

# the solopreneur zone

*the resource place for solo-entrepreneurs*

## How to Know When You Are Done Working for the Day

### When You are Self-Employed, You Have Ultimate Time Freedom (and other myths)

Have you noticed that others around you think you have plenty of time freedom because you are self-employed? Or, maybe it's you that views your time this way. And yet, most Solopreneurs find themselves leaving the computer on until 10pm (just in case you want to do something quickly) or checking email for "just a minute" only to suddenly realize 2 hours have passed.

Because we have "freedom" over our schedule, I find that Solopreneurs either have trouble getting everything done, or "turning off" for the day. If you were still working for someone else, would you really leave the computer on until you go to bed and check email on the weekends?

Just because you love your work, doesn't mean you don't still need some separation and time off from it. In fact, you probably need it more.

### You're Never Going to be Done

Let's face it -- when you are self-employed, there's no such thing as being "done". There's always something more we can be doing. Particularly when your business isn't full. How can you be done when you aren't quite paying the bills yet?

### Self-Employment is like Housework

Self-employment is like housework. Every week, you clean, and yet, the next week you are right back where you started and have to do it all over again! And it's amazing how much work it can take just to keep things functioning, let alone get ahead of yourself.

But a Solopreneur is never going to be "done", so we have to create milestones, develop measurements and set goals so we can celebrate being done with some things along the way. If we don't, we're setting ourselves up for frustration and exhaustion. Can you imagine never getting a review or promotion for a job well done at work? And yet, that's what we often do as boss of our one employee, ourselves.

### Working More Than 40 Hours a Week is Counterproductive

Studies have shown that working more than 8 hours a day or 40 hours a week does *not* yield more production. In fact, typically the opposite is true. The more hours worked beyond this threshold, the more the quality and the quantity of the work decline.

One of the best things you can do for your business is to take time away from it and take care of yourself. Just like with physical training, it's the time between workouts when the body is getting stronger. If you work out the same muscles every day, you will damage the body, not strengthen it.

If you are anything like most Solopreneurs, you probably get your best ideas in the shower or while taking a walk. That's because you have given your mind the freedom it needs to be creative. Time at your desk does not equal productivity. Some of the most respected CEOs actually wander the halls of their offices nearly all day long. And no one complains they aren't contributing to the growth of their companies.

### Managing Your Work, AND Your Expectations

So, how do you measure how you are doing each day so you can sleep at night? The key is to set goals rather than be at the mercy of your "expectations". Expectations are dangerous because they are often unspoken, yet have a silently strong influence on us. Unspoken expectations will keep you from feeling "done" and keep you working long into the night or

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weekend. If you have specific goals, you'll be able to measure when you have done enough -- there's nothing more to do if you've checked something off your list.

Some Solopreneurs designate certain days each week for particular tasks. Others set aside time blocks within the day for doing certain things. Once that time has passed, it's time to move on. With these strategies, you shouldn't go over the number of hours you've set aside for your work and you can feel complete at the end of the day.

## **A Secret Weapon for Your Toolbox**

Gillian Hood-Gabrielson, MS, master Fitness by Phone Coach and exercise physiologist will be speaking to the participants in my Coaching Membership program in two weeks and has generously offered to invite the readers of the Solo Flyer to this custom teleclass on how Solopreneurs can use exercise to generate more business success.

Gillian points out, "It's no secret that 70% of America's top CEOs exercise at least three times a week, reaping huge financial benefits for their companies and themselves. What if you could use exercise to reap those same benefits, seeing your business and personal success soar?" You can.