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PRESENTS



Self-Care and Well-Being Tips for Website Owners

Introduction

How do you feel? It may not be the first question you think about when you're looking at your website, but your answer may be one of the reasons your website isn't where you want it to be.

Are you:

- Exhausted before the day begins
- Struggling to keep the plates spinning
- Overwhelmed with the clutter in your day or your life
- Aching in places you didn't know you had (until they started hurting)
- Feeling old or worn out
- Pulled in too many directions
- Out of balance

When one area of your life gets out of whack, it can knock the rest out of whack as well. You need focus and balance to get it done, and that starts with self care.

You need to find your balance in all aspects of your life to have balance in your business.

Avoid burnout by investing in self care.

Launching and maintaining a website will provide the bridge from where you are to where you want to be. Whether you're selling handicrafts on a stylish e-commerce site or maintaining a popular blog, the process of building an online following deserves recognition. Few people try to reach that point and even less reach it.

Your path to success can come at a personal cost if not navigated carefully. Channeling all your energy into maintaining the perfect site can be stressful, exhausting, and time-consuming. To make things worse, depleting your energy reserves in this way could have serious mental and physical issues, causing a snowballing effect in your life and business - potentially hampering your ability to maintain your website.

Fortunately, it is possible to avoid burnout by practicing self-care regularly. If you're a worn-out website owner hoping to achieve a better work-life balance, WPprosper offers some tips to get you there. The following self-care and wellbeing guide contains heaps of useful tips designed to help you reach your website goals and dreams, whatever they may be.

Why are website owners vulnerable to stress and burnout?

Websites need work. Technology changes. Plugins and software update. Content needs refreshed. The problem with maintaining a website is that it will never truly be 'finished'. Because things are always changing, you try to keep up. As such, you may feel under pressure to keep working well into the evening or on the weekend, particularly if you're a perfectionist.

To make matters worse, the digital space is hugely competitive across virtually all sectors. Google algorithms change regularly, for example, putting site owners under pressure to alter their search engine optimization (SEO) strategies.

At the same time, promoting your website across social media channels compounds the stress and eats your time. A single tweet about a blog post could end up drawing the attention of thousands of followers or trolls (which don't just hide under bridges anymore). That same single tweet, which can take several minutes to develop, will be gone in a few seconds with the same chance of attracting no attention.

Then there is the social part of the social media. You need to engage with your followers so you may feel obliged to reply to everyone all the time.

Is pressure pushing you past balance?

Social Media Quiz

- Do you keep your notifications on all the time so you don't miss anything?
- Do you monitor your social feeds so you can respond immediately?
- Do you feel frustrated if you miss a day (or hour) of social?
- Do you check one or all of your social feeds first thing in the morning?
- Do you sign up for the latest social platform because you don't want to miss out?

How obsessed are you with social media?

Unless you are keeping track of the time you spend on social, you may not realize how much of your life is being invested in the different platforms.

Take a moment to take the quiz.

Check the boxes next to the questions you answer yes to - even if it's some of the time.

If you answered yes to one of these questions, your social media may be running you.

If you answered yes to all of them, you may need to seek professional help (or take a break from digital for a day).

When you become fixated on digital, you can develop an unhealthy relationship with the internet and your work. Self-care techniques could help you to take a step back from the digital world and develop a healthy sense of perspective.

What is self-care, and why is it important?

Self-care describes the conscious actions people take to nurture their mental, physical, and emotional health. Examples could include maintaining an exercise regime or spending time with friends at least once a week.

The purpose of self-care is to help build resilience against stress and anxiety, create a place of balance for you, and develop the habits that will keep your body and mind healthy. You may have an acutely stressful job that you're nevertheless passionate about. Self-care could help you find the balance you need to follow your passions while avoiding burnout and other mental health issues.

SIMPLE SELF-CARE CHECKLIST

- Eat well
- Dance
- Laugh
- Smile
- Spend time with others
- Learn something
- Make something
- Take a walk
- Listen to music
- Bonus if you sing along
- Send a note to a friend
- Write down gratitudes
- Be encouraging
- Take a break
- Get some sun

Five key aspects of self-care

For our journey, we are splitting self-care into five areas: physical, spiritual, social, mental, and emotional. When developing your self-care plan, you may have more (or less) depending on your life stage, career goals, and personal needs. For example, someone who has a big social network and works hard may need to focus on looking after themselves physically. Someone who works from home and spends a lot of time on their own, however, may wish to prioritize their social and emotional needs. The essential part of self-care is SELF. You have to find what works for you and what you need to work on to create the balance you need in your life AT THIS MOMENT.

