

How have a work / life balance with a busy fully booked business

Before we tackle the concept of work/ life balance, let me quickly explain the concept of being fully booked. The desire to go from overlooked to fully booked® isn't about ego. It's not about a static end point either (technically, it's not even a requirement to actually want to be fully booked). Rather, it's a movement, a mission, an intention.

Temps de lecture : minute

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Allow me to explain ...

The act of becoming fully booked represents an achievement. It's a reflection of the fact that you've managed to generate great levels of excitement about your services, to dream up and create offers that sell, to become in-demand for what you do.

It can also be a marker of success. You've accomplished something huge! Whether it's selling out all spaces in your course or mastermind, or booking out all slots for your services.

I'm a Marketing Strategist and agency owner and spend my days helping entrepreneurs go from overlooked to fully booked® using my tried and tested BRIGHT Framework®. This isn't about applying the same marketing methods to everyone, far from it. But all fully booked businesses have certain things in common. They've laid specific foundations, from branding to marketing and it's thanks to those strong foundations that they've managed to achieve this milestone.



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Don't be fooled by the word 'foundations' though, this isn't a methodology that's only useful for new businesses. So (so!) many businesses operating online today don't have these foundations in place. I see it every day. Business owners wondering why their content isn't getting the traction they were hoping for when they share it online. Trying desperately to become fully booked, but their online presence is often messy, disjointed and inconsistent. Losing sleep over where their next sales are coming from, even when they have something brilliant to sell, because nobody is noticing it, due to issues with their branding, marketing, messaging or more.

Is it possible to have a work/ life balance when you're striving to become fully booked (whatever that looks like for you and your business?)

Absolutely! But let's be real for a moment - it's not going to happen by

accident. Rather, achieving a work/life balance in a thriving business is an intentional practice, a skill to be honed, and a mindset to be cultivated.

So, how do we do it? How do we juggle the demands of a bustling business with the desire for a life beyond our laptop screens?

First things first, let's reframe our understanding of 'balance'. It's not about perfect equilibrium every single day, that's not the goal. What it is about is creating a rhythm that works for you, your business, and your life. Some days might tip more towards work, others more towards life, and that's okay. The key is to ensure that over time, both areas are getting the attention they deserve.

Now let's talk systems. When your business is booming (or on its way there), systems are your best friends. They're the unsung heroes working behind the scenes, making sure everything runs smoothly even if you're not there. From automated email sequences to project management tools, from CRM systems to social media schedulers - these are the tools that will free up your time and mental space.

But implementing systems takes time. It's an investment, and one that many business owners overlook. But trust me, it's worth it. Spend the time now to set up robust systems, and you'll thank yourself later as your business hums while you're out and about. Is there any greater joy than the ping of a payment notification while you're away from your desk? That's pretty far up on my list of pleasures.

And now for the big one, boundaries. When you're passionate about your business (and if you're reading this, I bet you are), it's all too easy to let it consume your every waking moment. But remember, you started this business to create a life you love, not to become a slave to your inbox.

Now, delegation. I know, I know - nobody can do it quite like you can. But (and I'm reminding myself of this right now too) - if you want to scale your

business and maintain your sanity, you need to learn to let go. Identify the tasks that only you can do – the ones that require your unique skills and vision – and focus on those. Everything else? (And I mean everything) – delegate, outsource, or automate.

And let's not forget about self-care. The big, fundamental stuff – getting enough sleep, eating well, moving your body, nurturing your relationships. These aren't luxuries; they're essential for sustaining the energy and creativity your business needs.

Remember, you are your business's most valuable asset. Taking care of yourself isn't selfish – it's a business strategy.



À lire aussi

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So, is it possible to have a work/life balance with a busy, fully booked business? Absolutely. But it requires intention, effort, and a willingness to

step back, evaluate and prioritise the things in your life that matter, alongside your work. It means being as strategic about your personal time as you are about your business growth.

Remember, the goal isn't just to be fully booked - it's to be fully booked and fully living. Because at the end of the day, a successful business is wonderful, but a successful life? That's the real achievement.

So go ahead, implement those systems, set those boundaries, delegate effectively and carve out time for the things that light you up outside of work. Your fully booked business - and your fully lived life - are waiting for you.

If you found this blog post valuable and you're keen for more tips and strategies like these, tune into my podcast 'From Overlooked to Fully Booked®'. A new episode lands every Friday at 7am, and it's chock-full of actionable advice to help you take your business to the next level.

Niki Hutchison is a Marketing strategist and the host of the podcast *From Overlooked to Fully Booked* ®.

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