

# Creating Work-Life Balance As A Mompreneur



**Joyce Marter**

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As a therapist who has counseled parents for 20 years and as a mother of two daughters I have had my share of challenges as my career took off and expanded. I too wear many hats, including entrepreneur, author of the book “ The Financial Mindset Fix” and national speaker. So I understand first hand the difficult balancing act MOM-preneuers are undertaking. However it IS possible to have it all. You can have a full family life and a successful career. It does take some strategizing though, and here are some things I’ve learned along the way.

## Finding Balance

That’s easy to say, but harder to achieve. There are steps though you can take right now, to help make that happen.



# Managing Your Time

## Prioritize and Schedule Tasks

Divide tasks into three areas: *Must Do/Critical*, *Should Do/Important*, and *Nice to Do/Non-Essential*. Then, identify whether it is a daily, weekly, monthly, annual, or other time frame. Include sleep and exercise into the Must Do sections. Plug time into your calendar for your tasks and set up alerts and reminders. Don't be afraid to remove non-essential tasks.



## Delegate and Access Support

Look at your To-Do List and ask yourself, “Am I the best person to do this? Am I the only person who can do this? Do I enjoy doing this? Is this worth my time?” Outsource tasks you don't enjoy when possible. Identify where you need help and ask for it. Consider how your staff, interns, partner, kids, or roommate might be able to pitch in more



## Develop Time Awareness

Track your time. Are you making good use of your time? Become aware of time-wasters such as social media, too much TV, surfing the web, excessive video games, or gossiping. Consider taking a social media or TV cleanse so you can become mindful of these habits that are sabotaging your prosperity and strive for balance.



## Work on Top Priority Tasks First

Complete the vital few instead of the trivial many. When a big project is due, I miraculously seem to get everything else done, including cleaning my house! This kind of avoidance is counterproductive and can increase stress.

# Clearing the Clutter

The more stuff you have, the more time and energy it takes to manage it. Simplify your life by getting rid of everything you don't need in these areas of your life:

## Digitally

Save yourself from information-overload by unsubscribing from emails. Consider programs such as SaneMail, to organize your emails according to importance. Delete apps you don't use. Shut down tabs on your browser. Stop social media alerts. Create folders for emails and files.

## At Work

Purge and shred what you can. Consider scanning items to create space. Organize files in folders.

## At Home

Marie Kondo is onto something. Get rid of everything you don't need, haven't used in a year, or doesn't bring you joy. Sell items on Facebook Marketplace, by consignment, freecycle or donate as a tax write-off, depending on what is the best use of your time.

## Financially

Go green on your bills/statements and set up automatic/electronic payments. Freeing yourself of unnecessary stuff takes some time, so have patience and congratulate yourself as you continue to make progress!

## Avoid Multitasking

Multitasking reduces productivity and job performance because you waste time as your brain shifts gears from one activity to another, exacerbating stress. Avoid toggling back and forth on chunk related tasks like emails, voicemails, bill paying, and running errands.



# Setting Up Your Routine

## Start Your Day Right

Establish a morning routine that works for you and starts your day on the right foot. If you are a planner, plan your outfit, a nutritious breakfast, and set the coffee maker the night before. If not, leave yourself time in the morning for self-care. Practice a morning meditation or set intentions for the day. For example, intentions to eat healthily or make wise financial choices.

## Unplug

People spend 41 percent of their total time looking at a technological device! Unplug from technology by setting an auto-reply on email after work hours, on weekends, and during vacation. Take breaks from your phone, turn it off, or put it on Do Not Disturb mode. Enjoy experiencing life in the moment and resist the urge to post on social media rather than being present. If social media is a big part of your work, make sure you block out time where you unplug and are not looking at a screen or device.

## Avoid Overscheduling

Resist the urge to over-schedule or say yes to everything. Learn to say no to what doesn't align with your values and goals, or will cause you to be

overly busy. Schedule time for self-care, breaks between activities, and transitions between work and home. Have realistic expectations and build in some cushion time when planning out projects.

