

## Balance Your Life to Achieve Success

Many entrepreneurs are guilty of working extremely long hours and neglecting their health. They fail to get adequate rest and relaxation. They say they are too busy to eat. They don't take time out to exercise. Their focus is getting the business off the ground at all costs. The cost is usually to themselves as well as their business. It is understandable that long hours are sometimes required when establishing a new business or embarking on a special project. However, it is important to schedule regular downtime. The body simply cannot perform at its optimum if you are continually working flat out. What will eventually happen is that, as well as the deterioration of your physical and mental health, your productivity levels will also decline. Rich Schefren, President of Strategic Profits and who is dubbed "Coach to the Internet Gurus", said the following about Internet entrepreneurs, but it applies across the board: "Most entrepreneurs valiantly squeeze all of the fun out of their day in order to schedule more time at work, as if hours in front of a computer somehow magically translate into additional income. But too much work and too little play has that all too common side effect of 'work' time being wasted because we are simply not productive or can't get started on the big projects." If you examine the lifestyle of any highly successful individual what becomes evident is that they play as hard as they work. Poet, May Sarton imparted this advice: "Each day, and the living of it, has to be a conscious creation in which discipline and order are relieved with some play and pure foolishness." Take, for instance, multi-millionaire Jamie McIntyre of the 21st Century Academy. McIntyre believes in taking a holiday every couple of months. He says that occasionally, for one reason or another, he doesn't feel like taking a holiday but he literally forces himself to take that break. He says he always returns feeling "uplifted and energised". However, he also believes in incorporating activities that build his energy levels rather than deplete them on a daily basis. He particularly likes walking along the beach. This is not an activity that you may enjoy or find possible in your current surroundings. It doesn't matter. It's just important to find an activity that you enjoy and that replenishes your energy rather than deplete it. When you push your body to its limits it's not long before the signs of wear and tear start to show - muscular aches and pains, headaches, indigestion, loss of appetite, insomnia, heart palpitations, etc. Yet, it is amazing how some individuals stubbornly refuse to acknowledge that it is their gruelling lifestyle that is taking its toll. They refuse to ease up. Instead they may turn to pills and even alcohol to help get them through yet another punishing day. If you are suffering the effects of ill-health do seek medical advice but also take steps to improve your work-life balance. The rewards for doing so are great. When you take time out to look after your health your productivity levels will remain more consistent and your mental acuity will remain sharp so that you can effectively deal with any challenges that might arise. When you balance your life you have a greater chance of achieving the success not just in your business but in all areas of your life.

## About the Author

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