

# BEATING BURNOUT



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PHARSYDE SOLUTIONS

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## Do you have the time to read this?

I'm guessing, if you are reading this booklet then you are feeling burnt out. Or at least a little tired, or perhaps, overwhelmed. That's what led you here.

So, if you have taken the time to pick this booklet up, you probably don't feel like you have the time, or energy, to actually read it.

My name is Tamryn, I am an Accidental Accountant based in South Africa – I like to call myself an “Accidental” accountant, because accounting featured absolutely nowhere in my life plan when I was young, not even in the small print. And yet, here we are.



The full story of how I bumbled into burnout and how I managed to get back out again is in my free book - you can grab a copy [here](#).

Instead of going into detail, I just want to assure you - I teach about burnout, because I have been there. I know how it feels to be exhausted, overwhelmed and full of despair. I know what it feels like to hear your morning alarm go off and just want to roll over and cry yourself back to sleep. I know what it feels like to sit at your desk staring at the logo of this business you created so enthusiastically, trying to remember what that enthusiasm felt like and wondering why the hell you put yourself through all of this.

I know what it's like to want to give up.

I also know why you shouldn't give up. Because I didn't give up, I pushed through and I found a better way and I actually created the freedom I had dreamed of on the day I registered my company. And you can too.

This program teaches you **exactly** how.

If you are feeling tired, lost, alone, overwhelmed and hopeless, if that is you, read on. This is for **you**.



# What IS Burnout?

Burnout happens in **seventy eight** percent of business owners! Seventy eight percent! That is a crazy high percentage.

It is defined in the Merriam-Webster dictionary as follows:

*Entry 1: Burnout, Noun*

*1, the cessation of operation, usually of a heat or rocket engine.*

*2, exhaustion of physical emotional strength or motivation, usually as a result of prolonged stress or frustration.*

*Entry 2: Burnout, Verb*

*1, to drive out or destroy by fire.*

*2, to cause to fail, wear out, or become exhausted. Especially from overwork or over use.*

Burnout has two official causes:

**Burnout Reason Number One**, is: Working too hard, or having too much responsibility. It's not just about your workload – its about the burden you place on yourself to deliver. Pressure can come from workload and deadlines, but it also comes from not wanting to disappoint partners, friends and family.

**Burnout Reason Number Two** is: Limited resources. Resources can be cash, skills, time, or people. It doesn't really matter what it is, you just don't have enough to do the work that needs to be done!

I, personally, like to add a **third cause for burnout**: because reasons one and two, lead to chronic stress and sustained chronic stress - with a sustained workload and a lack of resources – is a definitive recipe for burnout!

## So what do we DO about it?

In order to effectively combat burnout, we need to deal with the causes. I know that right now, it feels like there is absolutely nothing you can do to stop being overwhelmed under under-resourced. But I promise you that there **are** things you can do, and I will walk you through each of them.

You are a business owner, struggling with burnout. You have limited resources – the most important of these resources? Time.

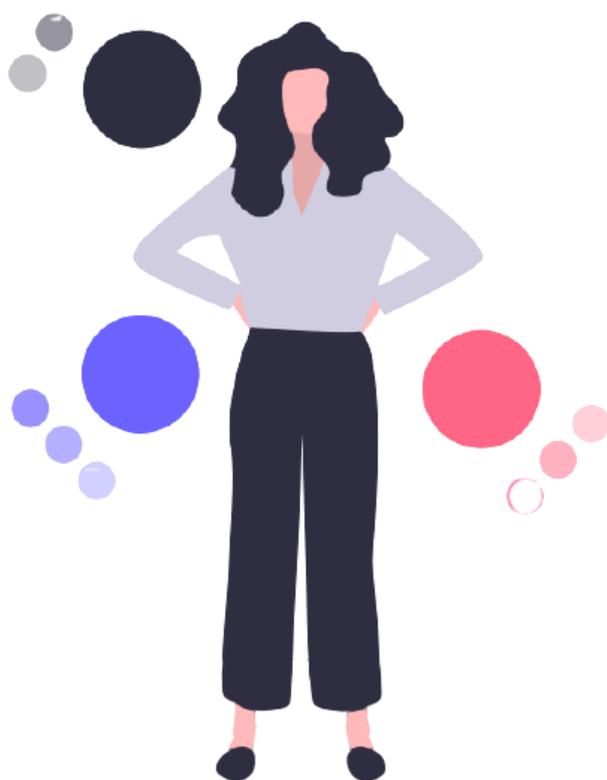
So this program is designed as one-on-one coaching, tailored specifically to your schedule, your needs and your ability to cope. You never have to do more than you can do.

