



SELF CARE FOR  
 THE FEMALE  
 ENTREPRENEUR

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We've made the decision to start our own business. It's very clear that we embody the personality that is driven by motivation and goals. Our businesses take time away from our selves, families, and our friends -- requires physical and emotional devotion with perseverance to make it to the end goal. Does it sound exhausting yet?

IN THE SPOTLIGHT

Well, it is. With so much going on within the everyday life of running our businesses, we also try to fill the areas in our lives we have been neglecting. Most likely, an area of family, friends, children, and events. We want to show up for those people. This easily leads us to forget about our selves. I often tell patients of mine, "you can't continue to show up if you aren't healthy enough to do so". It lends to the well-known emergency instructions: "Put your mask on before you put on someone else's".

Self-care is has become a more popular term we hear within the past couple of years; almost trendy, even. However, research has shown for quite some time that the more we take care of our selves; we are able to function at a significantly higher threshold. This is why psychotherapists may push more acts of self-care onto their clients right after starting therapy. The act of self-care is important to gain clarity in our lives and an understanding of what our triggers are, but also how we cope in order to get back to our homeostasis.

**Declutter**- Clearing your physical space leads to you clearing your mental space. Ever walk into a cluttered room and feel overwhelmed and not motivated? This may be why. Allowing yourself to enjoy visual clarity gives you permission to think more clearly and relax. Marie Kondo got it right!

**Get a facial** – Not only are these relaxing, but it's beneficial to your skin. Facials are packed with massage, extractions of built-up gunk, and removal of dead skin. In return, our skin begins to glow and look spectacular. Look good, feel good!

**Stretch daily** – I'm sure you've heard exercise is important for health and self-care. However, I'd like to introduce stretching and give it the spotlight it deserves. Stretching packs a punch of benefits including flexibility, posture (hold that head up, girl!), stress relief, decrease in headaches, and an increase in blood flow. With a consistent stretching routine, you can introduce an exercise routine because your muscles will now be activated and ready to push through a workout. If you dedicate at least three days to a steady routine, you will find your mood better, sleep better, and clarity. In addition, the physical results are the extra perk.

**Take a longer shower or bath-** Designate one evening out of the week where your shower or bath is longer. One of my favorite things to do is take a shower in the dark with one to two candles lit. The decrease in light reduces stimulation to the brain and puts me in instant relaxation mode.

**Get creative-** Tap into your artsy side and create something. Painting on a blank canvas can be very therapeutic and help you spend time alone in your thoughts. I recently took a "Paint your own Jacket workshop" with Signs of Our Lives on Instagram, to change things up, and I felt a great release of energy. Read- B



**Saying No-** People love someone who has a successful business and may want them around often because they are motivating individuals. This can pack your calendar, leaving little to no free time for yourself. Giving yourself a limit of events for each month and saying "no" to anything that becomes extra isn't selfish. Use that extra time to do any of the aforementioned.

**Read-** Books are a great way to escape from your reality. They give you a sense of imagination again. If you aren't a big reader, opt for an audiobook to begin to get comfortable with escaping.

Self-care isn't selfish. By implementing this idea into your life, as a business owner, you will see the benefits shine through in your business as well. When the producer of the business is in a healthier state of mind, this follows true for the business as well. If you have employees, they'll specifically enjoy having a happier and healthier boss. Lastly, you will love you more. Self-care strongly leads to self-love and this is a healthier cycle we want to be living.



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