Once you've ascertained which aspects of your wellbeing you would like to focus on, you can start planning a self-care routine that works for you. Here are some of our top five self-care categories:

1. Social
2. Physical
3. Mental
4. Emotional
5. Spiritual

Know your balance points so you can create the balance you need. Balance is essential to success in all areas of life.



1. Social

We are designed to be invested in relationships. Spending time with loved ones is a great place to share anecdotes, unload worries, reminisce, and dream about the future. A 20-minute coffee with a friend could leave you feeling calmer, happier, and ready to take on whatever life throws at you. We are stronger and better together.

Unfortunately, making time for friends and family members can be tricky in this world of 24 hour everything. Be intentional about your time to find the time you need to be together.

- **Prioritize nurturing relationships:** Just because someone asks doesn't mean you have to say yes. Sometimes, we attend events out of obligation. Sometimes, we say yes because we don't have an excuse to say no. You can say no simply because you don't want to. When you say no to what you don't want then you leave room for what you do.
- **Incorporate socializing into other aspects of your life:** Think you're too busy balancing work, exercise, chores, and family obligations to spend time with friends? Think again. Your social life doesn't have to be separate from life's other aspect. You could, for example, go for a jog or do the grocery shopping in the company of friends. If transforming your diet is part of your new self-care routine, why not host a laid-back, healthy dinner party? The opportunities are endless if you're willing to get creative.
- **Don't underestimate the power of a video call:** Unfortunately, it is all too easy to lose touch with close friends who live far away. Fortunately, it is possible to nurture these relationships and enjoy quality social time thanks to the power of webcam technology.

HINT: The thing you hold in your hand and use to read on the internet and message other people can also be used to CALL your friends and family. Even a quick "Hi" can make your day better.

2. Physical

Remaining physically healthy and mentally strong will require intentional choices. Physical self-care is all about maintaining healthy lifestyle habits that leave you feeling refreshed and ready to live every day to the max.

Contrary to popular belief, physical self-care goes well beyond exercising regularly – it also involves taking charge of your health, sleeping well, fueling your body with nutritious foods, and asking medical professionals for advice when you need it. Always come back to the understanding that this is your journey and your journey will be unique to you.

If you're struggling with tiredness, discomfort, or any other physical ailments, it may be time to consider the following techniques:

- **Choose fresh:** Remember to include plenty of fruits and vegetables, as well as wholegrain, pulses, fatty fish, and lean meats. You'll soon start to feel more energized and mentally sharp. Meal services make eating fresh easier than ever. You can cook the meals yourself or have pre-prepped meals ready to heat. Whatever direction you choose, choose fresh when possible.
- **Get moving:** Looking to start a new exercise regime? Taking up a sport you enjoy will boost your chances of maintaining a long-term exercise habit. Team sports such as soccer or basketball could also present opportunities for developing new friendships and nurturing your social needs. As long as you are moving more today than you were yesterday you will be on your way to a healthier you.
- **Catch some Zs:** If you want to nurture your body and be your best self, however, sleep is an absolute must. Try maintaining a routine, going to bed at the same time every day, avoiding caffeine after lunch, and sleeping until you wake up. That's right – find a sleep pattern that allows you to turn off the alarm and sleep until your body wakes you.

TIP: Anything left to sit will begin to deteriorate. If you want to keep your body healthy, keep it moving.

3. Mental

If your mind is fuzzy you'll never get focused. Your mental wellbeing can impact your ability to complete tasks and live a fulfilling life. The aim of mental self-care, therefore, is to keep your mind sharp and understand yourself better. By practicing self-acceptance and learning what makes you tick, you can start to assess whether you're making the most out of life and following your dreams.

Examples of mental self-care activities could include:

- **Be creative:** Release your creative side. Even 30 minutes a week of creative release can ignite the mind. Want to amp up the benefits? Get a friend involved with your creative exploits.
- **Learn a language:** Learning a language is a great way to improve focus, mental dexterity, and memory. You'll also learn a useful new skill that could generate professional and personal opportunities in the future.
- **Read before bed:** Reading before bed is a great way to learn new things, improve your attention span, and clear your mind after a long day. Digital technologies have driven many people away from books in recent years. However, immersing yourself in a good story or non-fiction essay is a great way to combat some of the mental health risks associated with the overuse of social media and other online tools.

TIP: Avoid reading in bed. Your body will adjust to your habitual actions. If you read in bed, when you get in bed your body will expect to read. Set up a reading nook in your bedroom or living room and let that be your place for reading bliss.

