



## **EPISODE 008 – Building In Recovery Time**

You are listening to the Fun and Profit for the Active Entrepreneur Podcast Episode 8. We're talking about building in recovery time.

Welcome to the Fun & Profit for the Active Entrepreneur podcast. I'm your host, Paula G. Join me as we explore what it takes to get you out from behind your desk and endless to-do's so you're feeling more vibrant, alive, and engaged in your business and in your life.

Welcome. I'm excited to have you here for Episode 8. Today's topic of building in recovery time comes at just the perfect time for me. Let me share a little bit about what's been going on here in the Paula G Company land recently. Over the last few weeks I've traveled out to Las Vegas for a really great speaking engagement for the ISPA Conference. That was a quick whirlwind, followed by the even busier schedule back home, compounded by some of those moments of life moments where we've been busy moving my partner's mother out of a house she's been in for 50 years – and frankly hasn't cleaned it or pared down anything for 50 years – to go into a two-bedroom apartment. Suffice it to say it has been a whirlwind and very intense and busy, which is why I'm thrilled to talk about recovery time.

If you're anything like me, when you see something on the calendar that's going to take more time, a business trip, maybe a vacation, a family item you need to deal with,

intense periods of work, maybe a big project that's ramping up or nearing completion or needing to launch, if you're anything like the way I used to handle it, it's: Okay, I've already got this really packed schedule. Now I've got this big thing to add into it. **I will just squeeze it in.** I did that for years. I can remember back in 2011 I had a year where I had lots of business travel due to a mastermind I was part of, some high-level private coaching I was doing, which included retreats. Then there were the regular vacation-type things. I was on the road at least a couple times a month. Before each trip, I can remember myself **staring at the computer at untold hours.** I go to bed early because I get up very early. For me to be staring at a computer still at 11:00 at night is probably the equivalent of many people staring at it at 1:00 or 2:00 in the morning. It wasn't working. Sure, I had some time off to focus on my business, but I was jamming all the corners full. **There wasn't enough breathing space. It just didn't work.**

I wrote an article on this, and I will link to it in the show notes, called "Are You Trying to Shove Ten Pounds of Poop Into a Five-Pound Bag?" At least I think I wrote an article, or ran a teleclass. The essence being, if you have a five-pound bag and you're trying to put ten pounds of stuff in it, it's not going to work. **The analogy of ten pounds of poop in a five-pound bag leaves you with a whole bunch of overflowing crap, if you will.** Over time I thought to myself: Okay, this is certainly not sustainable. **Besides burning out, feeling wired and tired and miserable and bitchy and resentful of everyone and everything,** I started to study how people who do this well – by do this well, the "this" I'm referring to is they travel, have a busy business. They're the active entrepreneurs that I love. They're not just working in their business. They're having fun, having adventures. They're doing it in a healthy, mindful way. They're not necessarily just trying to shove more, more, more.

As I studied these folks, I realized the most important thing they do is build in recovery time. A few years ago I started pushing my limits and building in more and more recovery time. It's not natural to me. **I have to push through an uncomfortable**

**feeling when I create recovery time and space.** It might feel like there's – I hear clients tell me this word – it feels like there's space where you could be putting something useful into it. You are. Before I talk about the specifics of how I do that and some suggestions for you that I'm going to challenge you to take right now, today, to build in recovery time, let's talk about the recovery time as it relates to athletes. That's where the term gets used the most. It's something that everyone can relate to. Even if you're a couch potato, you can conjure up this image.

Naturally, athletes, whether they're pro-level athletes or people like myself who are just heavy-duty, love to do stuff kind of people, we train for fitness and to be able to do the things we want to do. Training involves pushing yourself to uncomfortable levels, whatever degree of intensity is right. That helps you build fitness, build muscle. Part of that creates plenty of stress on the body, lots of intensity. Keep the word "intensity" in mind, because certainly you can relate to intensity in your business.

If you want to do well, you also need to recover or de-train, as one of the articles I was reading shared. Why? Because it helps you create body balance, reduce injury – from a business standpoint I'll say reduce burnout – and prepare for greater intensities to come. That parallel is perfect for when it comes to business. **You want to create a degree of body and psychic balance, you want to avoid burnout, and to be able to prepare for greater intensities.** Not necessarily that you want to keep building the intensity of your business, but greater opportunities, bigger opportunities to stretch outside your comfort zone. Speaking to the first group I ever spoke to, which is probably a very small, local group, compared to speaking at an international conference, there's a difference. For now I've grown into that. That level of intensity might be greater, but it's more of a new normal. I wish the same for you in terms of growing.

How can you build in recovery time? Let's talk about a few scenarios.  
First off, you've got your day-to-day.

- Are you building in recovery time between appointments?
- Are you booked hour to hour to hour and you find yourself running off with your phone on mute so that you can take a bio break?
- You have to pee and you just can't wait through another couple appointments.
- Or perhaps they're in-person appointments and you're crossing your legs and hopping your way to the restroom because you didn't leave yourself enough time?