### **Set a Sleep Alarm**

Set a notification one hour before your optimal bedtime. Use the next 30 minutes to wrap up what you are doing and then put away your device for the night. Use the next 30 minutes to prepare for sleep by taking a relaxing hot shower or bath, doing some reading or a guided meditation to improve sleep. Practice gratitude for all you accomplished during the day.

## **Setting Work/Life Time Boundaries**

Create balance by identifying time for work, leisure, family, and friends. It's easy to see how work can eat away your life.

### **End the Workday on Time**

Use the last ten minutes to clear and organize your desk—it will help you be more efficient tomorrow. Update your To-Do List, so you know what work you will begin when you start your day tomorrow. Reflect on all you have accomplished and give yourself credit for all you have done so well.

### **Keep Separate Personal and Professional To-Do Lists**

Use the notes section of your phone or To-Do List or project management apps. Keep them separate to avoid overwhelm.

### **Keep It Simple**

My BFF, Cherilynn Veland, therapist and author of “Stop Giving It Away,” developed a fun and useful anti-stress strategy where you assign a Daily Ease of Functioning™ score to various choices. You assign a bad score

when something makes life more complicated. A good score indicates something that makes life easier. For example, signing up to bring a homemade feast for an office party would have a lower score than signing up to bring napkins and paper plates. This empowering tool helps simplify responsibilities to avoid becoming over-extended and overwhelmed. Consider asking yourself each morning, “What am I going to do to simplify my life today?”



## Now It's Time to Think About Self-Care

Self-care isn't selfish, it is essential. Just like how we have to secure our own oxygen masks before assisting others during an emergency on an airplane, we need to recharge our batteries so we can function effectively and be of service to others, including our work and our families. Enter your self-care (such as workouts, date nights and alone time) into your calendar. Be your own good parent and plan healthy nutrition for yourself. Practice your hobbies and create time to manifest your dreams.

**SPRINKLE SELF-CARE THROUGHOUT THE DAY** by making yourself an herbal tea, listening to good music while you work, using an aromatherapy diffuser, wearing clothes that make you feel great, etc. Also, remember that connecting with loved ones and positive people who lift you up is part of [self-care](#).

**GET SUPPORT FROM YOUR GIRLFRIENDS** who are not the moms of your children's friends on how to cope with the heartache and stress of your child's social bumps and bruises instead of letting all of the stress fall on your shoulders. This way of practicing good self-care and stress management can help you best cope with your child's emotional and social issues.

*You deserve a meaningful and full life, too!*

### **SILENCE YOUR INNER CRITIC**

Spending time at work or towards your business can sometimes leave you feeling like you are taking away time from your children, like you are a bad parent because of it. Turn down the volume on perfectionism and practice humility. There is no such thing as a perfect parent, only a good parent. Unplug from your ego and cut yourself some slack when things aren't going smoothly with your bundle of joy... Be mindful of negative self-talk (thoughts such as "I'm a bad mom" and replace those with positive mantras such as, "I am only a human being and I am doing the best that I can.")



# And, Finally, Keep On Learning!

## Read [The Financial Mindset Fix](#)

Okay, shameless self-plug here, but, hey, we all know the hustle!

On a serious note, it has been an immense honor and privilege to help my clients in their quest for better mental health. This [book](#) is an extension of that. My goal remains the same: To equip others with the tools needed to unlock their full potential and live life on their terms, free from the constraints of past experiences and negative outcomes. I'm thrilled that this book will help so many people on their road to prosperity, happiness, and joy.

[The Financial Mindset Fix](#) will help you cultivate twelve mindsets that are empirically proven to improve both mental and financial health. And not just financial wealth, but a life of abundance including connected and supported relationships and inner peace.

[Pre-Order](#) your copy today to unlock your full potential! your own good parent and plan healthy nutrition for yourself. Practice your hobbies and create time to manifest your dreams.

**“You can’t stop the waves  
but you can learn to surf.”**

**Jon Kabat-Zinn**