in sight. But small choices can make a big difference in getting your life back into balance.

Here are some simple choices you can make in your day to achieve more balance and fulfillment:

- Choose your leisure activities wisely. You only have a limited number of hours in the day for fun, so spend them on things you really enjoy.
- When someone asks you to do something, don't just say ‘yes’, only to regret it later. First consider how that thing will impact your work-life balance.
- Plan at least one task every day that you know you will complete, and that you know you will feel good about. Then do it.
- Identify the most stressful things in your life, and make simple changes so they feel less stressful.

You have the power to make these small, simple choices throughout the day for big impact. Set the intention this year and consciously move toward creating the ideal balanced life that you desire.

## 10. Reclaiming More Time for Yourself

Life balance is something that we all aspire to. While it may seem like a goal you will never achieve, there are some simple steps you can take to gain control of your life instead of it having control of you. Imagine living a life in which your time is your own and where your opportunities for fun and enjoyment are equally balanced with opportunities for work.

Try making these simple changes to reclaim your time and achieve more balance:

- Decide that when you do something with friends or family that you will be fully engaged in the process. Do not allow yourself to have a negative attitude or be distracted by other things. You will find yourself enjoying the time and activities much more.
- Re-evaluate your traditions - If the old ones are causing you too much stress, too much money, and too much energy, choose some new ones.
- Choose to be “*out of pocket*.” We need to **choose** to be out of pocket more often. No cell phones, no email, no texting, and no appointments.

How nice would it be to have more of your time be your own? Give these simple changes a try.

## 11. Three Questions That Make a Big Difference

Each day we make choices that influence our pace and quality of life, and often we are completely unaware of the choices we are making and how they affect our life balance. So often we are operating from habit, instinct or need. While it's a good thing that we don't have to think about *every* little choice we make, when it comes to creating a balance between our work-related activities and the rest-of-our-life activities, it is critical to be conscious and deliberate about our decisions. Otherwise, you may find yourself feeling the negative effect of your unconscious choices by feeling overwhelmed, out of control, stressed, or even sick.

Become more aware of the many decisions you have to make in a day and ask yourself these three questions:

1. Is this moving me toward or away from a balanced life?,
2. Do I have a choice?, and

3. If I don't have a choice, what can be a positive perspective around this decision? These three questions can make a big difference in your personal and professional fulfillment.

## **12. A Life Out of Balance Comes With a Price**

Consistently living life out of balance – at a frantic pace -- comes with a price. Not only for the people who are experiencing the imbalance, but also for the people they care about, and the organizations they serve.

Did you know that companies lose between \$200 - \$300 per person annually due to work place stress? Did you know that 80% of people feel stress on the job and that stress is the number 1 health problem? And global studies indicate that 70% of workers do not feel they have good work-life balance.

Frantic, chaotic, hectic lifestyles cost us not only the joy we find in life, but create a feeling of loss of control, while negatively impacting everyone and everything around us.

Choose to move toward balance, so instead of paying the 'price', you can reap the reward'.

## NEW YEAR'S TIPS

(As a bonus, tips 8-12 have been edited to be used for New Year communications)

### 13. The Year to Reclaim More Time for Yourself

Life balance is something that we all aspire to. And every year we resolve that this is going to be **the** year where we gain control of our life instead of it having control of us. Imagine living a life in which your time is your own and where your opportunities for fun and enjoyment are equally balanced with opportunities for work.

Try making these simple changes to reclaim your time and achieve more balance:

- Decide that when you do something with friends or family that you will be fully engaged in the process. Do not allow yourself to have a negative attitude or be distracted by other things. You will find yourself enjoying the time and activities much more.
- Re-evaluate your traditions - If the old ones are causing you too much stress, too much money, and too much energy, choose some new ones.
- Choose to be “*out of pocket*.” We need to **choose** to be out of pocket more often. No cell phones, no email, no texting, and no appointments.

How nice would it be to have more of your time be your own this year? Give these simple changes a try.

## 14. Is it a Dream or is it Real?

Having a balanced life feels like an elusive dream for many of us and every year it is high on the list of things to change. There is no doubt that our lives are filled with demands pulling at us from many different directions, sometimes with no end in sight. But as you enter into the new year, you can choose to make small changes that can ultimately make a big difference in getting your life back into balance.

Here are some simple choices you can make in your day to achieve more balance and fulfillment:

- Choose your leisure activities wisely. You only have a limited number of hours in the day for fun, so spend them on things you really enjoy.
- When someone asks you to do something, don't just say 'yes', only to regret it later. First consider how that thing will impact your work-life balance.
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You have the power to make these small, simple choices throughout the day for big impact. Set the intention this year and consciously move toward creating the ideal balanced life that you desire.

## 15. Three Questions That Make a Big Difference

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As you start your new year, become more aware of the many decisions you have to make in a day and ask yourself these three questions: 1. Is this moving me toward or away from a balanced life?, 2. Do I have a choice?, and 3. If I don't have a choice, what can be a positive perspective around this decision? Approaching the new year by consciously asking yourself these three questions can make a big difference in your personal and professional fulfillment.



## **16. A Life Out of Balance Comes With a Price**

Consistently living life out of balance – at a frantic pace -- comes with a price. Not only for the people who are experiencing the imbalance, but also for the people they care about, and the organizations they serve.

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Frantic, chaotic, hectic lifestyles cost us not only the joy we find in life, but create a feeling of loss of control, while negatively impacting everyone and everything around us.

Make this year different than the last and choose to move toward balance, so instead of paying the 'price', you can reap the 'reward'.