**Even my cats know to leave time to hop into the litter box.**

### **Are you leaving recovery time between appointments?**

Even software like TimeTrade now has an option where when people are booking appointments, you can build in recovery time. It's almost like the idea of the 50-minute therapist hour. They have a ten-minute window of recovery time, paperwork time, etc. Are you building that into your schedule? For me, that looks like I'll build a few appointments back to back with a little bit of time in between them. Then I need to have a break. I can't just book appointments throughout the day. I need a break for my own sanity.

Are you building in recovery time on a normal basis into your week? Yes, the true R&R and weekend away from work and other activities, but even so within the rhythm of your workweek, time where you're not client facing, where you're working on your business instead of in your business. Yes, you're still working, but it's also recovery in a way.

Let's get to the bigger one that we started with, and that is twofold: travel and speaking engagements, big conferences, that sort of thing. So you're going to a conference, whether you're a speaker or attendee. You're traveling in some way, whether that's regionally or getting on a plane. How do you build in recovery time? **You need time to prepare. You need time to wrap up loose ends before you go. You need time**

**when you get back not only to recover personally, but also to follow up.** If you're going to events and you're not following up, you might as well stay home. The success is in the follow-up.

What I do, and I recommend you play with this yourself, is I have developed and gotten into a rhythm where I always take the day before I travel and wipe it clean of appointments. Yes, I may still be working, but I wipe it clean of appointments so I can catch up on things that need to get done. I can pack so I'm not running around my house at 10:00 at night trying to press clothes, put them in a suitcase, weigh the suitcase, etc. I put my auto responder on early. I am out of the office, traveling on business, etc. I give myself the space before I go.

Personally, I'd like to create even more space, which is my next growing milestone. I'm always growing and learning and putting into practice myself, so that I can have even more time. As it is, I'm pretty happy. I get work wrapped up. I get time to pack. I get a good night's sleep, as good as you can get with a 3:00 flight. Have time to work out, etc. While I am away, I have started to **schedule at least one play day on any trip** that is of any length. Meaning, if I'm getting on a plane, we're having at least one play day while I'm there. It may be before, it may be after. Ideally both would be fun. For me personally, I like having the play day after the business engagement where I just can enjoy. I don't do anything business.

Most recently when I was out in Vegas, I flew in on a Tuesday, long travel day, worked and spoke all day Wednesday, and Thursday was my play day. I rented a car and went up into Red Rock Canyon and hiked, hiked, hiked in gorgeous weather, in the canyons, in the red rocks. A nice three-and-a-half, four-hour hike, six miles or so. To me, that is my balm. My soul is happy. Then I spent the afternoon visiting with a friend. That, to me, is a play day. I build those in because one, I love to travel and do good things. Two, it helps me make the most out of the travel. It helps me recover a little before the long travel day back home.

Then, once I'm back home, I do my best to have an entire day afterwards, at least a half-day afterwards, totally clear of appointments. Again, it's not that I'm not working. Sometimes I might work and sometimes I might not. I need to do follow-up. I need to do laundry. I need to catch up on some projects and emails. That helps me be more effective. In the past, I used to just try to jump right back into where I left off. It doesn't work. If you're feeling exhausted and frazzled and burned out, look at these ways to build in recovery time.

Even if you don't have a big amount of travel, let's just say you're going to a local event for a day or you're speaking locally for an evening. You still need to build in recovery time the day after to follow up, to take a deep breath. Without it, your longevity in the business will be short. **You just can't keep going, going, going.** Recovery is key. One way that I feel "less guilty" about taking this time is I have started to use my time on the road much more productively. I figure I'm trapped in an airplane. I can't really move or do anything. I've started doing some business there.

I wrote a very popular blog post on "21 Ways to Make the Most Productive Use of Your Travel Time." I'll link to that in the show notes. Use some of those ideas so you come home with a whole lot extra done. Therefore, when you build in this recovery time before and after, bookending your time away with some self-care, massage, workout, sleep, time to do the follow-up, that little voice inside your head that says, "You can't afford to be doing this" will be silenced because you got some extra stuff done.

That's what we've got for today, building in recovery time. I would love it, if you've listened this far, to take some time to give me feedback. Go to iTunes and rate and review the podcast so that other people like you can find it and learn and be inspired. That would be great help to me and helpful to others.

Coming up, we're going to have some more guest interviews as well as topics. If there's a topic you want to see, shoot me an email and let me know. In the meanwhile, I always invite you to head on over and get the Freedom and Profit Checklist. This worksheet and checklist will help you bring more fun and profit to your business, and help you answer that question of: What is it that's most important that I should be doing right now in order to have the greatest impact on my business and, frankly, bring your sanity back?

Until next time, I invite you, as always, to create a great day!