

# A Guide To Work-Life Balance:

Business & Marketing Guide in a Virtual Space



## PRIORITIZE

A guide to how to reprioritize what is important to you

## AVOID BURNOUT

Create new habits to promote healthy balance in work and life

## VIRTUAL ASSISTANT

Hiring Virtual Assist USA can help you start tackling your goals





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# OUR SPECIALIST'S NOTE

The best way to achieve a good work/life balance is to make sure that self-care is high on your list. Many women tend to think that taking care of themselves is an indulgence - this is absolutely wrong! Good self-care is a vital necessity in order to live well in today's hectic world.

So if your work/life balance feels out of whack, take a look at the following. Are you getting enough sleep, drinking enough water, eating a healthy diet, following a disciplined exercise plan, spending regular time with family and friends, connecting with God on an ongoing basis, and working at a job you enjoy in a healthy, nurturing environment?

If you have more "no's" than "yes's" to the above questions, it's probably time to make some changes. Start small and realize you won't be able to fix everything at once. Pick 1 or 2 areas to work on and focus on them. Once you see some progress in those areas, add another - then, lather, rinse and repeat. Acknowledging your weak areas, and working on them consistently, will help restore balance in your life and make you feel more empowered, happier and confident!



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# WHY WORK-LIFE BALANCE IS ESSENTIAL IN ANY CAREER

Work-life balance is the state of equilibrium where a person can equally prioritize their career and personal life demands.

Why is it important? Maintaining a work-life balance helps reduce stress and prevent burnout in the workplace.

But sometimes, it's easier said than done. Achieving a work-life balance is a balancing act and involves strong time management, commitment, prioritization, and communication.

One misstep is all it could take to lose your footing.

What are the signs you might be struggling?







Three characteristics  
associated with poor  
work-life balance



# THE HARMFUL IMPACT OF AN UNBALANCED WORK-LIFE DYNAMIC

By its very definition, work-life balance impacts all areas of your life. It tends to show up differently for different people. Here are our top three characteristics associated with poor balance.

1. You can't stop thinking about work when you're not at work. Those who find it difficult to draw boundaries between work and life are at higher risk of burnout.
2. You struggle to take time off when you're sick, mentally strained, or when you need to take care of personal tasks. You don't remember your last vacation and you don't have plans to take one.
3. You always feel like no matter what you're doing, you should be doing something else.







# How to improve your work-life balance

Balancing your professional and personal life can be challenging, but it's essential. Here are 3 tips to improve your work-life balance today.



# TIP 1 - LET GO OF PERFECTIONISM



There is no 'perfect' work-life balance.

When you hear "work-life balance," you probably imagine having an extremely productive day at work, and leaving early to spend the other half of the day with friends and family. While this may seem ideal, it is not always possible.

Don't strive for the perfect schedule; strive for a realistic one. Some days, you might focus more on work, while other days you might have more time and energy to pursue your hobbies or spend time with your loved ones.

Balance is achieved over time, not each day.



## TIP 2 - PRIORITIZE YOUR HEALTH

Prioritizing your health doesn't have to consist of radical or extreme activities. It can be as simple as daily meditation or exercise.



# TIP 3 - DON'T BE AFRAID TO UNPLUG



Cutting ties with the outside world from time to time allows us to recover from weekly stress and gives us space for other thoughts and ideas to emerge.

Try these suggestions:

- Using a Google Voice number instead of your personal number for calls and communication
- Turn off notifications for emails at the end of your workday
- Practicing transit meditation on your daily commute, instead of checking work emails
- Set boundaries
  - Let your team and customers know your boundaries about when you cannot be accessible because you are engaged in personal activities
- Set Working Hours
  - Whether you work away from home or at home, it is important to determine when you will work and when you will stop working; otherwise, you might find yourself answering work-related emails late at night, during vacations or on weekends off



# WANT TO HIRE A VA TO HELP RESTORE BALANCE?



A virtual assistant can help small business owners regain their work/life balance.

If you consistently find yourself struggling to get ahead with your business, it may be time to consider hiring a virtual assistant. Emails, social media, and other work-related responsibilities can cut into the time you have to spend with your family or pursue hobbies outside of the business world, but it doesn't have to be that way.

Virtual assistants can help small business owners free up time for their business and for themselves.

Hiring Virtual Assist USA comes with no sunken costs. There are no upfront fees, added rates or costs.

Unlike other companies, our Virtual Assistants are W2s and that's how we treat our team right.

Are you ready to regain your balance?