We begin with a consultation. We're going to spend a fair amount of time together discussing where you are, how you feel and how you run your business day-to-day. I am going to use this chat to decide which phase of the program you need to start with, and which area we need to fix first. So honesty is really, really important here.

After the consult, we begin. The program is broken into three phases:

### **Phase 1: Regroup.**

This phase is focused on *you*. We need to get you mentally strong again. All the steps in this phase are specifically designed to reduce your stress, help you relax, and to help you find joy in your business again. Steps involve healing our bodies, to cutting out toxic clients to healing our minds. It's all about healing.



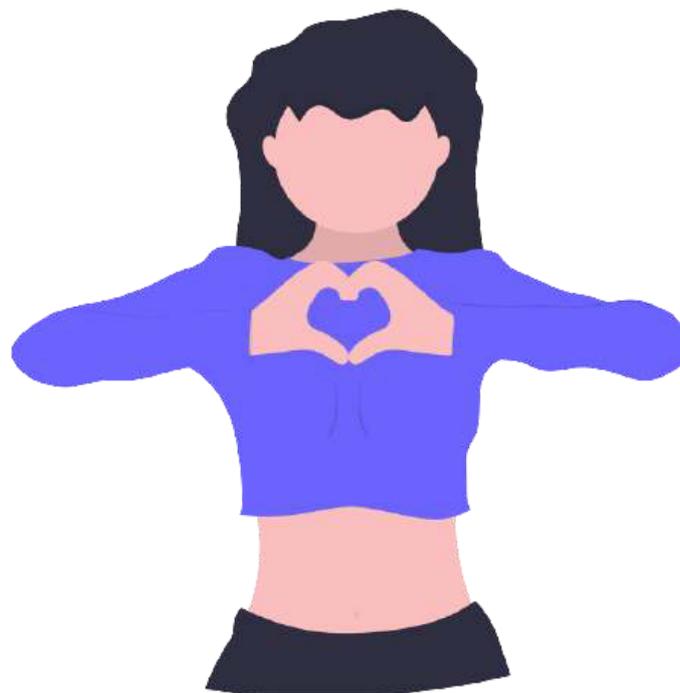
## **Phase 2: Review.**

This phase is all about your business. We are going to begin assessing every aspect of what you do and how you do it, and we are going to find ways to improve your efficiency, make you more money and open up more and more time for you to spend on you. This is all about creating the foundations of a healthy, successful business that can run entirely independently - imagine, a business you can actually go on holiday from!

## **Phase 3: Renew.**

Now that you have the mental strength and clarity to face it - and we have created the solid base of a functional business - now we look at why you opened this business in the first place. What was it that you wanted to achieve? How are we going to set this business up to achieve it - without sucking the life out of you!

Phase three is definitely the most fun, especially since by the time we get there you will be mentally, physically and emotionally ready for anything!



## Alright! So what's next?

If anything, anywhere in this document struck a chord with you, please reach out and [book a coffee date](#) with me.

It will only take one chat for me to know whether I can assist you or not - and sometimes, just the act of reaching out and chatting is enough of a catalyst for you to identify your own stumbling blocks and their solutions! So it is really worth booking the chat.

Whatever you do, please don't keep pushing on by yourself until you reach the point of breakdown. Been there, it's not half as fun as it sounds - and yes, I know it doesn't sound like fun.

There **is** a better way to build a business. It **is** possible to have the life you dreamed of. Freedom is **not** just a daydream.

I believe in you, you've got this!





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