- **Keep it together:** While it may sound a little dull, closely organizing your schedule will help you feel calmer and enable you to do more of the things you want to do. Buy yourself a beautiful new planner to motivate yourself to get started. Order begets order which leads to balance, and balance is what we're after.

4. Emotional

We are emotional beings, and so we have to find ways to work with the emotions that flow through our system every moment of every day. Emotional self-care involves developing the coping skills you need to deal with uncomfortable feelings such as anxiety, sadness, and anger. It will also give you the ability to harness the power of positive emotions like joy, hope, and courage. It is arguably the most important of the self-care categories, as it could help you to combat destructive habits, recharge your psychological batteries, and be more compassionate toward yourself and others.

If you struggle to understand, express, or release your emotions, here are a few strategies that could help:

- **Have fun:** Sometimes, we punish ourselves for doing things we enjoy. You may feel guilty after playing your favorite video game for a few hours or eating a delicious donut. Indulging in unhealthy foods or 'unproductive' activities can help us to deal with difficult emotions from time to time, however. So long as you're able to moderate your activities, treating yourself is a great way to show yourself compassion. If you aren't enjoying it then it may be time to change rides.
- **Make new friends:** We do better when we do things together. It's the nature of our being. Make time to make new friends and also to be invested in the relationships you have already fostered.
- **Make furry friends:** Furry friends are important for our emotional needs. It's about connections. Pets can bring untold joy into the home and provide unconditional companionship. Friendly animals such as dogs are particularly effective for lowering blood pressure, soothing difficult emotions, and reducing feelings of stress.
- **Get into journaling:** Journaling represents a cathartic way to unleash any frustrations or pent-up feelings. You don't have to show anyone your journal – you just need to keep up a regular writing habit and be honest with yourself. After a while, you may start to understand your everyday emotions better and develop new ways to handle them. You may even develop excellent writing skills that could be harnessed to create excellent website copy.

5. Spiritual

Spiritual self-care involves putting your life into perspective and considering how connected you feel to the universe. Following religious practices and traditions is one way that people nurture their spiritual needs. However, there are other ways of going about it if you're not religious.

Examples of spiritual self-care could include:

- **Meditation:** Meditation is an increasingly popular practice that will help you feel more peaceful, grounded, and close to those around you. Clearing your mind and focusing on your breathing may feel a little strange at first. However, keeping up the practice every morning or evening could give you the headspace you need to put your troubles into perspective and lead a more spiritually fulfilling life. Practice breathing in for the count of five and breathing out for the count of ten – emptying your lungs of all the “stale” air. A few deep breaths will do your body good.
- **Volunteer or get involved with a charity:** In today's hyper-individualized world, giving your time to help others represents a wonderful way to feel more spiritually fulfilled. When you help others, you help yourself. You could try reading to the elderly, volunteering at a soup kitchen, or doing administrative work for a charity. There are plenty of people out there who could do with your help, so don't hold back!
- **Make time for your religious community:** If you are religious, remember to make time for attending ceremonies and services at your place of worship. When you become involved in a community, the community will be invested back into you. You'll have a family to turn to in those tough moments of life.

Get started today!

When it comes to self-care, there is no time like the present. Taking time away from your website won't cause it to fail – quite the opposite. By looking after your mind, body, and soul, you'll equip yourself with the attributes needed to succeed in all your endeavors!

Use these balance points:

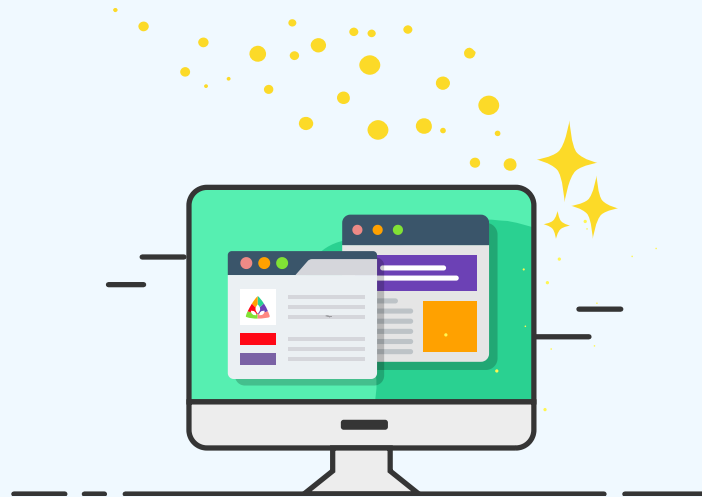
- Social
- Physical
- Mental
- Emotional
- Spiritual

Or define your own. Which ever you choose, choose now. Now is the only time you have to start your self-care plan.



WPprosper

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